



Roman Park, Tring

Managing complex land negotiations with multiple landowners

Cala Homes (Chiltern)

October 2023



Site photography

Overview

Once agricultural land, comprising of six fields owned by three landowners, a 17.6-hectare site in Tring, Hertfordshire is now home to a thriving new community of over 200 homes. The site is adjacent to a complex mix of residential and commercial development (which had been formerly released from the Green Belt), a cemetery, the Chiltern Hills Area of Outstanding Natural Beauty (AONB) and the Green Belt.

After a lengthy but effective process, bringing together the landowners of the different land parcels, Cala ensured a collaborative approach to meet all parties' expectations while delivering much-needed homes to the area.

Under the planning authority of Dacorum Borough Council, Cala secured the first land parcel in 2002. A 15-year-long promotion of the site followed until the land was allocated in the local plan in 2017. Cala also tackled the challenge of the land being set within the Green Belt in an AONB

Despite these barriers, today, Roman Park has 226 homes and offers 6.76 hectares of open space, including a public park, BMX track and two play areas, for the whole community to enjoy. Cala's commitment to improving local facilities also resulted in the safeguarding of a portion of the site for a neighbouring cemetery extension of 1.7 hectares, a car park with a toilet block to serve the cemetery and 0.75 hectares of employment space.



Site photography

The opportunity

Tring is an attractive market town, popular with commuters to London, enveloped by the Chilterns and around 11 km to the North West of Hemel Hempstead. Located on the border of the Chiltern Hills AONB, the site – between Iokniel Way and Aylesbury Road – was released from the Green Belt and allocated for development by Dacorum Borough Council.

A new development on the former agricultural land offered an opportunity to provide attractive new homes as a valuable contribution to local housing targets, to open up land to the public by providing additional public rights of way, and to improve the aesthetic of the site – which had been housing a number of unsightly sheds.

Initially, Dacorum Borough Council had allocated the site for approximately 180 new homes but with detailed technical supporting information, sensitive layouts, careful negotiations, and suitable access plans, Cala was able to increase the number of homes on the land to 226.

This helped to enhance the housing density in the area, providing further homes during a housing crisis whilst also offering 40% affordable housing for an area with acute affordability issues.

In addition to the new homes, Cala also brought forward further benefits on the land to ensure that the development provided enhancements to the wider community as well as to those who have become residents at the Roman Way development.

The 0.75 hectares of employment space will provide local employment opportunities, whilst the extension to the nearby cemetery and associated parking will also serve as a vital service to the community.



Local photography



Our approach

Cala showcased expertise in navigating the complex stakeholder landscape and collaborating with multiple landowners to promote and deliver the development. Cala led the project team at an in-person consultation, regular Parish Council meetings and public presentations to build relationships with the local authority, community and council, ensuring the opportunity for feedback on proposals and an open dialogue.

Cala worked closely with landscape and urban design officers of Dacorum Borough Council to ensure the development adhered to the design guide for the Area of Outstanding Natural Beauty (AONB), incorporating materials that were in keeping with the surrounding area, including the use of flint, brick, and tile in appropriate tones. Paying close attention to architectural details, decorative facias and varying window designs were used to create a village-like feel and to blend in with the local vernacular.

“The houses were beautifully designed with Chiltern flint rendering and the outdoor spaces dotted around looked really attractive.”
Homebuyer at Roman Park.

The team proactively engaged with interest groups and following feedback incorporated environmental considerations into the plans including the installation of EV charging points to each home. With the requirement for housebuilders to install EV charging points not coming into force until 2022, this provision positioned Cala as a sustainability-focused housebuilder ahead of its time.

As a bee-friendly town and after close collaboration with the community, Cala also adjusted their landscape and planting plans to make the site even more attractive to wildlife. This included the creation of an orchard, promoting bee-friendly measures and ensuring ample landscaping for wildlife to thrive.



Interior showhome photography



Local photography



Site photography



Where are we now?

Roman Park consists of a mix of 2, 3, 4 and 5- bedroom houses, providing a range of choice for upsizers, downsizers and first-time buyers alike. The first residents moved into the first phases of the development in early 2021 and now, only two homes remain available to buy.

By November 2023 all construction on the site is expected to be completed. Cala will be handing over the landscaping and open spaces, including the public park, to the Council, who will ensure the areas are well maintained for the whole community to enjoy.

The site also creates a soft edge and transition with the Chilterns Area of Outstanding Natural Beauty that it neighbours, as well as providing a long-term Green Belt boundary – ensuring the protection of the green spaces of Tring and its wildlife populations.

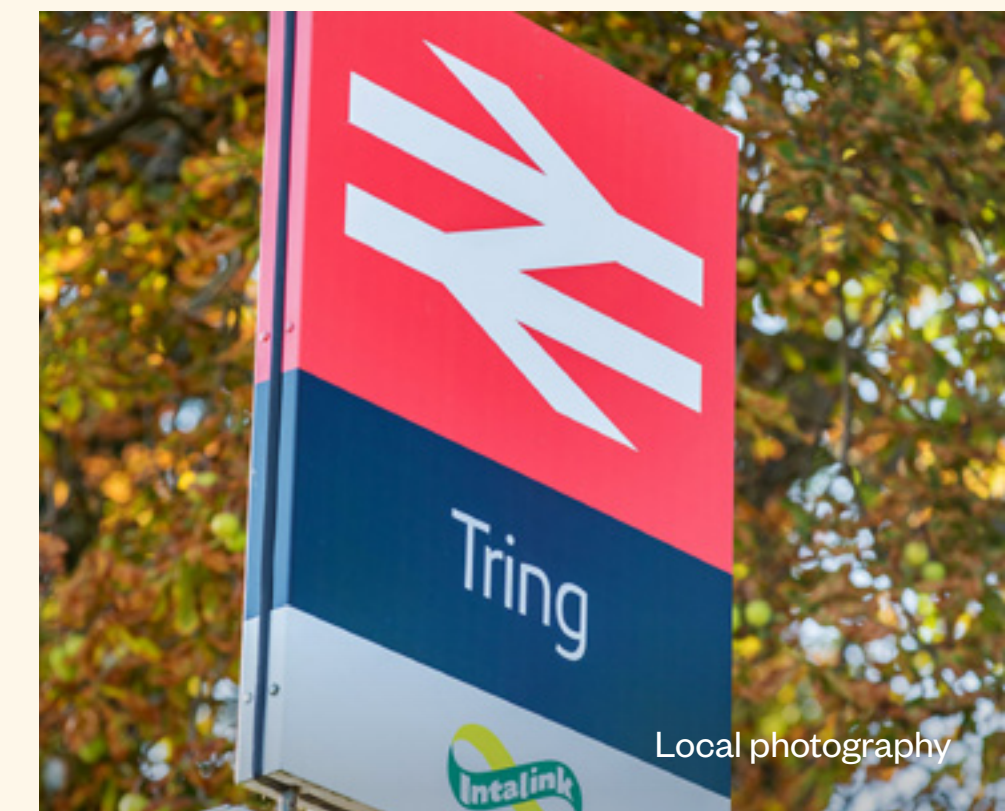
With Cala currently working on plans for new homes in neighbouring Bovington, the development at Tring is an important part of the homebuilder growing its presence and positive reputation in the area to realise its ambition to expand across the region.



Site photography



Interior showhome photography



Local photography





For more highlights from the
Cala Chiltern team visit:

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