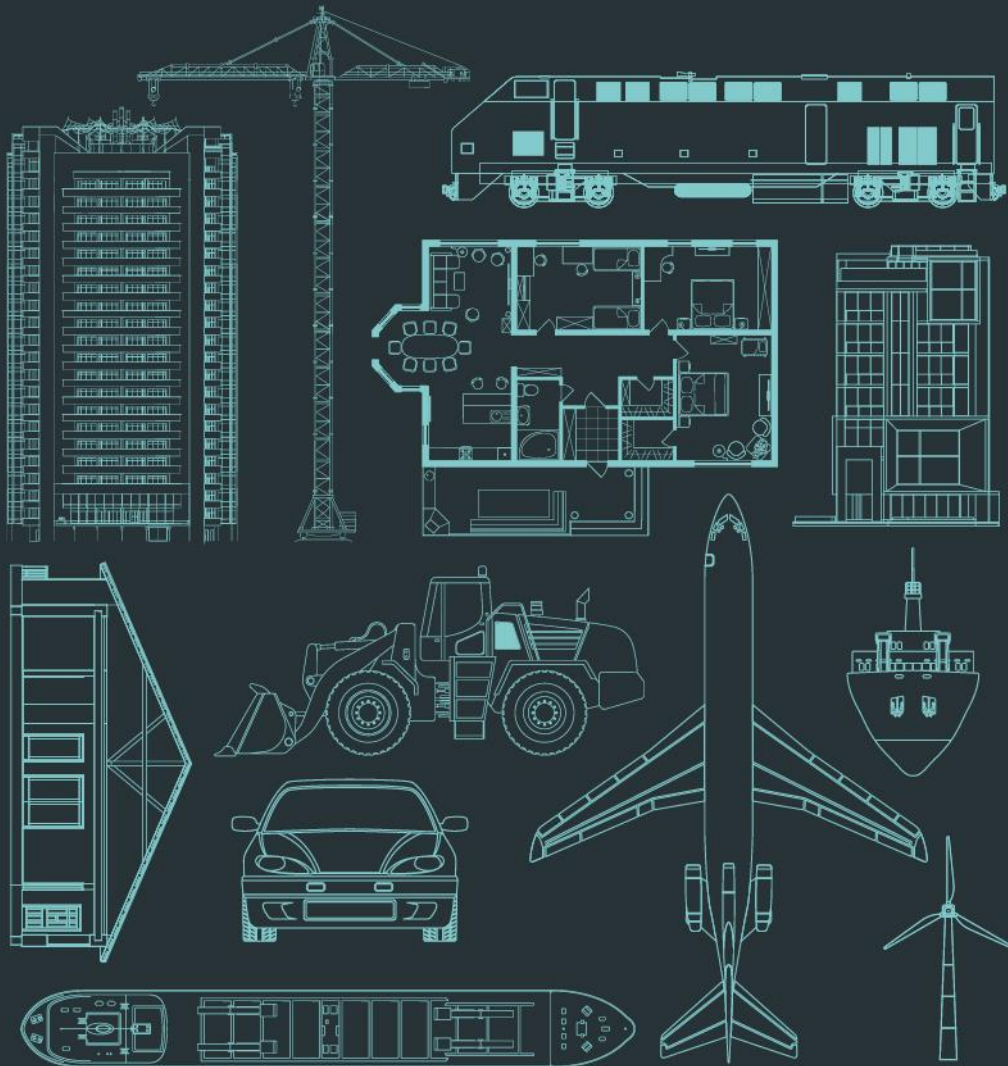


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## **Statement of Community Involvement**

Land South of Chiswell Green Lane, Chiswell Green

Prepared for CALA Homes (Chilterns) Ltd and  
Redington Capital Ltd

March 2022

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# Executive Summary

This report details the steps undertaken by CALA Homes (Chilterns) Ltd and Redington Capital Ltd (hereafter the “Applicants”) to engage the local community regarding its proposals for land south of Chiswell Green Lane, Chiswell Green in St Albans.

As a starting point, the Applicants announced the upcoming consultation with correspondence with a wide range of stakeholders, detailed later in this document, outlining the programme for engagement. This led to a private briefing for St Stephen Parish Council in advance of the wider public consultation.

The consultation has been a hybrid and included both online and in-person elements across a week from Friday 25<sup>th</sup> February until midnight on Thursday 3<sup>rd</sup> March. The applicant organised a virtual public consultation so stakeholders and residents could view the plans. This was hosted on a new project website available at <https://calaplanning.co.uk/chiswell-green/>.

During the consultation period, the website was viewed 1,775 times, with 16 online feedback form submissions made during this time, all of which were GDPR-compliant and can therefore be formally considered as part of the consultation process.

The team also hosted a webinar presentation online presentation in which attendees would receive an update from the project team followed by a live Q&A. In total 62 residents attended the event out the 97 that registered for the event. They asked 42 questions on a wide range of topics with a particular focus on traffic and access arrangements

An in-person event was also held at Park Street Baptist Church - 2 Penn Rd, Park Street, St Albans AL2 2QF, based c.2miles from the site. This was attended by 99 people including two councillors for St Stephen Ward at St Albans City & District Council (SACDC), the St Stephen division member for Hertfordshire County Council and two Chiswell Green Councillors for St Stephen Parish Council. By the end of the event 18 feedback forms were completed to add to the online representations bring the total to 34.

A review of the all the feedback received during the consultation revealed that:

- 29% recognise the need for more family and affordable housing in Chiswell Green
- 31% either strongly agree or agree that there is a need for a new school in the local area
- 37% either strongly support or support the plans to make the site publicly accessible
- 39% either strongly support or support the landscape strategy including the provision the provision of publicly accessible green core and green corridors
- In the additional comments, the affordable housing provision was welcomed with the issue mentioned by four different respondents. The main issue raised was congestion and the impact the development would have on the local road network.

The entire consultation was publicised simultaneously using multiple different channels to ensure a broad reach. This included the distribution of an invite leaflet to 1,394 households and businesses in the vicinity of the site on 18<sup>th</sup> February 2022. Invites were also sent directly to the stakeholders highlighted in this document following the initial contact.

The Applicants also took out Facebook advertising with reached 21,950 people surrounding the Chiswell Green area. The ad provided details of the consultation and how to get involved. This was live from 18<sup>th</sup> February until 3<sup>rd</sup> March and received 1,139 link clicks.

During the consultation, residents and stakeholders were given the opportunity to provide feedback via a number of different channels. A freephone information line and project email were available for

members of the public to provide their feedback to the project team and request further information if required. Where requests for hard copies of the consultation materials and feedback form were received, the Applicants provided these accordingly.

The Applicants is committed to engaging with the local community and, following the submission of the application, will ensure that interested parties and key stakeholders remain informed and updated regarding the plans.

This document provides a chronological account of the pre-application consultation undertaken and a review of the feedback received.

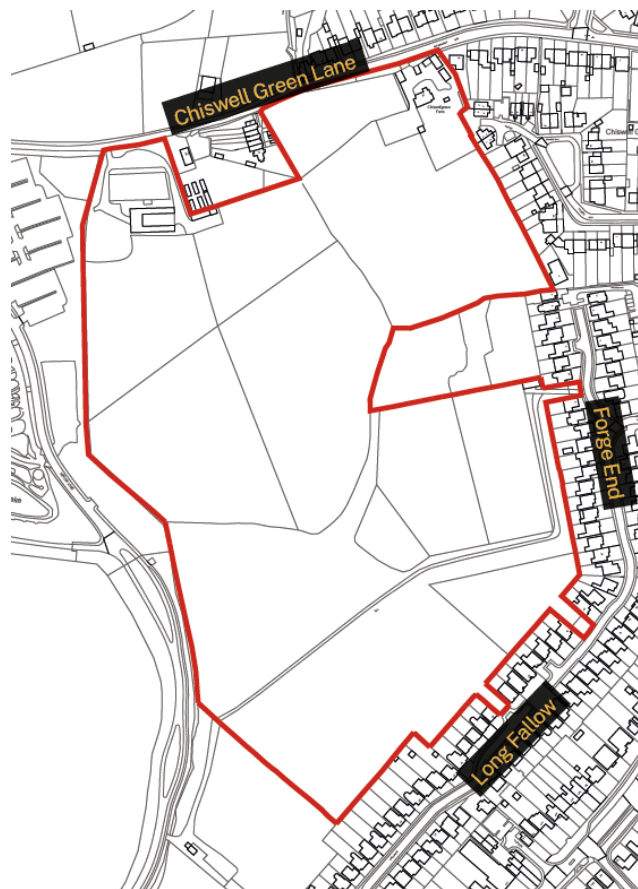
# 1. Introduction

- 1.1 The Applicants are consulting the community on proposals to deliver up to 391 new homes at land south of Chiswell Green Lane, Chiswell Green.
- 1.2 The team is committed to consulting local stakeholders and the local community with regards to its proposals and has a strong track record of good communication with members of the local community, community groups, local councillors and other third-party stakeholders.
- 1.3 This document has been produced with the aim of clearly and concisely detailing the community consultation undertaken by the Applicants in respect of its proposals for the site.
- 1.4 This document provides a chronological account of the consultation activity that has been undertaken within the pre-application stages of the planning application and, in addition, the activity that the Applicant proposes to undertake following submission of an application.
- 1.5 In order to assist with community engagement on the plans, the Built Environment Communications Group (BECG) has been appointed, a specialist communications consultancy, to form part of its wider project team.

## 2. Background

### 2.1 The Site

- 2.1.1 The Site comprises of agricultural land, a farmyard with stables and equine facilities, and a derelict farmhouse and outbuildings. The agricultural land is divided into four distinct fields separated by mature trees. The fields in the northern part are intensively grazed by horses whilst the fields in the south are currently unmanaged grassland.
- 2.1.2 The Site is located adjacent to the village of Chiswell Green and is approximately 1.1km southeast of the cathedral city of St. Albans. The northern boundary is formed by Chiswell Green Lane. The eastern and south-eastern boundaries are directly adjacent to the residential area of Chiswell Green with the site bordered by the gardens of the residential properties
- 2.1.3 There is a small woodland (TPO) area to the east of the Site which is not included in the site boundary and sits between the site and residential area. Beyond the western boundary of the Site, a car park separates Miriam Lane from the western site boundary. Lying adjacent to Miriam Lane approximately 25m to the east is the site of the former 'Butterfly World'.
- 2.1.4 St. Albans Polo Club is approximately 80m northeast of the site with Chiswell Green Lane lying between the two areas. The M1 is 1.4km to the east and meets the M25 1.5km southeast of the site. The wider surrounding area comprises residential areas to the east and agricultural land to the west.



**Fig. 1: Site Location showing approximate red line boundary**

## 2.2 Proposal

- 2.2.1 The Applicants are seeking outline consent for up to 391 new homes on the site. Subject to planning permission being granted by SACDC, then a “reserved matters” application will need to be submitted to establish the detail of the proposals within the parameters of the outline permission.
- 2.2.2 The proposals will deliver a high quality and sustainable neighbourhood comprising up to 391 new homes. The new homes proposed will help support local housing delivery, providing much needed family homes and promoting housing choice. 3% of the new homes will be allocated as self-build plots and sold to interested parties to build independently.
- 2.2.3 The development will also provide 40% of the units at affordable levels, comprising a mixed tenure split that will be established in the reserved matters application.
- 2.2.4 The proposals will deliver wider improvements to landscaping, with an aim to achieve a net gain in biodiversity. This will be delivered by creating new habitats in a new, publicly accessible green core at the centre of the site. This will be accessed via green corridors that will include new pedestrian and cycle links through the site improving connectivity to the surrounding area. To deliver a net gain, contributions may also be agreed with the Council to enhance habitats offsite.
- 2.2.5 Land will also be allocated for a new two form entry primary school. This will be made available to Hertfordshire County Council to deliver the school, subject to planning permission being granted.
- 2.2.6 The exact number of parking spaces will be determined by the reserved matters application but will align with SACDC standards.
- 2.2.7 The Applicants are prioritising sustainable transport methods and championing cycling with new improved facilities proposed on Chiswell Green Lane. There will also be a new tiger crossing and pedestrian/cycleway at Watford Road and Forge End. The 321-bus route will also be diverted through the site so all new residents are within a five minute walk of a bus station.
- 2.2.8 A full description of the planning application is set out in the Planning Statement.

*The demolition of existing structures and construction of up to 391 dwellings (Use Class C3), the provision of land for a new 2FE Primary School, open space provision and associated landscaping and new access arrangements*

## 3. Pre-application Consultation

### 3.1 National and Local Guidance

- 3.1.1 The Applicants have complied with the Government's National Planning Policy Framework (NPPF) which states that *“early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties.”*
- 3.1.2 The NPPF also highlights that *“good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community.”*
- 3.1.3 SACDC's Adopted SCI simply advises *developers of the largest schemes to consult local communities before submitting certain planning applications*. The document goes onto to explain that this *may include public exhibition and drop in session in an accessible local venue, publicised through website or virtual exhibition, local press, social media and flyers*.
- 3.1.4 The Applicant has sought to comply with local and national guidance in undertaking a programme of pre-application consultation.

### 3.2 Pre-Application Meetings

- 3.2.1 During the pre-application process, discussions and advice was sought from planning officers alongside relevant bodies, including pre-application meetings. Materials shared with planning officers and a note of the discussion are included in the Planning Statement which accompanies the planning application.

### 3.3 Engagement with Stakeholders

- 3.3.1 The Applicants undertook a number of consultation activities to raise the profile of the site and engage with the site's local elected representatives and community groups.
- 3.3.2 Key political and community stakeholders were contacted via email, where they were introduced to the proposals and offered a meeting with the project team. This correspondence also flagged the upcoming consultation which recipients were invited to join. These stakeholders included:
- **Leader of SACDC; Cllr Chris White**
  - **Three St Stephen ward councillors at SACDC; Cllr Sue Featherstone, Cllr Aaron Jacob & Cllr David Winstone**
  - **Chair/Vice Chair of Planning Referrals Committee at SACDC; Cllr Jamie Day & Cllr Geoff Harrison**
  - **Chair/Vice Chair of Planning Committee South at SACDC; Cllr Geoff Harrison & Cllr Syed Abidi**
  - **St Stephen division councillor at Hertfordshire County Council; Cllr Stella Nash**
  - **St Albans Member of Parliament; Daisy Cooper MP**
  - **St Stephen Parish Council**
  - **St Albans Civic Society**
- 3.3.3 The project team were invited to present at a special meeting with St Stephen Parish Council so they could have an advanced viewing of the proposals ahead of the public consultation. The team presented to the Council on Thursday 13<sup>th</sup> January from 7pm until 7.30pm.



## 3.4 Consultation Advertising

3.4.1 The Applicants undertook a number of consultation activities to raise the profile of the site and engage with the site's local elected representatives.

3.4.2 An invitation flyer (copy available in the appendix) was distributed to 1,394 residential and businesses addresses in the area surrounding the site on Friday 18<sup>th</sup> February. The distribution area can be seen below: This included information regarding:

- The location of the site;
- A brief summary of the emerging proposals;
- The dates for the consultation events
- How to get involved
- Link to website & contact details



**Fig. 2: Distribution area**

3.4.3 The Applicants took out Facebook advertising from Friday 18<sup>th</sup> February until Thursday 3<sup>rd</sup> March. This contained all the information of the invitation flyer and provided a link to the website so viewers could be redirected.

3.4.4 Across this period, the sponsored ad reached 21,950 people within a 25km radius of the site. It received 1,139 links clicks which drove up viewership of the website and the details of the consultation.

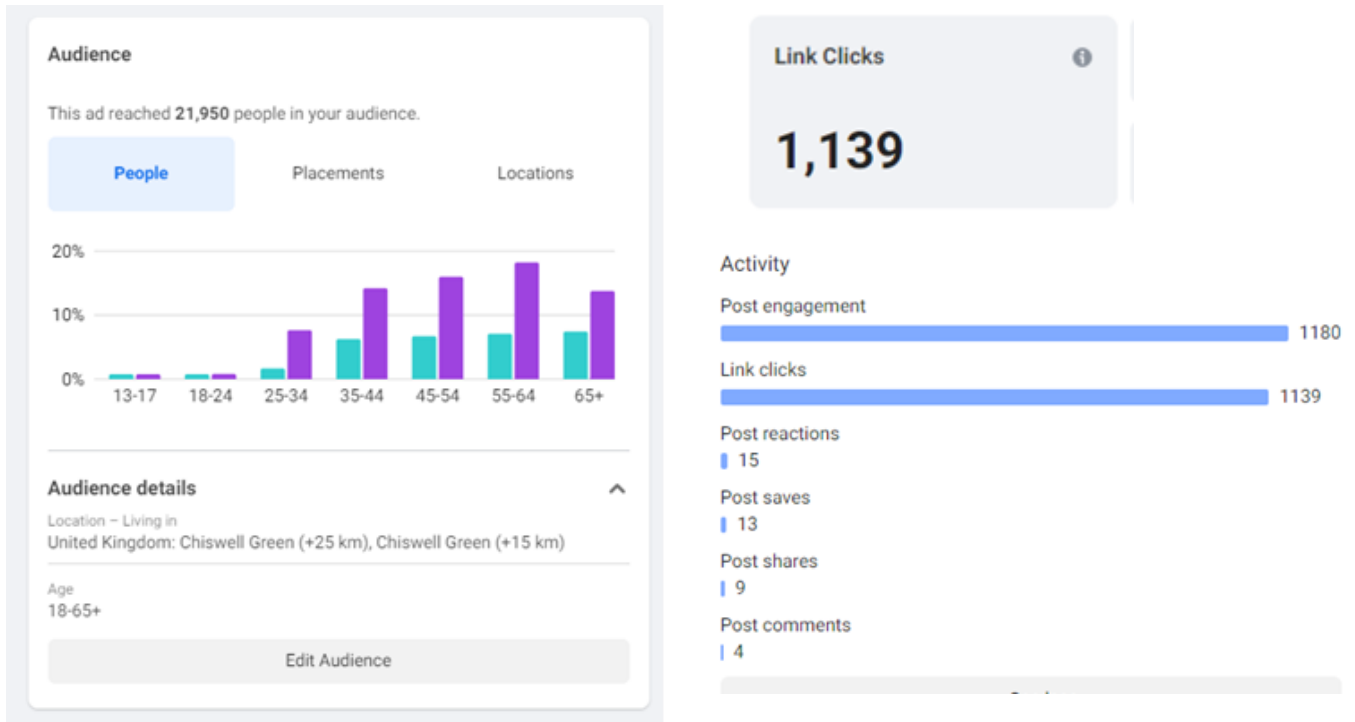


Fig. 3: Social media advertising reach and engagement

3.4.5 The Applicants also issued a press release to local newspapers to target those without access to social media. This was sent to St Alans Review, The Herts Advertiser, Herts Live & the Watford Observer.

**REDINGTON CAPITAL** **CALA**

**LAND TO THE SOUTH OF CHISWELL GREEN LANE**  
**PUBLIC EXHIBITION INVITATION**

Cala and Redington Capital invite you to take part in a public exhibition displaying plans for a residential-led scheme at the land south of Chiswell Green Lane ahead of submitting a planning application to St Albans City & District Council.

**PROPOSALS SUMMARY**

- 391 new homes
- 40% Affordable Homes
- 3% Self-Build Plots
- Land for a Two Form Entry primary school
- Aim to achieve 10% Biodiversity Net Gain
- Publicly accessible open space
- Publicly accessible children's play space

Please turn over this flyer to find out how you can get involved or visit [calaplanning.co.uk/chiswell-green](http://calaplanning.co.uk/chiswell-green).

**HOW TO GET INVOLVED**  
The consultation will involve both online and in-person elements to allow the widest participation possible. Below you will find details of how you can get involved:

**VIRTUAL CONSULTATION**  
The centrepiece of our online consultation will be a new project website available at [calaplanning.co.uk/chiswell-green](http://calaplanning.co.uk/chiswell-green). All plans will be displayed here from **Friday 25th February**.

**WEBINAR**  
There will also be a live webinar with a presentation on the plans followed by a live Q+A on: **Tuesday 1st March: 6pm - 7pm**  
To participate, please visit the project website to register for the webinar in advance. You will then receive an email with the link to use to join the event. Please note you must register in advance to participate in the webinar.

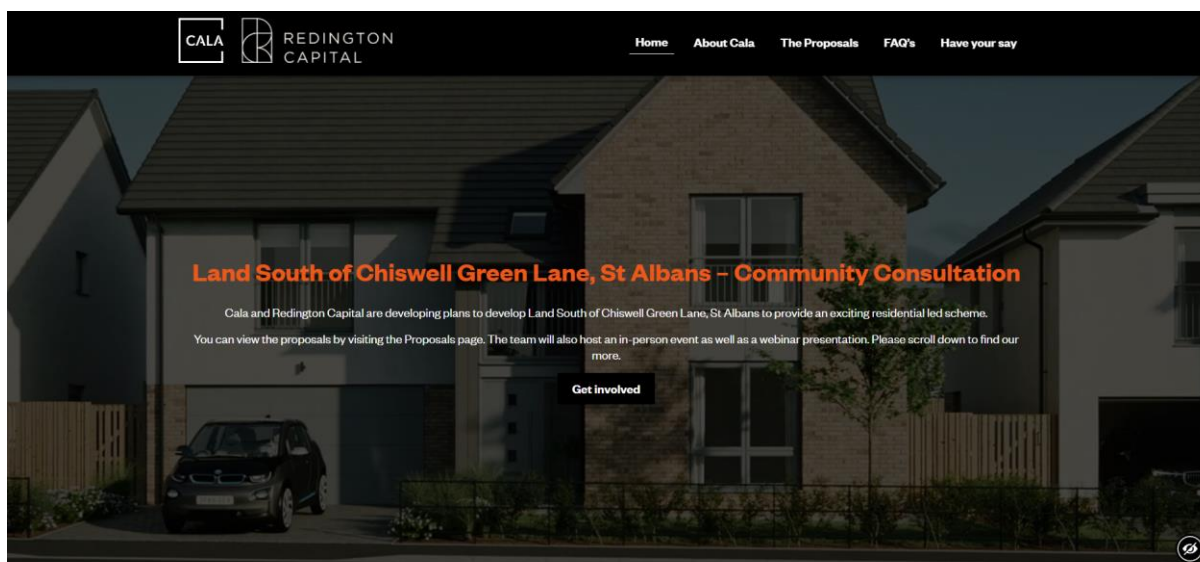
**IN-PERSON EVENT**  
The team will also be hosting a face-to-face event at Park Street Baptist Church - 2 Penn Rd, Park Street, St Albans AL2 2QF at the following date and time: **Wednesday 2nd March: 3pm - 7pm**  
At this time, the plans will be exhibited, and the project team will be on hand to talk you through the rationale and answer any questions.  
Parking is available at the venue and also on-street in case of spill over.

**FEEDBACK DEADLINE**  
Residents can let us know their views either the online or via the feedback forms available at the in-person event. The deadline for comments to be submitted on-line is **Midnight on Thursday 3rd March**. If you have any questions, then please email [feedback@consultation-online.co.uk](mailto:feedback@consultation-online.co.uk) or call 0800 298 7040 or visit [calaplanning.co.uk/chiswell-green](http://calaplanning.co.uk/chiswell-green).

Fig 5: Social media ad engagement

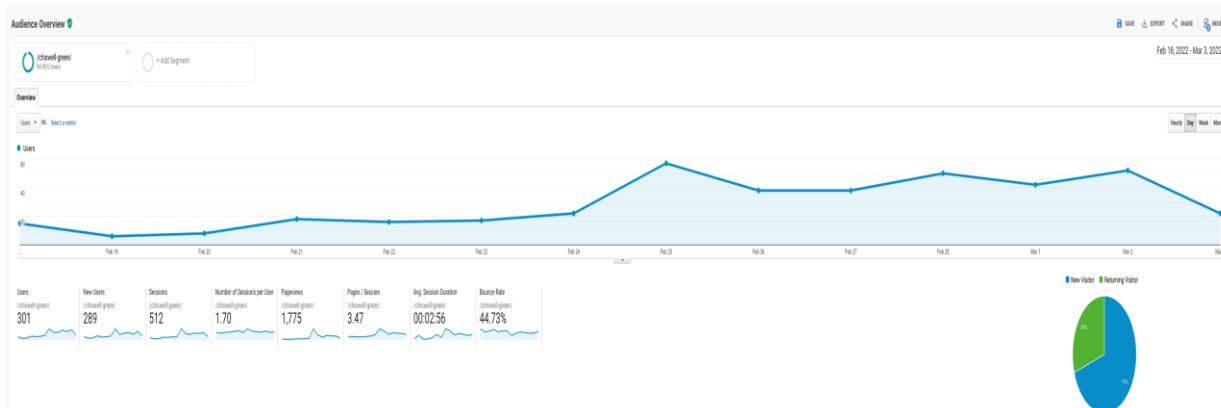
## 3.5 Virtual Public Consultation

- 3.5.1 The Applicants hosted all online consultation activities on a project website available at <https://calaplanning.co.uk/chiswell-green/>. A holding page went live on Friday 18<sup>th</sup> February to align with the invite being distributed. This contained details of the consultation including a link to register for the online webinar presentation.
- 3.5.2 The virtual consultation went live on Friday 25<sup>th</sup> February and included a detailed summary of the proposals, an online feedback form to record comments and information about the Applicant. This was broken down into the following pages:
- Home
  - About Cala
  - The Proposals – broken down into ten pages on specific elements of the proposals
  - FAQ's
  - Have your say



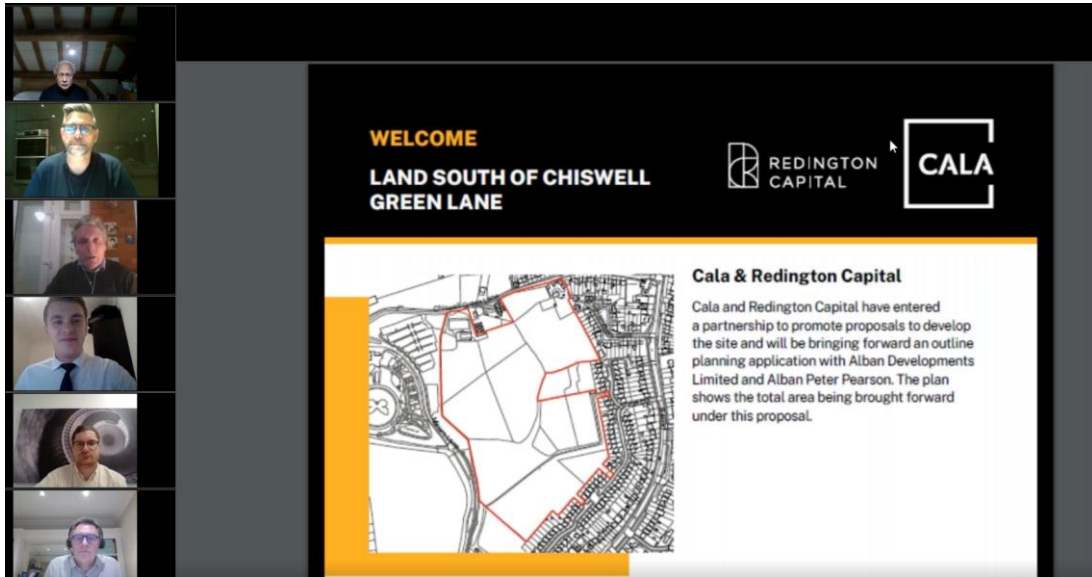
**Fig 6: The website homepage**

- 3.5.3 During the consultation period, the virtual public exhibition website was viewed 1,775 times, by 289 individual users. Across the consultation period, 16 feedback responses received via the consultation feedback form.



**Fig 7: Cut out of the website analytics**

- 3.5.4 The Applicants also held an online webinar presentation so those unable to attend the in-person event could still interact with the project team and receive a briefing on the proposals. This took place from 6pm until 7pm on Tuesday 1<sup>st</sup> March.
- 3.5.5 In total, 62 attended the event out of the 98 that registered. The session began with a presentation by the project team followed by a live Q+A. By the end of the event, 41 questions had been put to the panellists. The most prominent issue raised was traffic and access.



**Fig 8: The webinar presentation**

## 3.6 Traditional Exhibition

- 3.6.1 The Applicants have held an in-person event from 3pm until 7pm on Wednesday 3<sup>rd</sup> March. This was held at Park Street Baptist Church - 2 Penn Rd, Park Street, St Albans AL2 2QF, based c.2miles from the site. The purpose of the event was to display the plans and secure feedback from attendees.
- 3.6.2 At the event, the plans were displayed using A1 foam boards each of which focussed on a different element of the proposals. The board structure is outline below:
- Welcome to our exhibition
  - The site & surrounding context
  - Vision
  - Masterplan
  - Key character areas
  - Land uses & building heights
  - Highways, parking & access
  - Environment & sustainability
  - Construction management & next steps
- 3.6.3 Members of the project team attended the event to answer questions from attendees that followed viewing the proposals. Feedback forms were also available to record comments.



**Fig 9: The in-person exhibition**

- 3.6.4 As mentioned, all key political and community stakeholders were invited to the event. The list below indicates which attended:
- *Cllr Arran Jacob & Cllr Sue Featherston; St Stephen ward councillors at SACDC*
  - *Cllr Ajanta Hilton & Cllr Mark Skelton; Chiswell Green ward councillors at St Stephen Parish*
  - *Cllr Stella Nash; St Stephen division councillor at Hertfordshire County Council*

## 3.7 0800 and Email Comment Facility

- 3.7.1 During the consultation, access to a freephone telephone enquiry line was offered to those who wished to find out more about the proposals, or to register their comments via the telephone.

- 3.7.2 The telephone number provided (0800 298 7040) was in operation Monday-Friday between the hours of 9:00am and 5:30pm. During these hours a message facility was available for voicemails to be left and responded to at the earliest opportunity to ensure information was readily available and queries or concerns addressed. Information was given to callers where possible and if questions were of a technical nature, these were passed on to project team members.
- 3.7.3 An email address was also provided – [feedback@consultation-online.co.uk](mailto:feedback@consultation-online.co.uk) – to receive comments in relation to the application and to answer any queries.

## 4. Review of Feedback

### 4.1 Summary of All Feedback

4.1.1. During the consultation, a total of 34 feedback form submissions were made, all of which were GDPR-compliant and can therefore be considered as part of the consultation process.

4.1.2. A review of the feedback received revealed that:

- 29% recognise the need for more family and affordable housing in Chiswell Green
- 31% either strongly agree or agree that there is a need for a new school in the local area
- 37% either strongly support or support the plans to make the site publicly accessible
- 39% either strongly support or support the landscape strategy including the provision of publicly accessible green core and green corridors

4.1.3. Traffic congestion was a primary point of concern for respondents. As detailed in Q7, traffic-related matters were raised by 15 respondents when providing additional comments on the scheme. It was generally felt that the traffic created by the new homes and the school would exacerbate existing conditions.

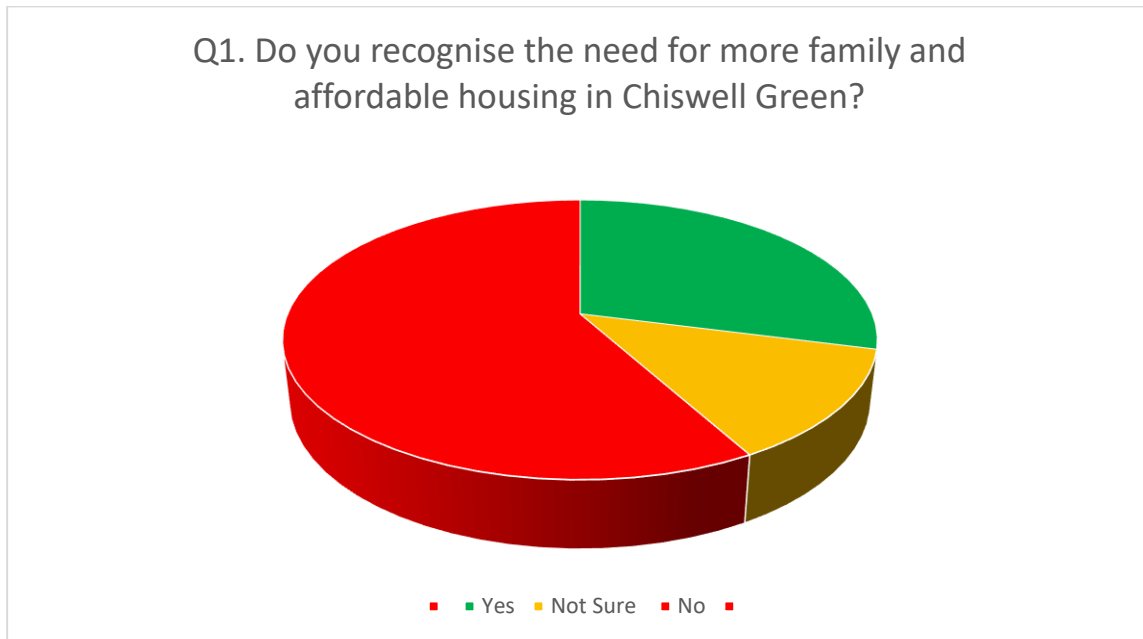
4.1.4. Other frequently raised concerns related to fact that this was a green belt site and therefore should be protected. Respondents were also concerned about the impact on services and whether they could accommodate the increase in population that would accompany the development. On a positive note, the feedback indicated that there was support for the level of affordable housing provided. School places were also mentioned but the responses were mixed as to whether there was an overprovision or a lack of spaces available in the area.

## 4.2 Summary of Feedback Forms

4.2.1 The graphs below provide an analysis of responses to the questions asked on the feedback forms provided during the consultation. It should be noted that not all respondents provided a comment to each specific question below. All percentages have been rounded to the nearest whole number.

### Q1. Do you recognise the need for more family and affordable housing in Chiswell Green?

- **Yes:** 9 (29%)
- **Not Sure:** 4 (13%)
- **No:** 18 (58%)

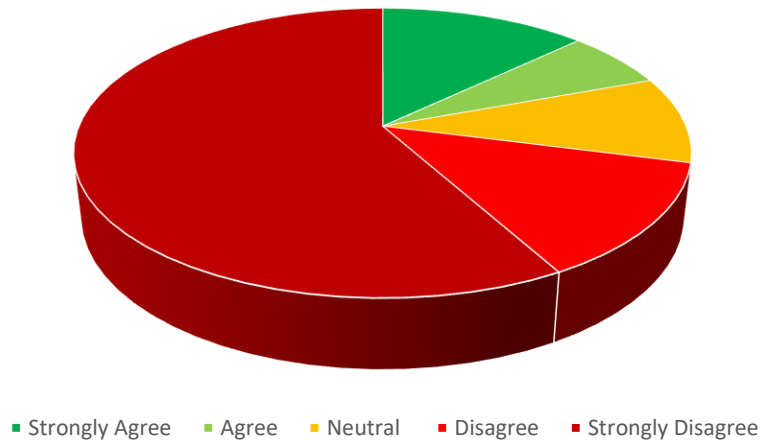


### Q2. To what extent do you support the vision for the site?.

- **Strongly Support:** 4 (13%)
- **Support:** 2 (6%)
- **Neutral:** 3 (10%)
- **Oppose/Against:** 4 (13%)
- **Strongly Disagree/Against:** 18 (58%)



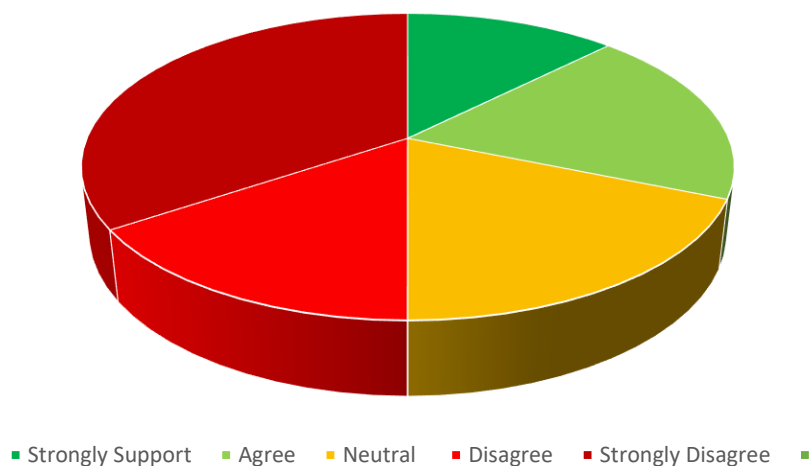
Q2. To what extent do you support the vision for the site



Q3. To what extent do you agree or disagree that there is a need for a new school in the local area?

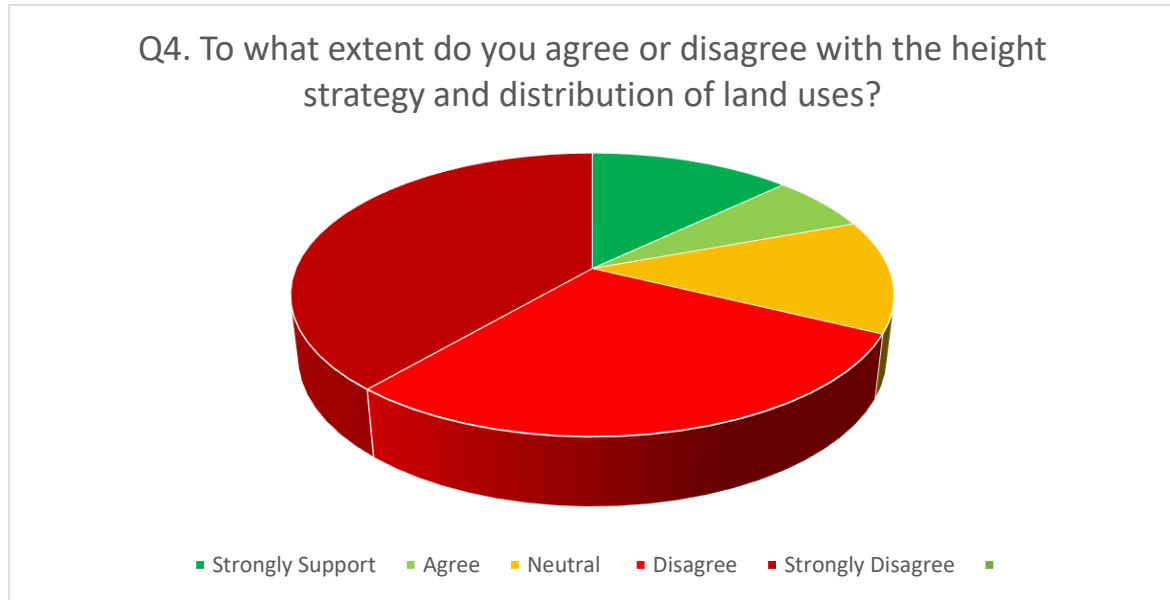
- **Strongly Agree:** 4 (12%)
- **Agree:** 6 (19%)
- **Neutral:** 6 (19%)
- **Disagree:** 5 (16%)
- **Strongly Disagree:** 11 (34%)

Q3. To what extent do you agree or disagree that there is a need for a new school in the local area?



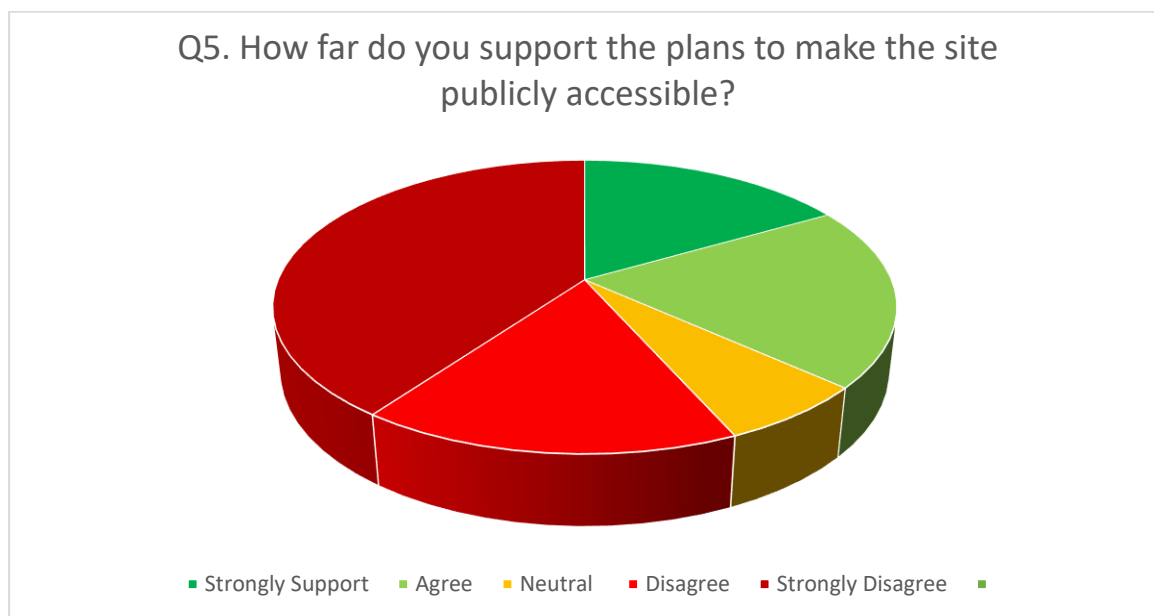
**Q4. To what extent do you agree or disagree with the height strategy and distribution of land uses?**

- **Strongly Agree:** 4 (13%)
- **Agree:** 2 (6%)
- **Neutral:** 4 (13%)
- **Disagree:** 9 (29%)
- **Strongly Disagree:** 12 (39%)



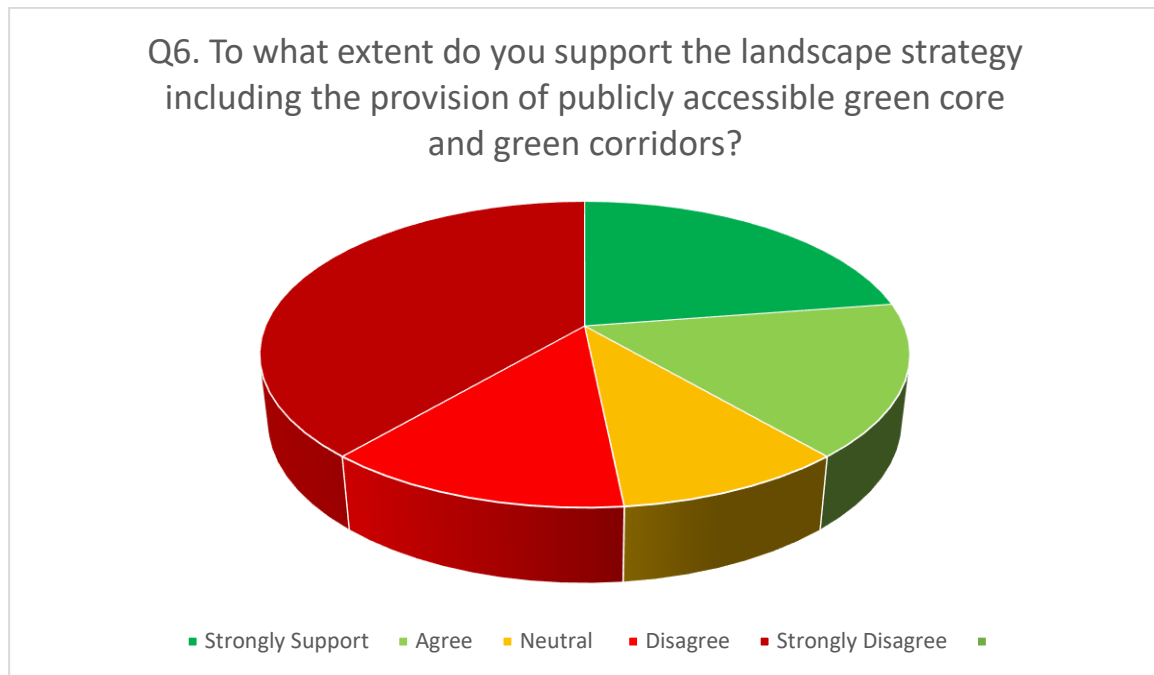
**Q5. How far do you support the plans to make the site publicly accessible?**

- **Strongly Support:** 5 (17%)
- **Support:** 6 (20%)
- **Neutral:** 2 (6%)
- **Oppose:** 5 (17%)
- **Strongly Oppose:** 12 (40%)

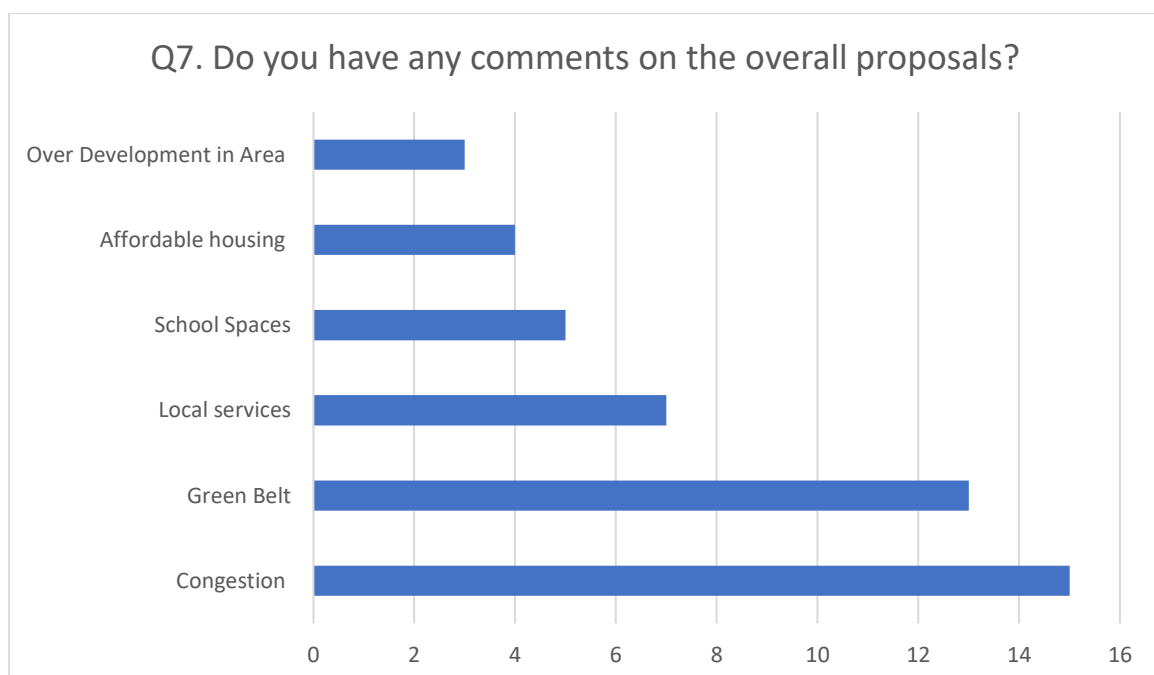


**Q6. To what extent do you support the landscape strategy including the provision of publicly accessible green core and green corridors?**

- **Strongly Support:** 7 (23%)
- **Support:** 5 (16%)
- **Neutral:** 3 (10%)
- **Oppose:** 4 (13%)
- **Strongly Oppose:** 12 (38%)



**Q6. Do you have any additional comments on the overall proposals?**



## 4.3 Response to Comments

4.3.1 All comments received have been reviewed by the project team and where possible amendments have been made to the proposals to reflect comments received.

<b>Traffic</b>	<p>The exact number of parking spaces will be determined by the reserved matters application so the exact impact on the local road network has yet to be quantified. Although, it is likely to be within SACDC parking standards.</p> <p>However, the Applicants have promoted sustainable forms of transport to minimise the impact. This includes diverting the 321-bus route through the site so all residents are within a five minute walking distance of public transport. There will also be improved cycle and pedestrian facilities to encourage active travel options. Enhancements include Improved cycle facilities along Chiswell Green Lane, a new Tiger crossing for pedestrians and cyclists and pedestrian/cycleway at Watford Road and Forge End</p>
<b>Green belt development</b>	<p>The site had been identified in the Publication Draft Local Plan for St Albans City and District as one of the “Broad Locations” for development to contribute towards addressing housing, infrastructure and other development needs over the period 2020 to 2036. Through the plan making process, it was recognised as a suitable Broad Location for release from the Green Belt, with the expectation that it would deliver a minimum of 365 dwellings. The Council’s own studies revealed that the release of the site would have the least impact on the Green Belt compared to all other Green Belt sites in the District.</p> <p>Following the withdrawal of the Draft Local Plan from the Examination process, the City and District Council is preparing a new Local Plan and this site is being promoted once again for development.</p>
<b>Impact on local services</b>	<p>The Applicants will look to mitigate the impact on local services via both S106 contributions and the Community Infrastructure Level. The exact figure will be confirmed following discussions with SACDC and viability assessments.</p>
<b>School Spaces</b>	<p>Hertfordshire County Council is supportive and has driven the decision to provide land for a new primary school as part of the development. They have confirmed there is a need to provide such a facility. This provision is also a sizeable project benefit. This should be weighted heavily in favour of the proposals.</p>
<b>Affordable housing</b>	<p>The Applicant is pleased that respondents welcome the provision of affordable housing. The precise details will be established via the reserved matters application.</p>
<b>Overdevelopment in the area</b>	<p>The comments related to sites being promoted in the surrounding area many of which are yet to be approved. As such, there remains a significant need for housing in the local area and the Applicant feels this site is the most suitable to bring forward as shown by its allocation in SACDC withdrawn Local Plan.</p>

## 5. Post-application Consultation

### 5.1 On-going Stakeholder Engagement

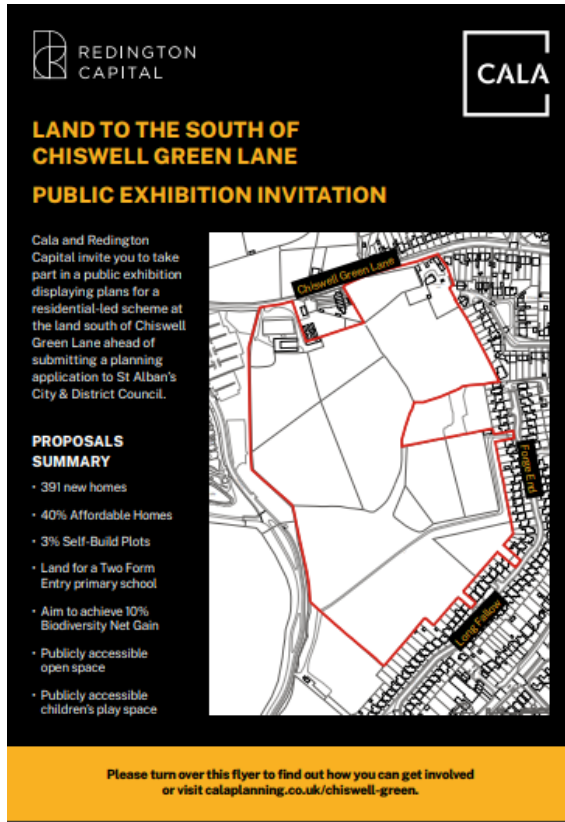
- 5.1.1 Given the interest shown by residents and stakeholders in the proposals, the Applicants will ensure that information continues to flow to all interested parties in order to ensure our key stakeholders are kept up to date.

## 6. Conclusion

- 6.1.1 The Applicants have taken a comprehensive approach to community and stakeholder engagement and has engaged the local community and their representatives.
- 6.1.2 The consultation, held from Friday 25<sup>th</sup> February until Midnight on Thursday 3<sup>rd</sup> March, was the focal point of the engagement strategy, complemented with engagement with local stakeholders, community groups and councillors at SACDC Council, Hertfordshire County Council and St Stephen Parish Council. The Applicant wished to be open and approachable from the outset of this engagement programme which has allowed the development team to gauge the local community's perception of the proposals and relay any comments or discussion points to the Applicant to review against the proposals.
- 6.1.3 This Statement of Community Involvement demonstrates that the proposals put forward have been effectively presented to the public and the Applicants have effectively engaged with the community. The Applicants will continue to engage with stakeholders and the public to inform them about the progress of the development to seek further input from the community as the planning process continues.

# 7. Appendices

## 1. Copy of the exhibition invitation leaflet



## 2. Copy of the emails to political stakeholders



I am writing to you on behalf of CALA and Redington Capital to take part in a public exhibition displaying plans for a residential-led scheme at the land south of Chiswell Green Lane ahead of submitting a planning application to St Alban's City & District Council. These proposals include 391 new homes, 40% of which will be affordable, land for a Two Form Entry primary school, and publicly accessible open space and children's play space.

Please see attached an invitation the upcoming public consultation for land south of Chiswell Green Lane. We hope you can attend the event as we are keen to hear your views.

This will be a hybrid consultation taking place online and in-person. The centrepiece of our online consultation will be a new project website available at [www.calaplanning.co.uk/chiswell-green](http://www.calaplanning.co.uk/chiswell-green). All plans will be displayed here from Friday 25th February. There will also be a live webinar with a presentation on the plans followed by a live Q+A on:

- **Tuesday 1st March: 6pm – 7pm**

To participate, please visit the project website to register for the webinar in advance. You will then receive an email with the link to use to join the event. Please note you must register in advance to participate in the webinar.

The team will also be hosting a face-to-face event at **Park Street Baptist Church - 2 Penn Rd, Park Street, St Albans AL2 2QF** at the following date and time:

- **Wednesday 2nd March: 3pm – 7pm**

At this time, the plans will be exhibited, and the project team will be on hand to talk you through the rationale and answer any questions. Parking is available at the venue and also on-street in case of spill over.

In the meantime, please let me know if you have any questions. Feel free to share the event details with residents and stakeholders.

Regards,

## 3. Copy of the exhibition boards

**WELCOME TO OUR EXHIBITION**  
**LAND SOUTH OF CHISWELL GREEN LANE**



Welcome to this exhibition outlining proposals for the Land South of Chiswell Green Lane.

Once you have viewed the plans, please let the team know your views via one of the feedback forms available.

**Cala & Redington Capital**

Cala and Redington Capital have entered into a partnership to promote proposals to develop the site and will be bringing forward an outline planning application with Alban Developments Limited and Alban Peter Pearson. The plan shows the total area being brought forward under this proposal.

**About Cala**

Cala Homes, part of the Cala Group, is a major UK housebuilder and leading provider of desirable new homes across the South East of England, the Midlands and Scotland.

Cala is a subsidiary of Legal & General Capital, the early-stage investment arm of Legal & General Group. Legal & General has been involved in housing for nearly 20 years and has a multi-tenure housing strategy, which Cala is now part of.

Each year Cala deliver over 2,500 homes, over a fifth of which are affordable, and contribute tens of millions of pounds to infrastructure. Cala are passionate about creating vibrant and sustainable communities - building aspirational homes with sensitivity and consideration, ensuring our developments become part of the communities in which they are built.



**LAND SOUTH OF CHISWELL GREEN LANE**  
**THE SITE & SURROUNDING CONTEXT**



**The Site**

The site is located to the west of Chiswell Green. It is bound by Chiswell Green Lane to the north, and by residential properties on Hammers Gate, Forge End and Long Fellow to the east.

It sits within the Green Belt and comprises of agricultural land, a farmyard, equine facilities, and a derelict farmhouse and outbuildings. The agricultural land is divided into four distinct fields, with those in the northern part grazed by horses whilst the fields in the south are unmanaged grassland.

**Planning History**

The site had been identified in the Draft Local Plan for St Albans City and District as one of the "Broad Locations" for development to contribute towards addressing housing, infrastructure and other development needs over the period 2020 to 2036. Through the plan making process, it was recognised as a suitable Broad Location for release from the Green Belt, with the expectation that it would deliver a minimum of 365 dwellings.

Following the withdrawal of the Draft Local Plan from the Examination process, the City and District Council is preparing a new Local Plan and this site is being promoted once again for development.



**LAND SOUTH OF CHISWELL GREEN LANE**  
**VISION**



The Vision for the site responds positively to the surrounding area and is defined by the following 4 key elements:

**Connected Communities**

The site's location and offsite connections offers the potential to bring together the new residents with existing communities of adjoining residential areas around a green core at the heart of the scheme. A network of "off street" green routes with foot and cycle connections through the site will provide access for the enlarged community for recreation and play, whilst offering links to the wider network.

**Green Feel**

Incorporating retained trees and hedgerows and introducing new planting will create a green character across the site. New landscaping features will define streets and space, frame attractive views and help to define the different character areas of the site.

**Views to the Woodland and the Green Core**

As the northern part of the site is located on higher ground than the southern part, the gentle level change provides an opportunity to positively respond to topography and provide visual green connections throughout the site.

**New Homes for All**

A variety of housing types are to be included in the masterplan to provide a range of homes that will meet local housing need.





## LAND SOUTH OF CHISWELL GREEN LANE

### KEY CHARACTER AREAS



#### Character areas

The scheme can be broken down into four main character areas. Each makes up a core component of the scheme and has been created to respond to and improve the existing context:

#### 1 Northern Gateway

Located at the top of the proposed development will be the main gateway to the northern part of the site. This will connect with the existing buildings on Chiswell Green Lane. This area is enclosed by existing trees and vegetation which connect to the Green Core.

#### 2 The Green Core

The Green Core is the focal space of the proposed development, centred around a substantial open space. Green and pedestrian/cycle links from other parts of the development will lead into the green core. This area is the central feature of the site and is completely open to the public and well connected to the wider community.

#### 3 Southern Village

Located to the southern part of the site, this area will draw influence from the architectural style of Forge End and Long Fallow, so it will fit in well with the surrounding context. The large outdoor play area framed by the line of poplar trees is the point of contact between the new residents and the wider community.

#### 4 Neighbourhood

This area is bounded by hedgerows and trees along both the eastern and western borders and backs on to the land identified for the new school. The open space to the east creates a community friendly neighbourhood integrating the school setting, the residential element and the foot/cycle paths to the wider open space.



## LAND SOUTH OF CHISWELL GREEN LANE

### MASTERPLAN



#### Proposal Summary

- Up to 391 new homes
- 40% affordable homes
- 3% self-build plots
- Land for a new Two Form Entry primary school
- A net gain in biodiversity through the creation of new habitats and enhancement of existing.
- Publicly accessible open space
- Publicly accessible children's play space.

#### Outline Planning Application

The application to be made will be in outline meaning that a decision is only sought on the principles of development. The Masterplan shown is illustrative and should this planning permission be granted a further 'reserved matters' application will be submitted to provide the detail such as the final layout, appearance and scale of the proposed homes and other matters such as parking and landscaping.

**LAND SOUTH OF CHISWELL GREEN LANE**  
**LAND USES & BUILDING HEIGHTS**



**An Accessible Site**

A core part of the plans has been to make the site as accessible as possible. A network of structured pathways enable the public to move through the site and enjoy the expansive green spaces proposed, including the green core and children's play area.

**Height**

To avoid any impact on surrounding neighbours the tallest elements of the development will be built in the centre of the site, furthest away from properties. The tallest element will be up to 3 storeys around the green core with 2 or 2.5 storey buildings located around the site's perimeter.



**Land Uses**

The image to the left shows which areas will be primarily developed and which will be green spaces. Within the residential areas, gardens and other landscaping including street trees will be incorporated. The image also shows that most of the green areas connect to the green core as the centrepiece of the scheme.

**LAND SOUTH OF CHISWELL GREEN LANE**  
**HIGHWAYS, PARKING & ACCESS**



**Transport Deliverables**

- Bus route diverted through the site
- Parking provided in line with St Albans parking standards
- No vehicular access route through the site to avoid rat running
- Improved cycle facilities along Chiswell Green Lane
- New Tiger crossing for pedestrians and cyclists and pedestrian/cycleway at Watford Road and Forge End
- Footway / Cycleway connection between Long Falow and the A405 North Orbital Road



**Access**

Primary vehicular access will be provided through Chiswell Green Lane to the north and Forge End to the east. Each access junction will be formed of a priority T-junction. Emergency Services and pedestrians/cyclists will also be able to enter the site via Long Falow to the south.

**Bus Route 321 Diverted**

The bus route 321 will be diverted into the site to ensure that all dwellings are within a 5 minute walk of a bus stop. It currently travels past the site on Watford Road. It is proposed to divert it into the northern parcel via Chiswell Green Lane and it will turn around within the centre of the site and depart via the same route back to Watford Road.



**LAND SOUTH OF CHISWELL GREEN LANE**  
**ENVIRONMENT & SUSTAINABILITY**



**Landscape & Environment**

The proposals aim for the highest standards in relation to landscaping and the environment and will seek to deliver the following:

- A net gain in biodiversity
- Retention of all important landscape features
- Creation of green corridors connecting with the surrounding area
- Creation of a publicly accessible Green Core

**Sustainability Summary**

The team are committed to making these proposals fit for the future and are making the following commitments:

- Electric vehicle charging points for all homes
- Air source heat pumps as main heating solution
- 100% of CALA's electricity requirements from certified renewable sources from the end of 2022
- All timber products sourced from globally certified sources
- Sustainable drainage measures including swales and basins



**Screening & Frontages**

Generally, to ensure gardens have secure boundaries, the proposed dwellings will be positioned in a back-to-back arrangement. This includes where new dwellings are proposed adjacent to existing dwellings which bound the site. To protect privacy and prevent overlooking, appropriate fencing and landscaping will be incorporated at the boundaries of the new properties.

**TIMELINE & NEXT STEPS**

- On-going**  
SACDC & HCC:  
Pre-Application Discussions
- Late February -  
Early March 2022**  
Public Consultation
- March 2022**  
Submission of Outline  
Planning Application
- March - April 2022**  
Statutory Consultation  
Period
- Anticipated  
June / July 2022**  
Application Determined

**Construction Management**

Cala is a highly experienced house builder that delivers development responsibly. This includes creating a robust construction management plan that protects existing residents from potentially disruptive construction operations. It would be expected to prepare a Construction Management Plan as a condition of any approval given that will ensure that traffic movements and noisy works will be limited to times where residents will be least affected.



**Feedback**

Please let us know your comments via the feedback forms available. While the team aim to submit the outline application shortly after this consultation, we expect to make further amendments to the scheme post-submission as is common practice.