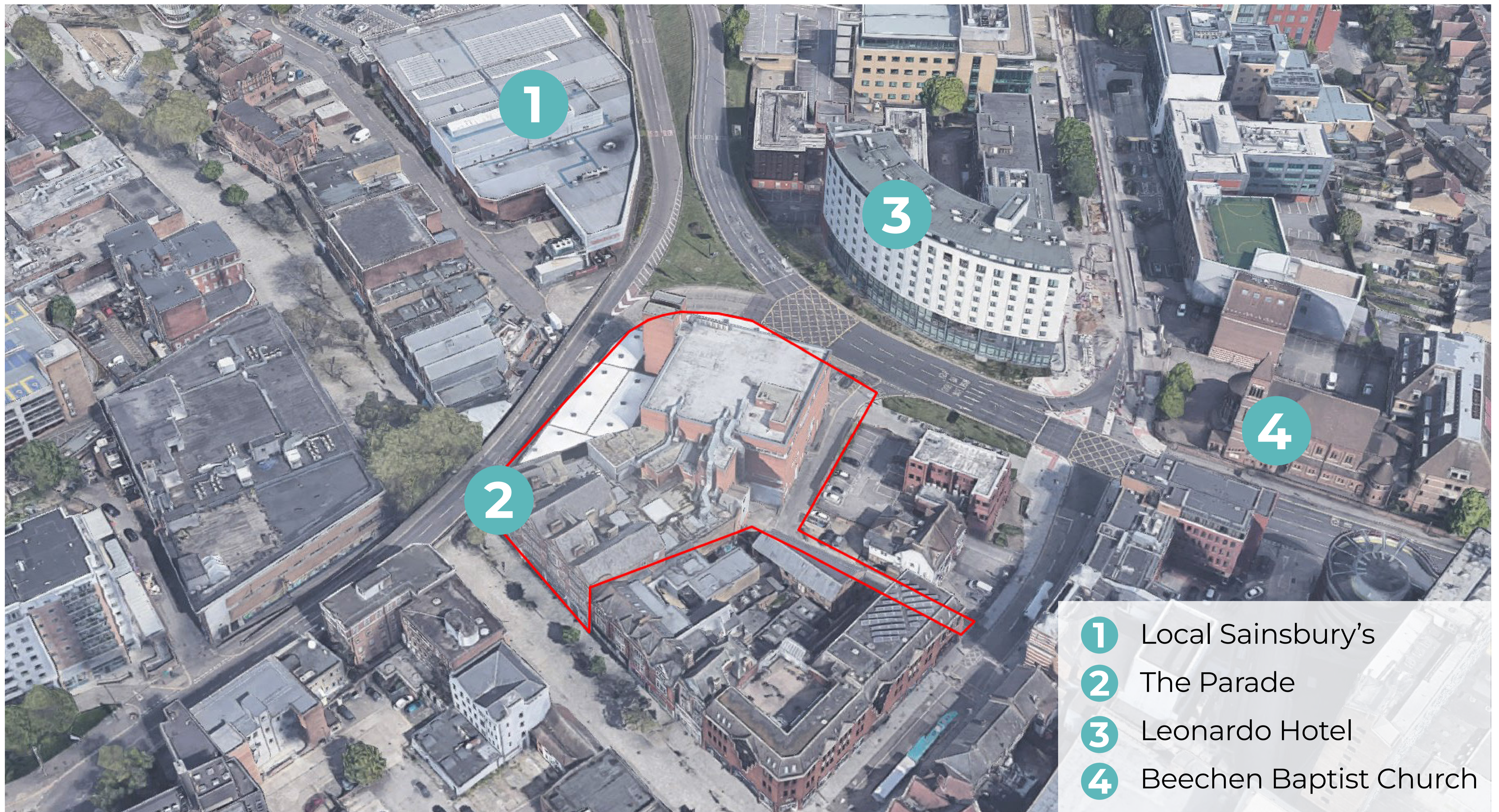


23-33 THE PARADE

WATFORD

Welcome

Thank you for joining us today at this exhibition displaying our exciting proposals for the re-development of 23 – 33 The Parade, Watford.



Overhead view of site with marked places of interest

The current owner of the building next to Watford Market, which houses B&M, Global Buffet and NRG Gym and the surrounding land where part of the market is located, is exploring options to redevelop the site.

This is a really exciting opportunity to improve this site and provide brand new housing, commercial space and a new market space for the people of Watford.

We want to bring these proposals to the community today, so you can have your say on this scheme. Members of the team are on hand so if you have any questions, please do let us know.

Team

This scheme is being brought forward by an experienced development team that includes a group of consultants that have worked in and around Watford and has delivered housing across London and the South-East.



Planning

Savills is a leading property agent with a wide range of specialist and local knowledge. Savills take pride in providing best-in-class advice as they help individuals, businesses and institutions make better property decisions.



Architecture

Makower Architects is a culturally rooted international practice specialising in architecture and urbanism, with numerous high profile projects in the fields of urban heritage, city-making, place-creation and housing design. Their work places great importance on dialogue with communities and understanding the character of places.



Architecture

Carson Sall offer architectural services for a range of building types. Their work is characterised by a pragmatic and collaborative approach to architecture and design, ensuring that the right proposals are brought forward while delivering attractive and desirable buildings.



Engagement

Lexington is a leading public affairs and communications agency, which specializes in community engagement and communications in London and the South-East. Lexington's team has a track record of delivering communications programmes so residents and stakeholders are heard throughout the planning process.



Transport

i-Transport is a specialist, independent transport planning consultancy with offices nationwide. They specialise in providing transport planning advice to the development sector for both private and public-sector clients.

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Existing site

The site is located on 23 – 33 The Parade, which is an allocated site (MUT1) in the Watford Local Plan (2021 – 2038).

This site has been allocated for redevelopment in the Local Plan due to its location in the centre of Watford. It has the potential to secure residential homes, new commercial space to increase business opportunities for the high street and provide space for a brand-new market. This allocation will optimise land on the current site, provide future opportunity for market traders and a focal point for local residents.

The site currently includes a number of businesses - NRG Gym, B&M, Global Buffet and BeeGees Nails. It also includes the current Watford Market. Access to Watford Market is found off the Parade with the market wrapping around the current building and exiting off Watford House Lane.



Overhead sketch of current site, including local roads and topography

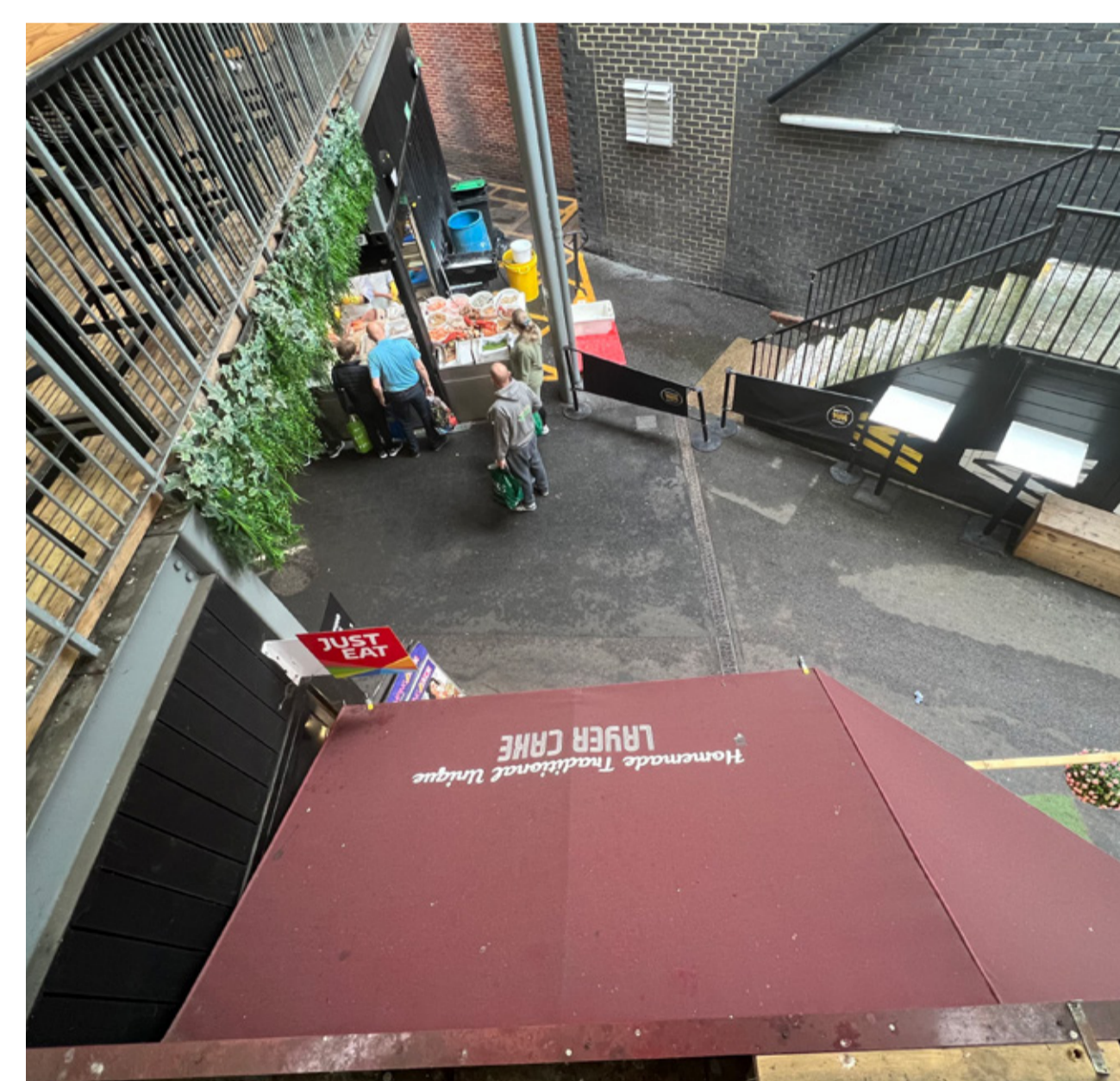
Existing Site



The current site includes Watford Market, where multiple local traders and businesses operate.



The entrance to Watford Market is from the Parade, underneath Exchange Road.



The Market has two floors and utilises shipping containers to maximise the current use of the site.



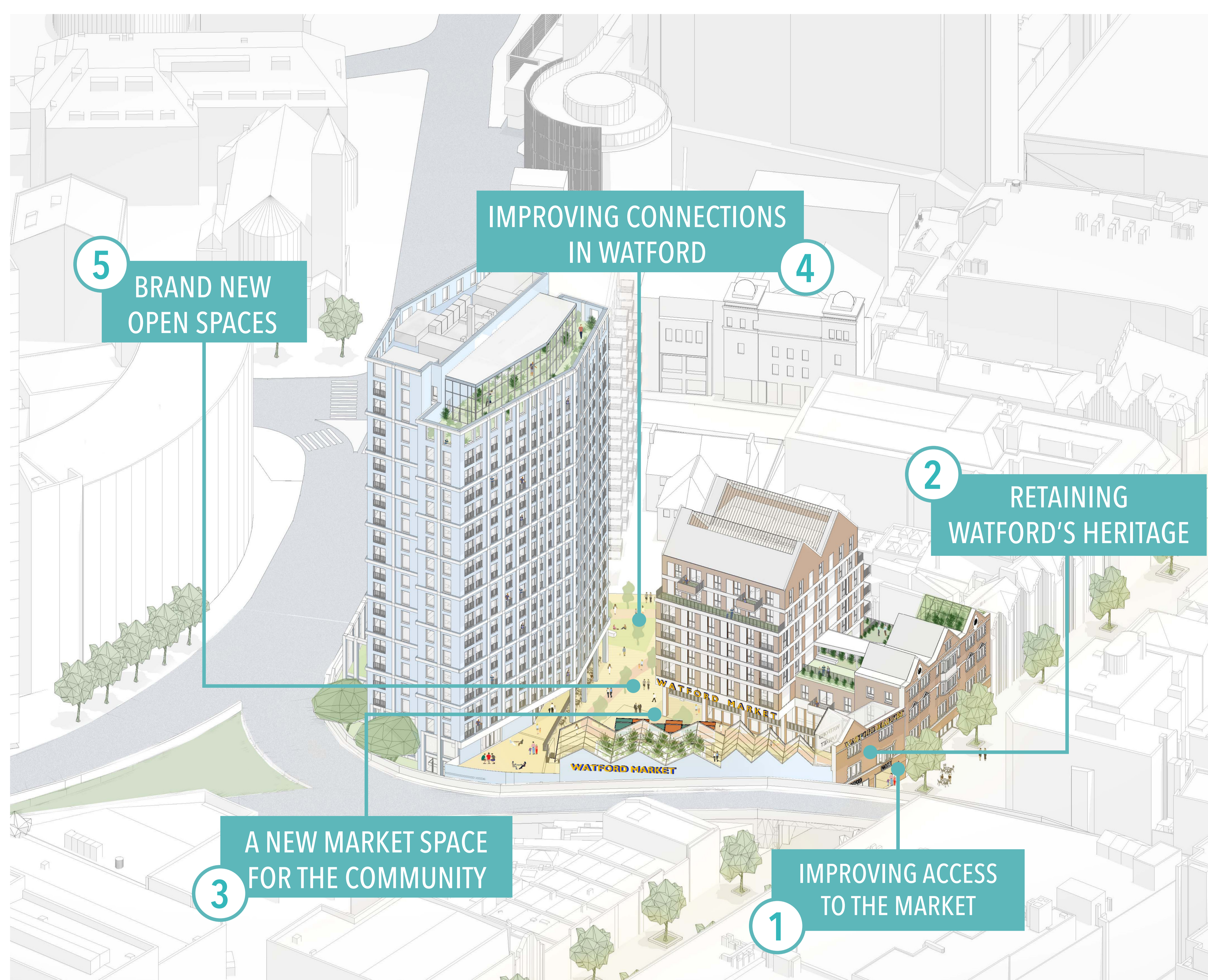
Previously this site was the home of the Clements department store, which was open for over 100 years, closing in 2004.

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The vision for these proposals

Using the Local Plan as guidance, our project team has engaged with Watford Council's planning team to bring together proposals that will maximise the opportunities and benefits this site can provide. The proposals are for:



KEY POINTS

IMPROVING ACCESS TO THE MARKET



Opening up the entrance to Watford Market, increasing visibility and footfall for businesses.

RETAINING WATFORD'S HERITAGE



By retaining the existing facade, this site will respect Watford's local heritage and architectural design.

A NEW MARKET SPACE FOR THE COMMUNITY



A new market space will be provided, opening up opportunities to improve the existing market and help local businesses thrive.

IMPROVING CONNECTIONS IN WATFORD



This development will provide new connections to the surrounding roads and the Parade, improving permeability of Watford's town centre.

BRAND NEW OPEN SPACES



Create new open spaces providing an attractive, pleasant place for the community to meet, work and socialise in.

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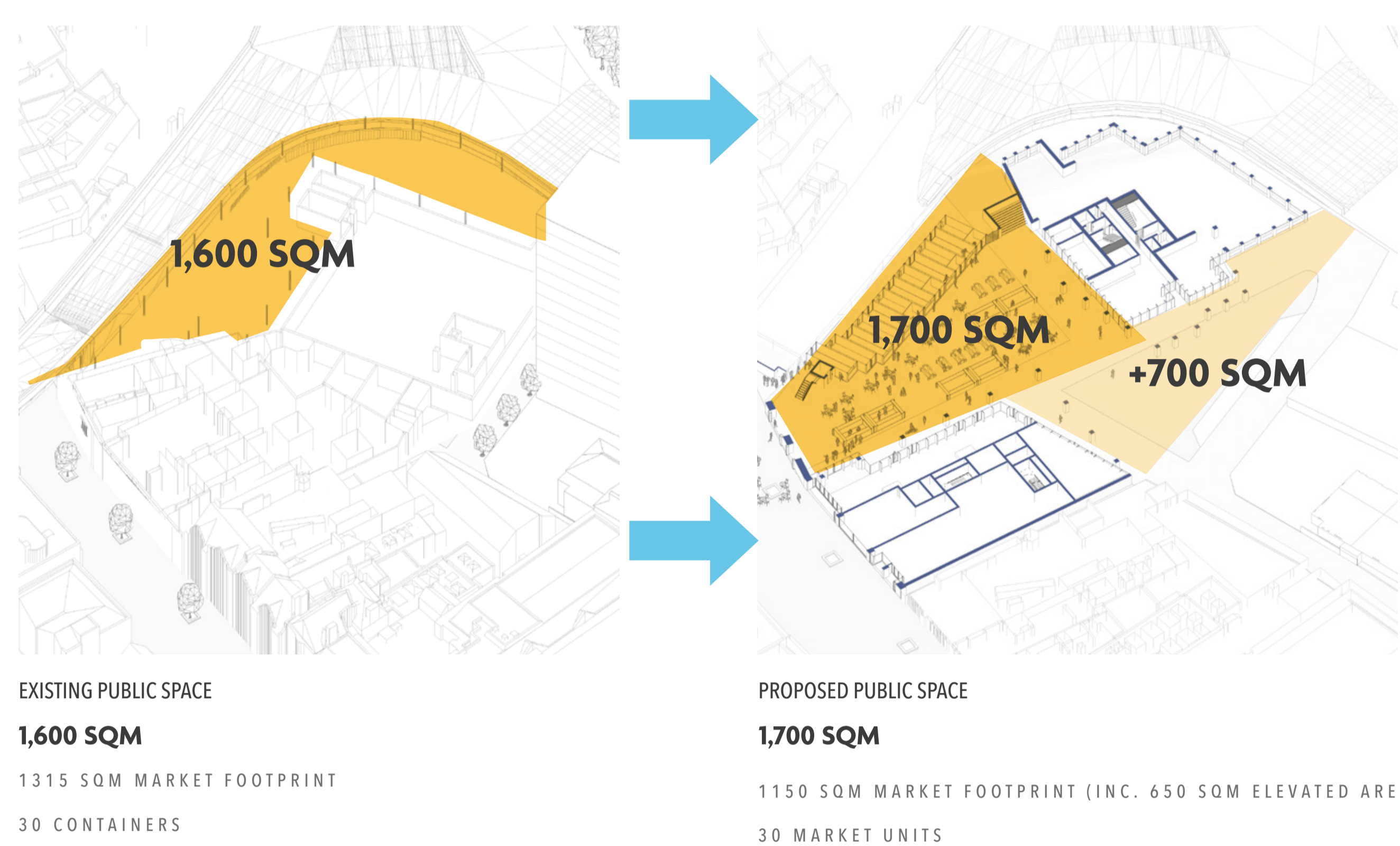
Improving connections on the Ground Floor

These proposals are being designed to open up this site to the public through improving the permeability of the ground floor area of the scheme.

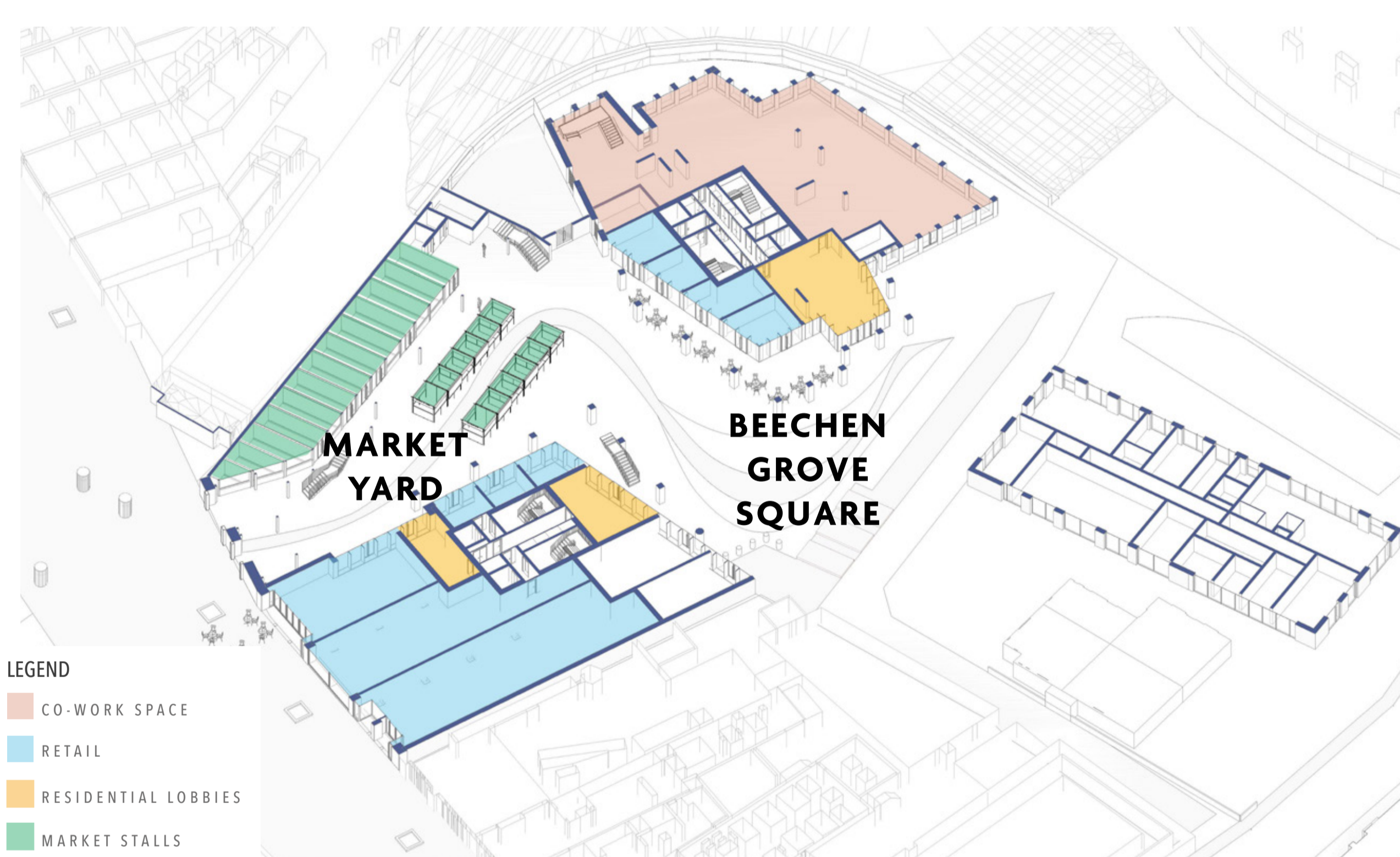


Overhead sketch view of ground floor of proposed scheme

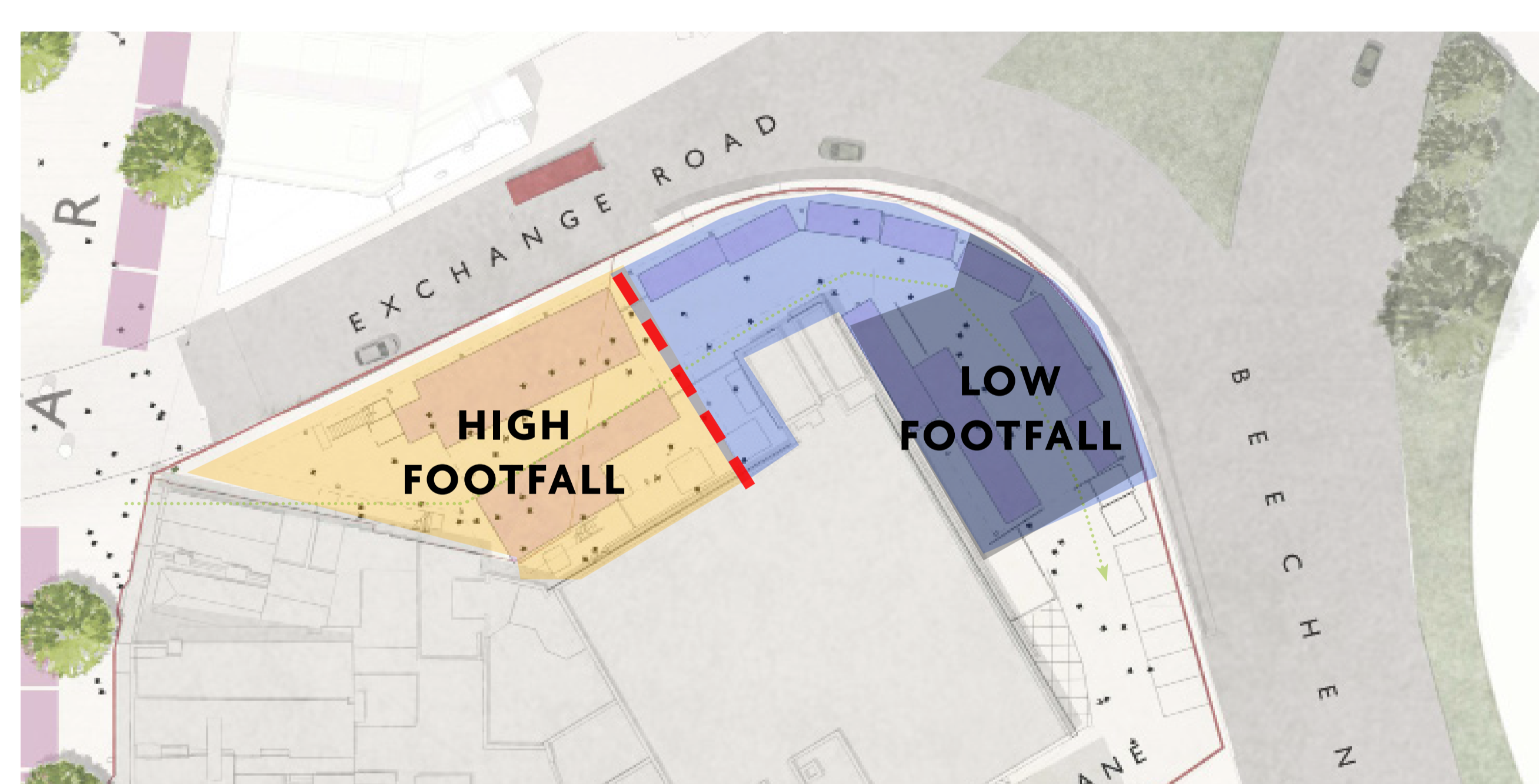
By improving the connectivity of the ground floor areas of this scheme, the site will bring a number of public benefits including:



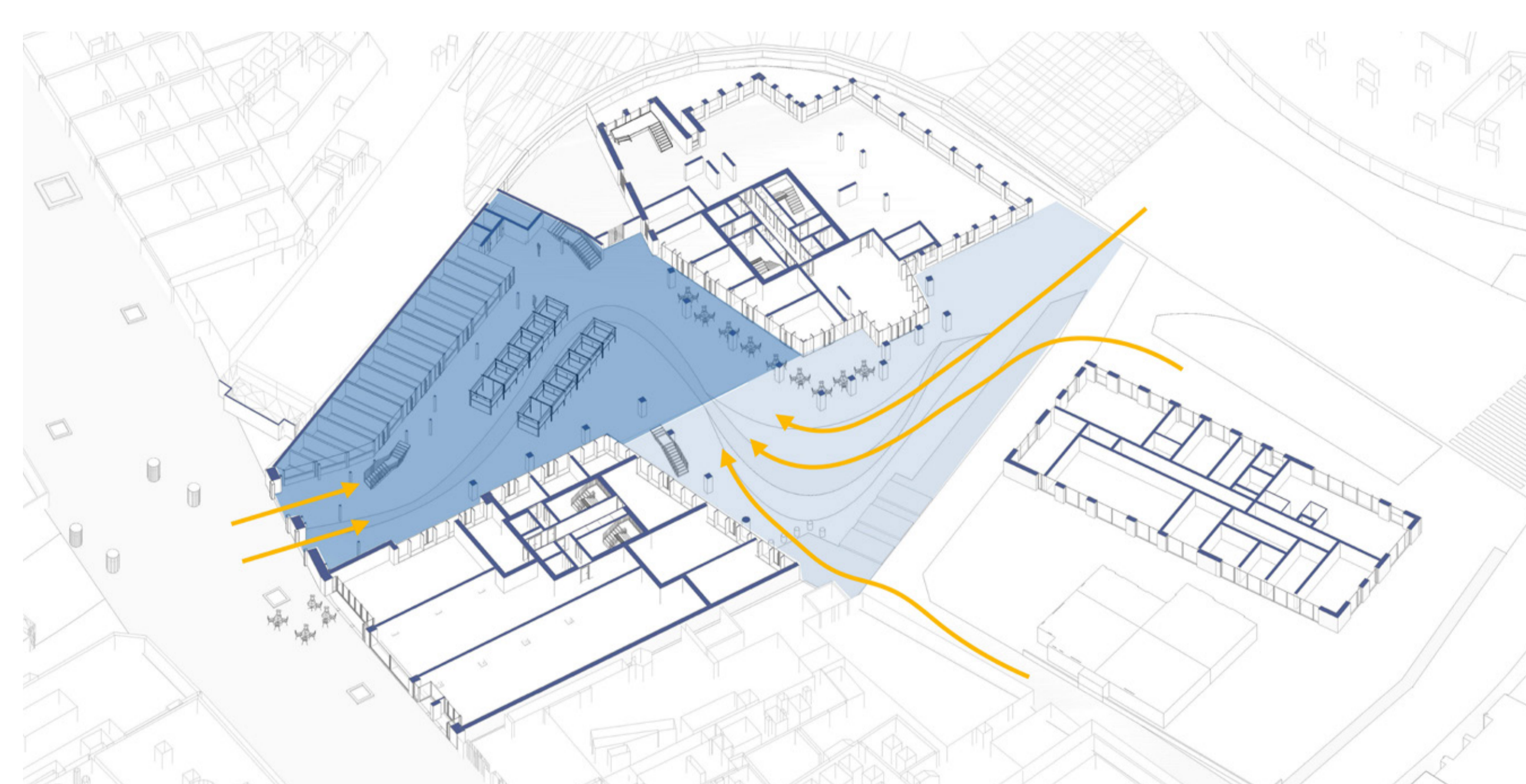
The new scheme will increase the existing public space while maintaining the same number of units for market traders.



The ground floor will house a range of commercial spaces including retail space, co-work spaces and market stalls.



The new market space will maximise the current market highest footfall areas to develop a more attractive and accessible space for the public.



The ground floor will create new connections throughout the site, increasing permeability and improving footfall to the market space.



The proposals will greatly improve the entrance to the site, increasing interest in the market, while retaining the existing building facade.



The development will open up new entrances such as via the Parade to create and improve connections to the site and the proposed residential, commercial and market space.

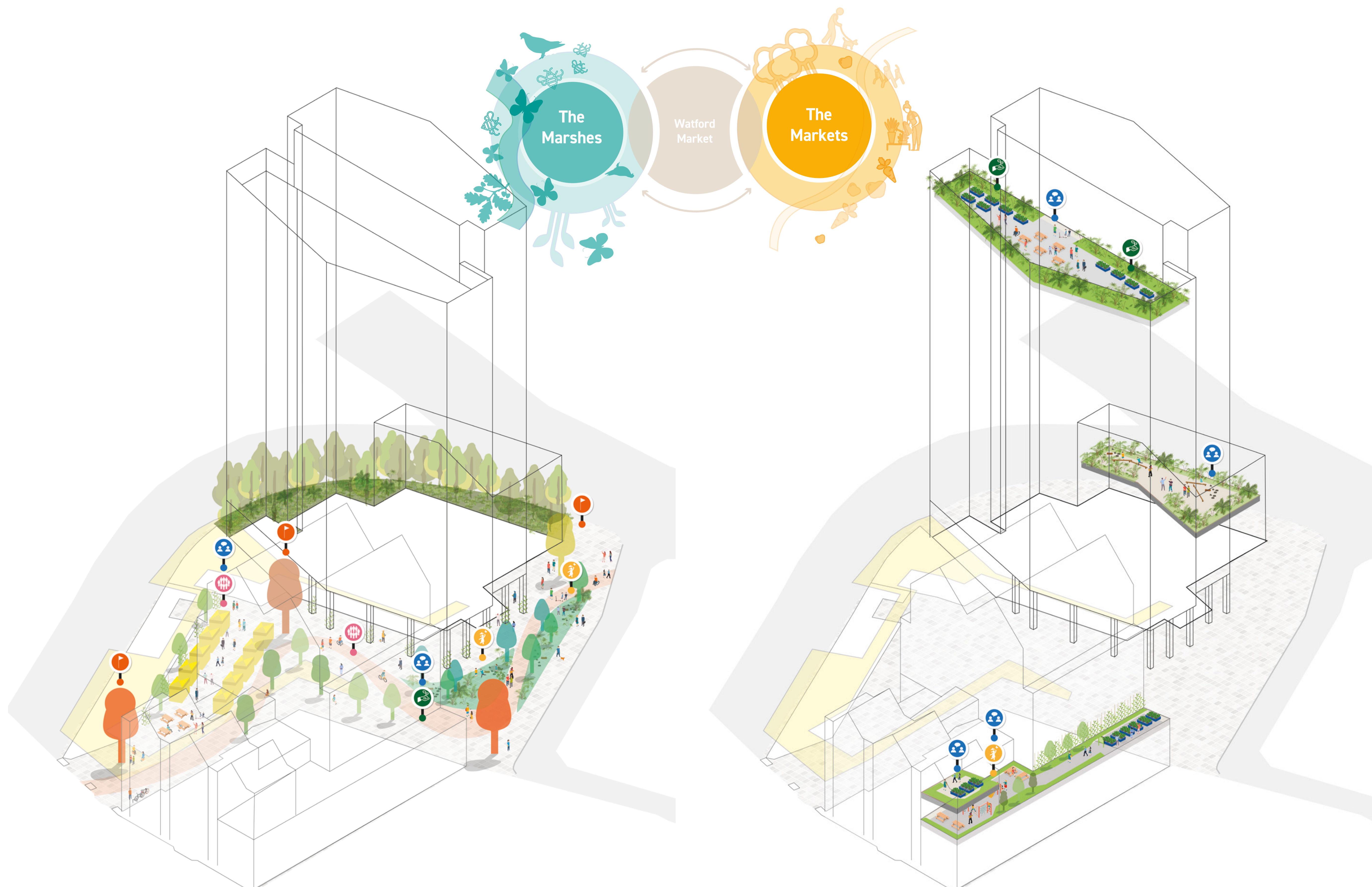
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Landscaping

This scheme has been sensitively designed to maximise the onsite public benefit through improved landscaping. The site will provide a number of different landscaped features which are displayed below:



Public Realm

Elevated Gardens



Urban greenhouse in Block A



Urban greenhouse in Block B

This landscaping character has been designed to promote the well-being of residents. These proposals will turn this site into a destination for the community. A place where people can work, shop or spend time together. The site will provide a natural, green space for the community, with trails and playable routes throughout. By integrating urban greenery and communal gardens, the proposals will encourage visitors and local residents to frequent the site, promoting the local market offer and providing a space that the community will be encouraged to experience.

Most importantly, we want this scheme to be an extension of the home. A community focused space to generally improve well-being. This will be a site that promotes outdoor workspace, dining and entertainment which will promote community and multi-generational recreation.



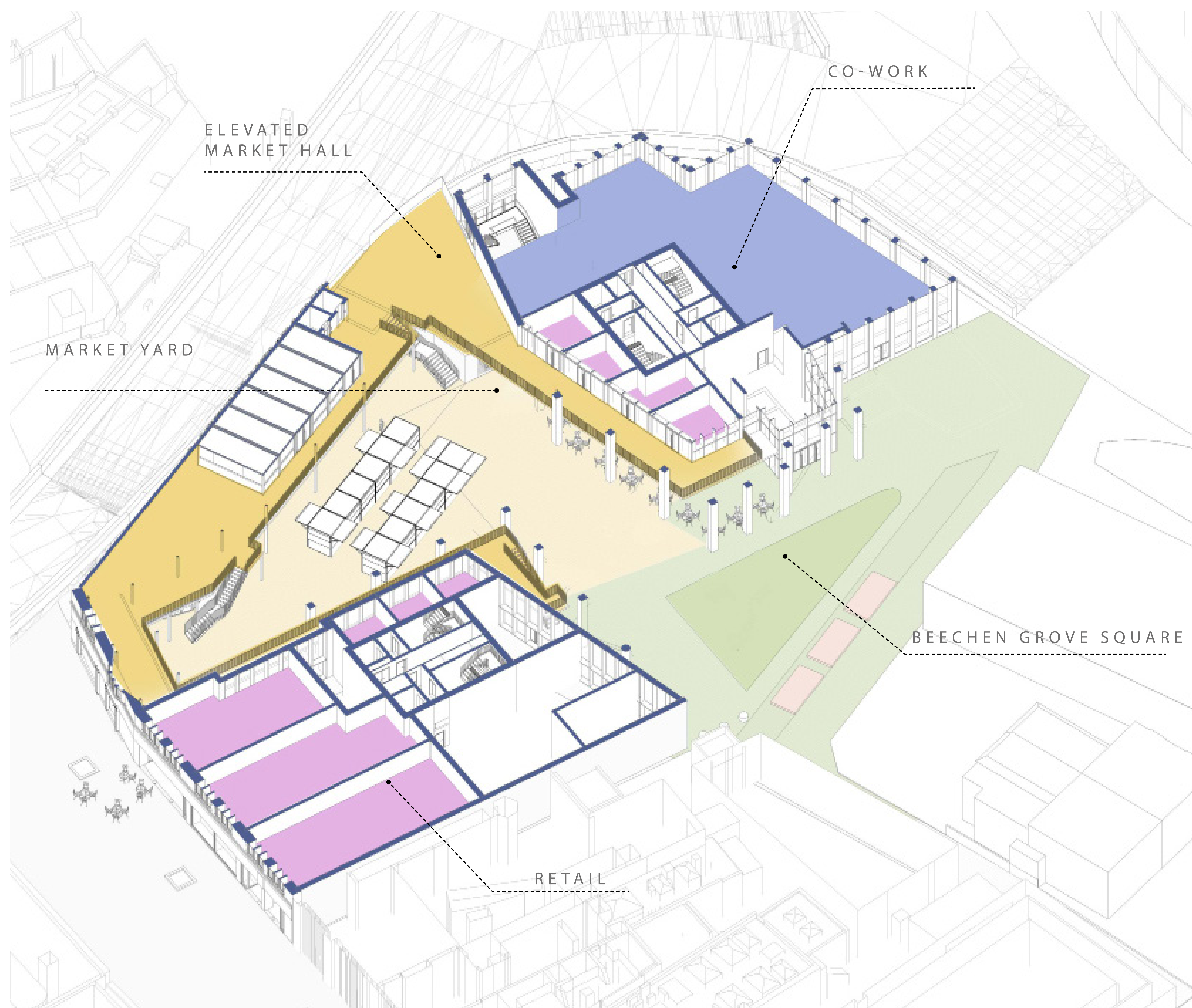
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The Market

The majority of the market is located on land that Watford Borough Council leases from the landowner, apart from a section at the High Street entrance that the council owns.



Watford Market is an important cornerstone of local business and community in Watford Town Centre. Ensuring that Watford Market continues to operate is a priority for these proposals. Importantly, this is an opportunity for Watford Market to grow local business through this site by providing a brand new space to improve the current offer of the market.

We see this as a great opportunity to understand what the market traders and the public would like coming forward for the market, so we can design the best possible scheme for this application.

The project team envision a market that provides a diversity of spaces which sits with the other commercial opportunities coming forward. The space for the market could provide a diversity of different options for a future market, including:



A flexible market space offer with new tree planting and places for the community to pause and socialise.



The new market space could open up the existing market to new opportunities and provide a new community area that local residents can enjoy.



Providing a market on two-levels with sheltered areas for traders and an upper level for the market creating more space for the expected increase in footfall.



More permanent seating throughout the market space so the community has more incentive to visit and stay in the market.



The market stalls will be located centrally to the market area, allowing more space for both traders and customers.



A more diverse market space with multiple different stall options onsite, improving the current site's business offer and opportunity.

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Next steps



Feedback from Market Traders on the proposals

We welcome your feedback ahead of the submission of the planning application in Spring 2023. If you have any queries about the proposals presented here today, please ask a member of the project team who will be happy to help.

Our plans, once submitted to the Council, will then be subject to the Council's own consultation process.

Also, please ensure that you complete a feedback form. You can complete it here today and leave it with a member of the project team or take it home and post it back to us using the freepost envelopes available here today. You can also find the information presented here by visiting our website, listed below:



Visit our consultation website at:
www.23-33-the-parade.co.uk



Call our dedicated Community Information Line on:
0333 358 0502 (Monday - Friday, 9.00am to 5.30pm)



Email us with your comments, questions or feedback at:
alex.cowley@lexcomm.co.uk



Scan the QR code to visit our consultation website and learn more.



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