## Celebrating pride of place

Our vision is rooted in celebrating pride of place, emphasising the local culture, history and communities that give Hemel Hempstead its unique identity. Hemel Hempstead has a long history which is reflected in medieval landmarks like St. Mary's Church and the Old Town and in historic cottages and farmhouses around the town.

Hemel Hempstead's development as one of Britain's pioneering New Towns saw Geoffrey Jellicoe's masterplan shape the 'town in a park', which gave rise to a very distinct pattern and several lessons to take forward into our masterplan including:

- Community life flourishing amidst carefully planned neighbourhoods
- A network of green valleys with neighbourhoods on surrounding slopes
- Neighbourhoods served by successful local centres to meet every day needs
- Investment in amenity and social infrastructure like schools, community centres, parks, playing fields
- Diversity of employment options alongside residential growth
- Innovation in architecture and design

There are many opportunities to celebrate Hemel's wider identity and weave it into a vibrant future. The legacy of farmsteads, cottages, historic lanes, rolling topography and the Nickey Line all connect to Hemel Hempstead's long history, and there is an opportunity to breathe new relevance into these features to inform the identity of the new community elements.

What current or historic features provide a sense of pride in Hemel Hempstead?



- > What features, layers, or stories could help shape the future identity of East Hemel?
- What do you want to see in local centres in the future?



## THECROWN East Hemel **BRESTATE**