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**TEMPOARY USE OF LAND FOR THE SALE OF HOT FOOD AT THE FORMER SHREDDED
WHEAT FACTORY, WELWYN GARDEN CITY**

Please find our application for the renewal of the existing consent at the Former Shredded Wheat Factory, Hyde Way, Welwyn Garden City, AL7 3BU

“Take-away Food Unit Adjacent To ZMLC, 1 Hyde Way, Welwyn Garden City, AL7 3BU

“Temporary use of land for the sale of hot food for a period of 18 months, with associated seating and waste storage arrangements”

The application consists of the following documents:

- This Cover Letter
- Location Plan - SK003
- Existing Site Plan – SK002

BACKGROUND

Site and Surroundings, The Application Site consists of an area of land, 340sqm, at the western end of Hydeway within the site of the Former Shredded Wheat Factory, Welwyn Garden City. The area is to the north. The area is clear of vegetation and is of hardstanding

The Site sits within the site Former Shredded Wheat Factory (the “wider site”). The majority of the wider site has been cleared of structures, however some key features remain. To the north east are the retained Grade II listed factory buildings. To the south west are

temporary buildings operating as a site office. To the south is a footbridge to Welwyn Garden City Station and Town Centre.

History The wider site received planning permission in 2019 for a mixed-use residential-led redevelopment and works to the Listed Buildings (ref: 6/2018/0171/MAJ). Relevant conditions for this application have been discharged and construction has started on site.

Policy

The planning policy relevant to this application consists of:

- National Planning Policy Framework (2019) (“NPPF”)
- The Welwyn Hatfield District Council Local Development Plan
- Supplementary Planning Guidance and Supplementary Planning Documents
- The Welwyn Hatfield District Council Submission Version New Local Plan (“SVLP”)
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Proposal

It is proposed to station vendors on the site to sell hot food to the public. Vendors would be housed in a temporary unit such as a vehicle, trailer, stall, or converted container, which would be secured and left on site overnight.

The proposal is intended to primarily appeal to customers for ‘takeaway’, for food to be consumed offsite, however a small amount of seating has been provided. Since the container kitchen was installed and trading under the previous licence (6/2020/2100/FULL) the vendor has built a temporary structure to weatherproof the area around the kitchen as an incentive to its customers for all year-round custom. Appropriate refuse storage and collection service has been arranged and will also be provided.

The proposal is a temporary use for a period of 18 months. Upon termination of the temporary period, all items/Structures associated with the use will be removed from the site and it will be returned to its existing condition.

Planning Considerations

Principle of Development The wider site is allocated for mixed use development under Policy EMP3 of Welwyn Hatfield District Local Plan (2005) (“District Local Plan”) and Policy SP17 of the SVLP, as Broadwater Road West. The Broadwater Road West Supplementary Planning Document (2008) outlines the Council’s vision for the future of the site, expanding on Policy EMP3. The District Local Plan and SVLP supports the provision of cafes, restaurants and retail uses within Broadwater Road West site. These uses are considered to be ‘town centre uses’. The sale of hot food for consumption off-site is also considered to be a town centre use.

Approved application ref: 6/2018/0171/MAJ included town centre uses in a similar location to the proposed use. Therefore, the proposed use is considered to be acceptable in this location and in accordance with Policy and the consented use of the site.

District Plan Policies TCR29 and TCR30 sets out that proposals for temporary sales will only be permitted should they meet the following criteria:

- The proposal would not have an adverse impact on the local transport infrastructure, due to the level of traffic generation, congestion, on-street parking and unauthorised parking that would result;
- The vitality and viability of nearby markets and shopping centres would not be harmed
- The proposal would not harm the amenities of any nearby properties
- The proposal would not harm the amenity of the area; and
- The proposal would not harm the ecology of the site

These matters are addressed below.

Impact on Transport Infrastructure

The proposal is highly accessible via walking, cycling and public transport. The adjacent footbridge provides access to Welwyn Garden City Station and the Town Centre. Pedestrians and cyclists can also access the site via Hydeway. High levels of bicycle parking is available on Hydeway. The Site is within 0.1miles (3-minute walk) of a bus stop on Broadwater Road, and 0.3miles (6-minute walk) of a bus stop on Bridge Road. Therefore, the site is highly accessible via sustainable transport methods.

There will be no designated vehicle parking for the proposed use. Due to the location and small scale of the operation, Hydeway is not a through route for vehicle traffic and therefore the parking of vehicles on short-term basis is not considered to result in an adverse impact on highway safety.

The proposal is in accordance with the aims and objectives of WHDC District Plan Policies M5, M6, M9 and M14, and SVLP Policies SADM2 and SADM 12 to encourage the use of sustainable transport and not result in an adverse impact on the highway network.

Vitality and Viability of Nearby Markets and Shopping Centres

No markets exist in proximity to the Site.

Due to the small scale of operations resulting from the proposed use it is not considered to result in a material impact on the vitality or viability of Welwyn Garden City town centre, in accordance with District Local Plan Policy TCR1.

Amenity of Local Properties and Amenity of the Area

Amenity and Hours of Operation There are no residential properties within close proximity of the site. Therefore, the proposed use will not result in a material impact on residential amenity.

The proposed use is not considered to generate levels of noise, odour, pollution or light pollution that will have an adverse impact on surrounding uses.

The proposed use will operate 7 days a week during the following hours:

- Thursday, Friday and Saturday 8am – 12.30am
- Wednesdays, Sundays and Bank Holiday's 8am – 11.30pm

These operating hours are not considered to result in an adverse impact on the amenity of surrounding uses. In any case, the operating hours could be managed by a suitably worded condition.

The proposed use is considered to be in accordance with the aims and objectives of District Plan Policies R18, R19, R20, and SVLP Policies SADM11 and SADM18.

Visual Impact/Heritage Vehicles or stalls selling hot food are commonplace, particularly within urban settings including near to transport hubs. Therefore, the proposed use would not appear alien or out of context in this location.

The proposed use, due to its size and scale, is not considered to result in a material visual impact on the surrounding context or listed buildings.

In any case, upon completion of the temporary period, all items associated with the proposed use will be removed and the site area returned to the condition it was prior to commencement of the use.

It is not proposed to install or erect any additional signage or advertising for the proposed use. In any case, this would be managed by a separate application for Advertising Consent.

Therefore, the proposal is considered to be in accordance with the aims and objectives of District Plan Policies R25, D2 and D3, and SVLP Policy SADM15.

Ecology of the Site

There is no existing ecology on the site. The site is clear of structures and vegetation and consists of hardstanding.

As a result, the proposed use will not result in an impact on ecology, in accordance with the aims and objectives of District Local Plan Policy R11 and SVLP Policy SADM 16.

Other considerations

Employment The proposed use will provide additional employment opportunities and will require a minimum of 2 employees, with the potential to require up to 4 employees in total. Tax revenue will be generated through the sale of goods.

Therefore, the proposed use will result in a positive economic impact and is considered to be in accordance with the aims and objectives of District Plan Policies EMP1, EMP3, and TCR3, and SVLP Policy SADM10

Waste Separate Refuse/Recycling storage will be provided for commercial waste from the vendors and waste from customers.

The site is currently accessed by waste collection services. It is proposed to utilise existing services for the safe collection and removal of waste from site. Waste will be stored in the containers provided until the day of collection.

The proposed use is considered to be in accordance with the aims and objectives of District Local Plan Policy R5 and SVLP Policy SADM 12.

Therefore, the proposed use should be supported at this time as it can make a positive contribution to overcoming the negative impact on the national economy as a result of the Coronavirus Pandemic.

Summary/Conclusion

The proposed temporary use is considered to be in an acceptable location that is compatible with surrounding uses, will not result in an adverse impact on the highways network or ecology, will not impact the viability or vitality of the town centre, and provides economic benefits through the creation of employment opportunities and tax revenue through the sale of goods, in a manner which is well suited to operating under current guidelines from the Government in relation to the Coronavirus Pandemic.

The proposed temporary use is considered to be in accordance with the relevant aims and objectives of the WHDC District Plan, Relevant Supplementary Planning Documents and Guidance and the Submission Version Local Plan and should be approved without delay.

Yours sincerely,

Frances Wimpres