



AVENUE ONE, LETCHWORTH

PPA PRESENTATION
PL2 - AUGUST 2025



THE SITE

LAND USE & CONNECTIVITY

Letchworth is located approximately 40 miles north of London with excellent road and rail connections to the capital. The A1(M) bypasses the town to the East. East-west routes also provide access to Luton and Stansted Airports.

The site itself is located on the eastern side of the town.

There are bus stops adjacent to the site on Third Street and Fourth Street. The bus service provides a connection to Letchworth railway station, which is just over a mile from site. While this is slightly outside of a reasonable walking distance (35 minutes) it is within a reasonable cycling distance, so rail travel combined with bus or cycle is a realistic option for accessing the site. The site is also well placed to access the A1(M) and the A505.

There are shared cycle and pedestrian footpaths around the site, which feed into the wider network and provide routes to the town centre and train stations.

The site sits within a mixed context, primarily containing industrial buildings, offices and commercial/retail units.

The proposals for the site will seek to reinforce and encourage sustainable access and transport by providing generous levels of cycle parking as well as shower and changing facilities to incentivise users to get out of their cars.



- Community Area
- Commercial Area
- Residential Area
- Industrial Area
- Bus Stop
- Railway Line

THE SITE

HERITAGE IMPACT

The site lies outside the designated Letchworth Conservation Area, which primarily covers the historic Garden City core to the south west of the town centre.

While the Conservation Area boundary does not extend to Avenue One, the wider planning context of Letchworth Garden City and its heritage as the world's first Garden City remains an important consideration. The application site is located within a well-established industrial estate, characterised by a range of modern and utilitarian buildings used for commercial, light industrial and logistics purposes. As such, the proposed development sits comfortably within its immediate context and does not encroach upon or visually compete with any designated heritage assets.

Given the separation between the site and the Conservation Area, there is no anticipated direct or indirect visual impact on heritage assets or the Garden City's formal townscape.

Nevertheless, the proposals have been carefully designed to remain respectful of the broader Letchworth character by incorporating a restrained material palette, soft landscaping and a scale in keeping with neighbouring uses.

The development reinforces the area's functional industrial identity while remaining sympathetic to the Garden City ethos through its attention to green space, boundary treatments and sustainable access. As such, the proposals are considered to have no adverse impact on heritage significance, and are consistent with the local planning authority's objectives to preserve and enhance the character of Letchworth.

There is no potential interruption of intervisibility between heritage assets and listed buildings have been considered in this regard.

- Site
- Letchworth Conservation Area



THE PROPOSAL

SITE LAYOUT

Text as Design and Access Statement.

This wider context aerial plan identifies a number of other, larger footprint buildings in the immediate locale.



THE PROPOSAL

STREET FRONTAGES

The proposed offset to the building facing Avenue One broadly sits in line with the existing building. The adjacent diagram sets out the changing relationships to street frontage, down the length of the Avenue.

Trees line both sides of the Avenue and are a dominant feature in the street scene.

The neighbouring building heights quoted, are indicative only.



--- Building Line onto Avenue One

THE PROPOSAL

SCALE & FORM

The scale of the building proposed is based on an internal haunch (clear height) of 12.0m. The measurements for the internal haunch level are typical for the industry standard for this size and type of building.

The building's eaves will be a maximum of 13.5m high.

Units 1 and 2 includes a single curved roof form and so has a maximum ridge height of 16.1m - governed by the roof systems 6 degree pitch.

Unit 3 includes a double curved roof with central valley. The maximum ridge height is 15.1m

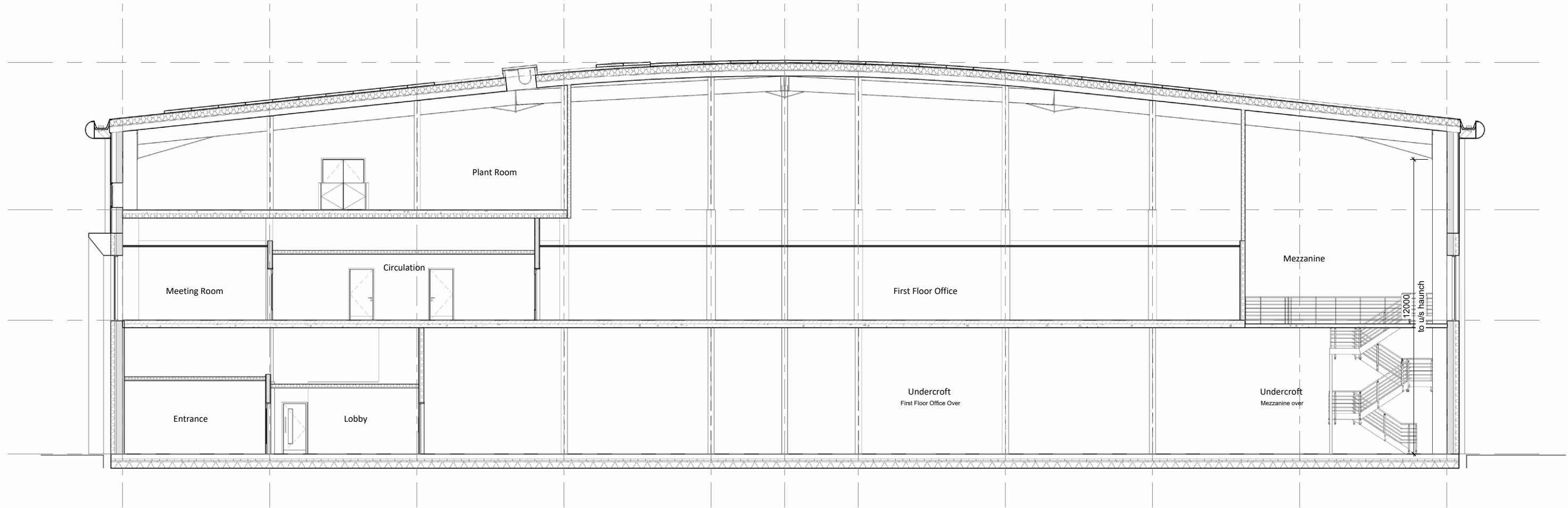
Input has been sought from specialist commercial/industrial agents, Savills & Newmark, to inform the proposed development and ensure it has the best possible chances of being successfully let and creating economic benefits and jobs. Key is the requirement for a 12m internal clearance to the underside of haunch. This reflects a fundamental shift in how modern logistics and light industrial space is used. It directly responds to current occupier requirements and supports the delivery of long-term, high-quality employment space within Letchworth.

Today's occupiers — whether national logistics providers or local businesses — operate more efficiently when they can maximise the internal volume of a building, not just its floorspace. A 12m clearance enables:

- Better space utilisation through high-bay racking
- Futureproofing for automation and robotics, a growing part of modern warehousing
- Operational efficiency that allows occupiers to stay competitive and create sustainable employment.

Without this height, the building risks becoming obsolete more quickly and less attractive to occupiers. This height is standard across the sector. In nearby schemes such as G Park Stevenage and Inter Welwyn, this specification has been delivered successfully and let quickly. It ensures these schemes remain viable and attractive to a broad occupier base, including SMEs and larger firms.

Provision of this new space to this specification will help Letchworth remain competitive and capture demand from occupiers who might otherwise look elsewhere along the A1(M) corridor or towards North London. It will ensure it attracts businesses that will use the site on a long term basis, that provides greater certainty and job security for employees of North Herts, as the units will remain relevant and lettable for decades preventing businesses from needing to move.



TYPICAL CURVED ROOF PROFILE



APPROACH LOOKING SOUTH



APPROACH LOOKING NORTH

THE PROPOSAL

SCALE & FORM IN CONTEXT

These site sections provide a sense of the proposed layout and scale, against that of the wider context / street scenes. The existing topography in the wider context, means that buildings to the south, across Second Avenue, sit higher than the current site levels.

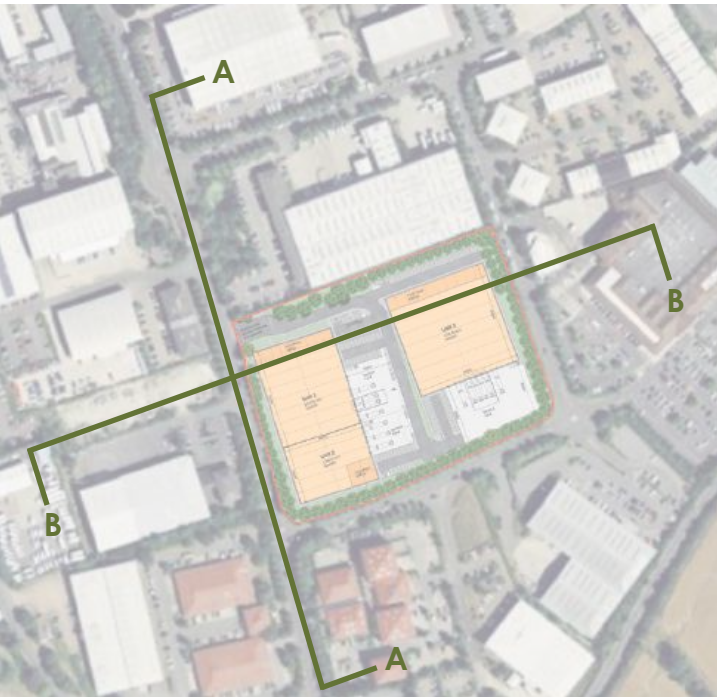
Landscaped boundaries also help to reduce any impact of new buildings within the site.

Section AA demonstrates that the heights of the proposed buildings are in keeping with the surrounding buildings within the wider context, including that of Stapleton's Tyre Service to the north. The proposal is also lower in height than the buildings across Second Avenue.

Section BB also demonstrates that the proposed scale is similar to that of the industrial units across Avenue One.



SECTION AA



SECTION BB

THE PROPOSAL

APPEARANCE & MATERIALITY

Text as Design and Access Statement.

CURVED ROOF WITH EXPRESSED OVERHANGS



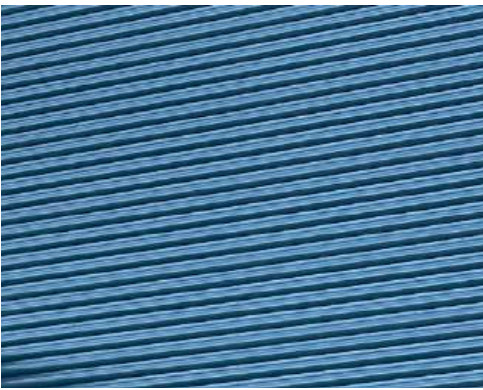
FLAT PANEL CLADDING TO ACTIVE ELEMENTS OF THE BUILDINGS



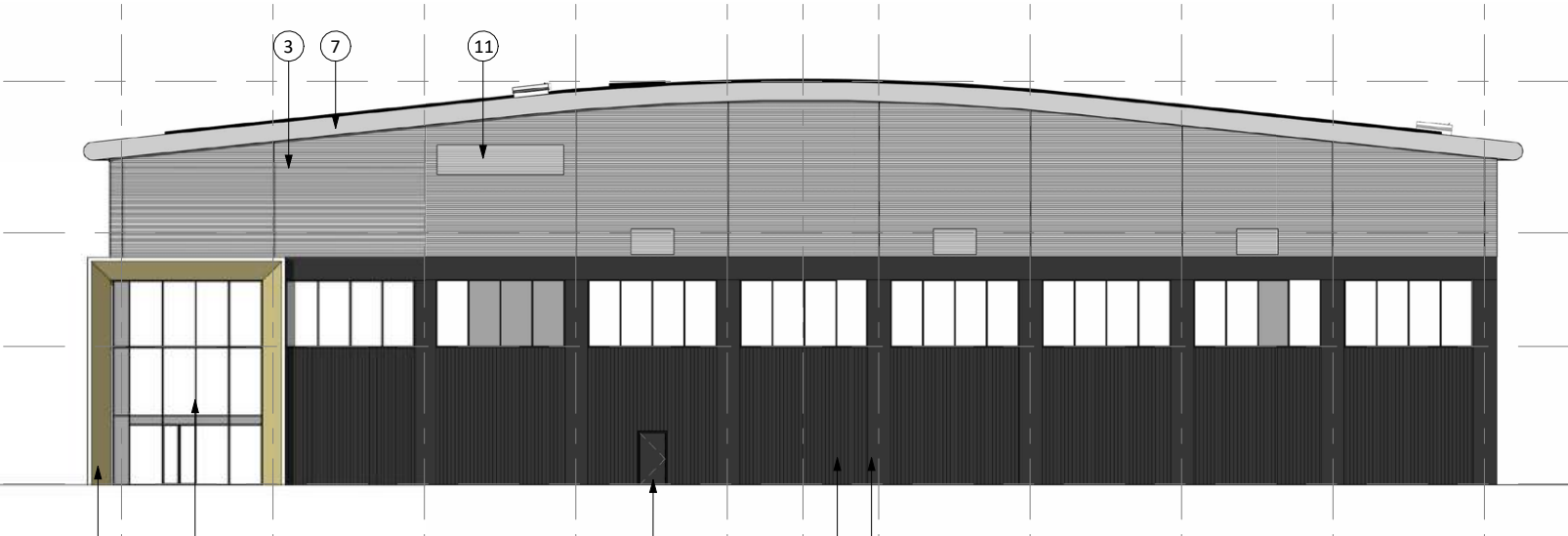
PROFILED CLADDING TO ADD TEXTURE AND INTEREST



GLAZING TO ENTRANCES WITH PROJECTED FRAMES



UNIT 1 & 2 EAST ELEVATION



UNIT 1 NORTH ELEVATION



FEATURE ENTRANCE FRAME

THE PROPOSAL

VISUALISATIONS



AVENUE ONE SITE ENTRANCE



THIRD AVENUE AMENITY AREA



THE PROPOSAL

SCALE - WRENBRIDGE SCHEMES

Approved Wrenbridge Schemes / Address	Max Height / Ridge Height (m)
Bond International Wedgewood Way, Stevenage SG1 4GP 24/00525/FPM https://aimstevenage.co.uk/specification/	16
North Road (G Park), Stevenage SG1 4BB 21/00529/FPM	16.5
Land east of Britannia Road Waltham Cross EN8 7PD 07/24/0632/F https://swiftm25.co.uk/	17
Land south of Staines Road Hounslow, TW14 8RX P/2023/3424 https://www.air-heathrow.co.uk/	15.8
Junction, Luton https://junction-logistics.co.uk/the-building/	22.3
High Wycombe 22/07252/FUL https://highwycombex.com/	15.6
Hemel One 24/01740/MFA (Consented)	16.1
Rise, Maylands Avenue Hemel Hempstead 22/03304/MFA Location - Rise Hemel Hempstead	15.8
Proposed Application Scheme: Unit 1&2 Unit 3	16.1m 15.1m



Rise, Hemel Hempstead



Aim, Stevenage



Swift, Waltham Cross



Junction, Luton



Hemel One, Hemel Hempstead

LOCAL EXAMPLE - NORTH RD, STEVENAGE

The scheme at North Road has a maximum ridge height of 16.5m and is in close proximity to the residential development to the east.





WIDER CONTEXT AERIAL VIEW LOOKING SOUTH

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