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# Introduction

- 1.1 This document has been prepared as part of the planning application submitted by Spenhill Regeneration Limited for the Site at Broadwater Road West (BRW).
- 1.2 It provides an assessment of the likely impact of the Proposed Development on the surrounding townscape character and views. The assessment has been undertaken by the Professor Robert Tavernor Consultancy and is based on architectural drawings by Allies + Morrison, which are being submitted as part of the planning application, and verified images prepared by Miller Hare, which are included within this report.
- 1.3 This document should be read in conjunction with the Design and Access Statement prepared by Allies + Morrison, the Environmental Statement prepared by Hurleypalmerflatt, and the PPS5 Statement and Architectural Assessment prepared by the Professor Robert Tavernor Consultancy.

# Methodology

- 2.1 This assessment takes into account the skyline of Welwyn Garden City (WGC), existing and consented developments in Welwyn Hatfield Borough, the physical fabric of the Site and surrounding area and the character of the proposed designs for this specific Site. The planning policy context for this assessment is found in section 3.
- 2.2 The available guidance for assessing townscape and visual effects of a development for ES purposes is:
  - Guidelines for Landscape and Visual Impact Assessment (2002) (Ref. 1-1), produced jointly by the Institute of Environmental Assessment (now IEMA) and the Landscape Institute
  - The London View Management Framework SPG (LVMF SPG) (July 2010) (Ref 1-2), published by the Greater London Authority which refers to, but occasionally differs from, the IEMA guidelines.
- 2.3 The first publication was developed for rural sites, and is applicable to all assessments submitted under the Environmental Impact Assessment (EIA) Ordinance. The latter was created specifically in relation to sites within London but also provides guidelines for assessing the potential qualitative visual impact of proposed developments.
- 2.4 Visual impacts have been assessed in terms of the magnitude of the impact or change and also the sensitivity of the resource affected. The assessment of the proposals is based on National, Regional and Local planning policies and guidance. Where present, Listed Buildings and Conservation Areas are taken to be of high sensitivity in townscape terms. The Shredded Wheat factory itself is a Grade II Listed Building and the proposals will have a direct impact on the building and its setting. A detailed appraisal of the history and architecture of the Listed Building is provided in a separate Architectural Assessment. Its significance, and the potential impacts of the proposals on its significance, is assessed in full in the separate PPS5 Statement. There are also Conservation Areas and Listed Buildings in the locality (see descriptions in chapter 4 and map on page 12) and the setting of the designated heritage assets is considered in accordance with Planning Policy Statement 5, (PPS5) (Ref. 1-3) in the assessment which follows.
- 2.5 In order to assess the visual impact of the Proposed Development, two separate images have been prepared from each viewing location selected:

- 1. **Existing** the view as it exists today; and
- 2. **Proposed** with the Proposed Development inserted (in either rendered or wireline form).
- 2.6 The Proposed Development has been shown in rendered form in all of the views to illustrate the finished characteristics and qualities of the completed Development.
- 2.7 Impacts have been categorised as neutral, negligible, beneficial or adverse. Where neutral or negligible in effect, the Proposed Development is deemed to be likely to cause little or no change to the townscape. For effects judged to be either beneficial or adverse, the degree of that predicted beneficial or adverse effect is further categorised in the following table:

Table 1-1: Table Significance evaluation methodology

Effect	Magnitude	
Severe adverse	Where the existing site and the proposed changes would form the dominant feature, to which other elements become subordinate, markedly adversely affecting and substantially changing the overall character of the scene in valued views.	
Major adverse	Najor adverse Where the existing site and the proposed changes would form a major and immediately apparent part of the scene that adversely effects and changes its overall character.	
Moderate adverse Where the existing site and the proposed changes to views would form a visible and recognisable new element within the scene and may be readily noticed by the viewer as adverse.		
Minor adverse	Where the proposed changes to the views would be a minor component of the wider view and may be missed by the casual observer.	
Negligible  Where the existing site and the proposed change would be imperceptible or would be in keeping with and would maintain the existing views. The balance of the proposals with proposed mitigation would maintain		
Neutral	Where none of the proposed changes would be discernible.	
Minor beneficial	Where the existing site and the proposed changes to the existing view would not only be in keeping with, but would slightly improve the quality of the existing view.	
Moderate beneficial	Where the existing site and the proposed changes to the existing views would be in keeping with, and would improve, the quality of the existing view.	
Major beneficial	Where the existing site and the proposed changes to the existing views would be in keeping with, and would greatly improve the quality of the scene through the removal of visually distracting features.	

Source: Modification of criteria contained in the Guidelines for Landscape and Visual Impact Assessment (2002) (Ref 1-1)

# Planning Policy and Guidance

#### **National Planning Policy and Guidance**

### Planning Policy Statement 1 (PPS1) Delivering Sustainable Development (2005) (Ref. 1-4)

- 3.1 PPS1 sets out the Government's overarching planning policies on the delivery of sustainable development through the planning system. It replaces Planning Policy Guidance Note 1: General Policy and Principles, published in February 1997.
- 3.2 PPS1 states that planning has a key role to play in the creation of sustainable communities: communities that will stand the test of time, where people want to live, and which will enable people to meet their aspirations and potential. A spatial planning approach should be at the heart of planning for sustainable development. Planning policies should promote high quality inclusive design in the layout of new developments and individual buildings in terms of function and impact, not just for the short term but also over the lifetime of the development.

## Planning Policy Statement 5 (PPS5) - Planning and the Historic Environment (March 2010) (Ref. 1-3)

- 3.3 PPS5 sets out the Government's overarching planning policies put in place to conserve the historic environment and its heritage assets so that they may be enjoyed by future generations. It replaces PPG 15: Planning and the Historic Environment (1994) and PPG16: Archaeology and Planning (1990). It requires applicants and LPAs to focus on what is worth retaining, why and for whom, and how it is feasible to do so. It aims to create a planning process which will "deliver sustainable development ... [and] ... conserve England's heritage assets in a manner appropriate to their significance" (paragraph 7).
- 3.4 Policy HE6.1 of PPS5 requires the applicant "to provide a description of the significance of the heritage assets affected and the contribution of their setting to that significance. [...] As a minimum the relevant historic environment record should have been consulted and the heritage assets themselves should have been assessed using appropriate expertise where necessary given the application's impact." Further, at HE6.2, that "This information together with an assessment of the impact of the proposal should be set out in the application (within the design and access statement when this is required) as part of the explanation of the design concept. It should detail the sources that have been considered and the expertise that has been consulted." Finally, at HE6.3, "Local planning authorities should not validate applications where the extent of the impact of the proposal on the significance of

- any heritage assets affected cannot adequately be understood from the application and supporting documents." The relevant records have been consulted as part of the design process and the significance of the potentially affected heritage assets, and the nature and extent of the potential impacts, are assessed in this chapter and the separate PPS5 Statement.
- 3.5 Policy HE7 gives guidance on development relating to all heritage assets, whether designated or not. It expresses the "desirability of sustaining and enhancing the significance of heritage assets" (HE7.4) and "the desirability of new development making a positive contribution to the character and local distinctiveness of the historic environment. The consideration of design should include scale, height, massing, alignment, materials and use" (HE7.5). The Historic Environment Planning Practice Guide (Ref 1-3a) issued by English Heritage to accompany PPS5 encourages Local Planning Authorities "to seek well-conceived and inspirational design that is founded on a full understanding of local context" (paragraph 111, p.33). The Views Assessment (chapter 6) shows that Allies + Morrison have carefully designed the Proposed Development so as to relate successfully with its context.
- 3.6 Policy HE9 gives additional guidance relating specifically to designated heritage assets Listed Buildings, Conservation Areas, World Heritage Sites and Registered Parks and Gardens. Policy HE9 stipulates "a presumption in favour of the conservation of designated heritage assets and the more significant the designated heritage asset, the greater the presumption in favour of its conservation should be" (HE9.1). It sets out criteria at HE9.2-4 through which Local Planning Authorities should assess proposals that would potentially harm designated heritage assets. This criteria is considered in more detail in the separate PPS5 Statement in relation to the potential impacts of the Proposed Development on the Listed Building on Site.
- 3.7 Policy HE10 sets out additional principles guiding consideration of potential impacts on the setting of heritage assets which are designated, such as Listed Buildings and Conservation Areas. It states that "local planning authorities should treat favourably applications that preserve those elements of the setting that make a positive contribution to or better reveal the significance of the asset. When considering applications that do not do this, local planning authorities should weigh any such harm against the wider benefits of the application. The greater the negative impact on the significance of the heritage asset, the greater the benefits that will be needed to justify approval." (HE10.1)

#### 3 Planing policy guidance

- 3.8 The Application Site is not located within a Conservation Area. However, the setting of Welwyn Garden City Conservation Area, to the west of the Site, and of the Grade II Listed Roche Products factory, to the south of the Site, would potentially be affected by the Proposed Development. These potential impacts on the setting of designated heritage assets in the surrounding area are considered in the following assessment. There are also Conservation Areas and Listed Buildings in the wider area surrounding the Site, but, due to their distance and the design of the Proposed Development, they will not be affected and therefore have not been considered in this assessment.
- 3.9 English Heritage's Practice Guide notes that the legal provisions of Sections 16(2), 66(1) and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 remain in place. They require the Local Planning Authority to have special regard to "the desirability of preserving a listed building or its setting or any features of special architectural or historic interest which it possesses" and, in relation to development within a Conservation Area, "the desirability of preserving or enhancing the character or appearance of that area".

#### **Local Policy**

#### Welwyn Hatfield District Plan (2005) (Ref 1-5)

- 3.10 This plan sets out the local planning framework, policies and proposals which guide the development and use of land in the district over the next ten years.
- 3.11 The policies that relate to the design proposals are Policy R25, Policy R26, Policy R27, Policy D1, Policy D2 and Policy EMP3.
- 3.12 Policy R25 Works to Listed Buildings prevent any proposal which would adversely affect the historic character or architectural quality of a Listed Building or its setting. The Council states that "Listed Building Consent will not be granted for any extensions or external or internal alterations to buildings of special architectural or historic importance unless all of the following criteria are satisfied:
  - 1. New works respect the character, appearance, and setting of the building in terms of design, scale and materials;
  - 2. Architectural or historic features which are important to the character and appearance of the building (including internal features) are retained unaltered;
  - 3. The historic form and structural integrity of the building are retained; and full detailed drawings of the proposed works are submitted with the application" (Ref 1-5 para. 5.62).

- 3.13 Policy R26 Alternative Uses for Listed Buildings sets out the criteria expected for the change of use of a Listed Building to be considered:
  - 1. The proposal would not harm the character or setting of the building;
  - 2. The change of use could be successfully implemented without the essential need for other development which would harm the building's character or setting, and;
  - 3. The change of use results in the continued preservation of the building's fabric or its restoration" (Ref 1-5 para. 5.63)
- 3.14 Policy R27 Demolition of Listed Buildings states that the Council will endeavor to protect Listed Buildings wherever possible, and will only consider demolition as a last resort.

  The Council will refer to the guidelines set out in PPG15 when assessing a proposal for the demolition of a Listed Building:
  - "The condition of the building, and the costs involved in repairing and maintaining it;
  - The adequacy of efforts made to retain the building in use;
  - The merits of alternative proposals for the site" (Ref 1-5, para. 5.64).

PPS5 (Ref 1-3) has been issued to replace PPG15 since the adoption of the District Plan in 2005.

- 3.15 Consent for the complete or partial demolition of any Listed Building will not be granted other than in the following exceptional circumstances:
  - 1. "Clear and convincing evidence has been provided that it is not practicable to continue to use the building for its present or previous use and that no viable alternative uses can be found, and that preservation in some form of charitable or community ownership is not possible;
  - 2. The physical condition of the building has deteriorated, to a point that it can be demonstrated that demolition is essential in the interests of public safety. A comprehensive structural report will be required to support this criterion;
  - 3. Demolition or major alteration will not be considered without acceptable detailed plans for the site's development. Conditions will be imposed in order to ensure a contractual obligation has been entered into for the construction of the replacement building(s) and / or the landscaping of the site prior to the commencement of demolition; and
  - 4. Where, exceptionally, consent is granted for the demolition or major alteration to a listed building, before any demolition or major alteration takes place, applicants will be required to record details of the building by measured

- drawings, text and photographs, and this should be submitted to and agreed by the Council" (Ref 1-5, para. 565).
- 3.16 The Council will expect an impact assessment report to accompany any proposal for the demolition or major alteration of a Listed Building. The report will set out "the historic/archaeological interest and importance of the structure affected by the proposal", and will assess "the impact of the proposed demolition work" (Ref 1-5 para. 5.65).
- 3.17 Policy D1 Q uality of Design ensures that the standard of design of all new development is of high quality. "The design of new development should incorporate the design principles and policies in the Plan and the guidance contained in the Supplementary Design Guidance" (Ref 1-5, para. 7.13)
- 3.18 Policy D2 Ch aracter and Context.

  This policy requires all new development to respect and relate to the existing character of the development within its vicinity. 
  "Development proposals should as a minimum maintain, and where possible, should enhance or improve the character of the existing area" (Ref 1-5 para. 7.20).
- 3.19 Policy EMP3 Mixed Use Development Site at Broadwater Road West includes the Site detailed in this report.

  "This area of land is defined on the Proposals Map. It is part of the Welwyn Garden City Industrial Area (EA1) and, as such, is subject to the provisions of Policy EMP2. A significant portion of this highly accessible site, which is close to Welwyn Garden City town centre, has become disused. In the light of this, the site presents opportunities for planned regeneration for a mix of uses comprising primarily employment, housing, leisure and rail-related uses. To guide the future development of the site, a development brief will be prepared" (Ref 1-5 para. 12.24).

### Broadwater Road Supplementary Planning Document (December 2008) (Ref 1-6)

- 3.20 The Broadwater Road SPD (BRW SPD) was produced to guide redevelopment of the Site and surrounding area. Broadwater Road West is identified as an area suitable for mixed use development. The area covered by the SPD is located to the east of Welwyn Garden City railway station, covers 16 hectares (40 acres). It was originally an industrial hub but over time has become largely redundant.
- 3.21 The Council's vision for the SPD area is based on the following objectives:
  - To create a sustainable neighbourhood with an appropriate mix of uses for its central location:

- To establish strong connections between the east side of town, the site and through to the town centre:
- To use the industrial heritage as cue for form, character and identity re-use listed structures and ensure sympathetic development;
- To explore innovative and sustainable uses drawing on the natural, infrastructure and spatial assets of the site;
- To create urban grain capable of supporting appropriate uses while reflecting the town centre morphology;
- To consider accommodating large scale uses which would best be located near the centre as the opportunity to do this is unlikely to arise again;
- To support live-work proximity;
- To define the amount of employment land/floorspace that should be provided for; and
- To enhance biodiversity
- 3.22 The BRW SPD recognises that, while the majority of the buildings on site are largely of little quality, there are two buildings which are Grade II Listed.
  - "The first is the CPUK factory and silos designed by Louis de Soissons. These were built in 1925 for the American Shredded Wheat Company and are of a Grade II Listing. The silos are of mass concrete construction and the factory buildings of concrete frame with lightweight metal windows. The silos are a strong landmark and are closely identified with Welwyn Garden City. The second listed structure is that of the Roche Products Factory reception building. Designed by Otto Salvisberg and constructed in 1938, the building is steel frame with reinforced concrete and is also of a Grade II listing. The principal glazed staircase is a key feature which breaks its otherwise strict cubic form. It is intended that both listed structures should be retained and refurbished for new uses" (Ref 1-6 para. 3.31-3.32).
- 3.23 The CPUK factory (Shredded Wheat factory) is located on the application Site and is assessed in detail against PPS5 in the separate PPS5 Statement. The Roche Products Factory is located to the south of the Site and is considered in relation to the proposals in the Views Assessment below.

## Welwyn Hatfield Borough Council Core Strategy Issues and Options (March 2008) (Ref 1-7)

- 3.24 The Core Strategy is one of the key documents forming the emerging Local Development Framework (LDF). The LDF sets out the Council's vision for the development of the borough to 2026 and beyond. It will eventually replace the Welwyn Hatfield District Plan.
- 3.25 There are a number of stages involved in producing the Core Strategy; at present the Core Strategy Issues and Options document (March 2009) is out for public consultation. Once

- this document has been through the consultation process a Draft Core Strategy will be published. Currently the date of the publication of the Draft Core Strategy is to be confirmed.
- 3.26 The Core Strategy Issues and Options document references relevant national and regional policy, as outlined above, in relation to the historic environment. It lists the number of different designated heritage assets in the area (paragraph 4.50) and identifies the benefits of keeping a non-statutory local list of buildings of merit (paragraphs 4.53-5). The importance of Welwyn Garden City as one of only two Garden Cities in the country is outlined at paragraph 4.52.
- 3.27 The Strategy Statement for the Historic Environment is that, "in order to protect, conserve, and enhance the historic environment of the Borough we will continue to protect, conserve, and enhance the historic environment of the borough, through the use of statutory powers and non-statutory measures" (p.57)
- 3.28 Options are given for prioritising aspects of the environment where impacts are unavoidable. One of these priorities is the protection of historic assets, the sustainability advantages and disadvantages of which are tabulated under Option E2 on pp.59-60.

# 4 History of the site

### **History of the Site and surrounding area** (see the Architectural Assessment for more detail)

- 4.1 The urban development of Welwyn Garden City is historically significant in the field of Town Planning; Welwyn Garden City is a fine example of a new and innovative approach explored at the beginning of the 20th century. The garden city movement, founded by Sir Ebenezer Howard in 1898, introduced a new form of urban planning. All elements of the new towns were pre-planned so as to be self-contained centres, organised around greenbelts, with a careful balance of homes, industry and agriculture. Taking its name from Welwyn, a separate village situated several miles north of the new town, Welwyn Garden City aimed to provide its inhabitants with green open spaces, comfortable housing and local employment.
- 4.2 The first garden city established on Howard's ideas was Letchworth, in 1903. A decade later, a specially formed private company, Welwyn Garden City Co. Ltd, decided to expand on Howard's foundations. In 1919 a sketch plan for a new town was provided by C.M. Crickmer, who had worked on earlier cities. However it was decided that a new architect, exclusive to the job, would be sourced. In April 1920 Louis de Soissons was commissioned, and carried out the design of the new town alongside another architect/planner for Welwyn, Arthur W. Kenyon. Although the two architects had their own practices, they designed many buildings in Welwyn Garden City together.
- 4.3 Louis de Soissons (1890-1962) was born in Montreal and raised in England from childhood. A young award winning architect at the time of his appointment, he was recommended for the job by the president of the RIBA (see Appendix 3 of the Architectural Assessment for more detail).
- 4.4 Development of the garden city at first concentrated on providing housing; but the erection of industry soon followed. The philosophy behind the garden city was that it would be self-sufficient, providing jobs and services for the local community as well as housing. The Shredded Wheat factory, sited across the railway lines from the central town, was an early addition to the industry that would underpin the economy of Welwyn Garden City.
- 4.5 The Ordnance Survey (OS) Map of 1897 (Architectural Assessment, Figure 1) and the later OS Map of 1922 (Architectural Assessment, Figure 2) illustrate the Site in its original form, as open farm land. This land, situated to the east of the Great Northern Railway line and to the east of the site chosen for the Garden City, made it ideal for industrial development.

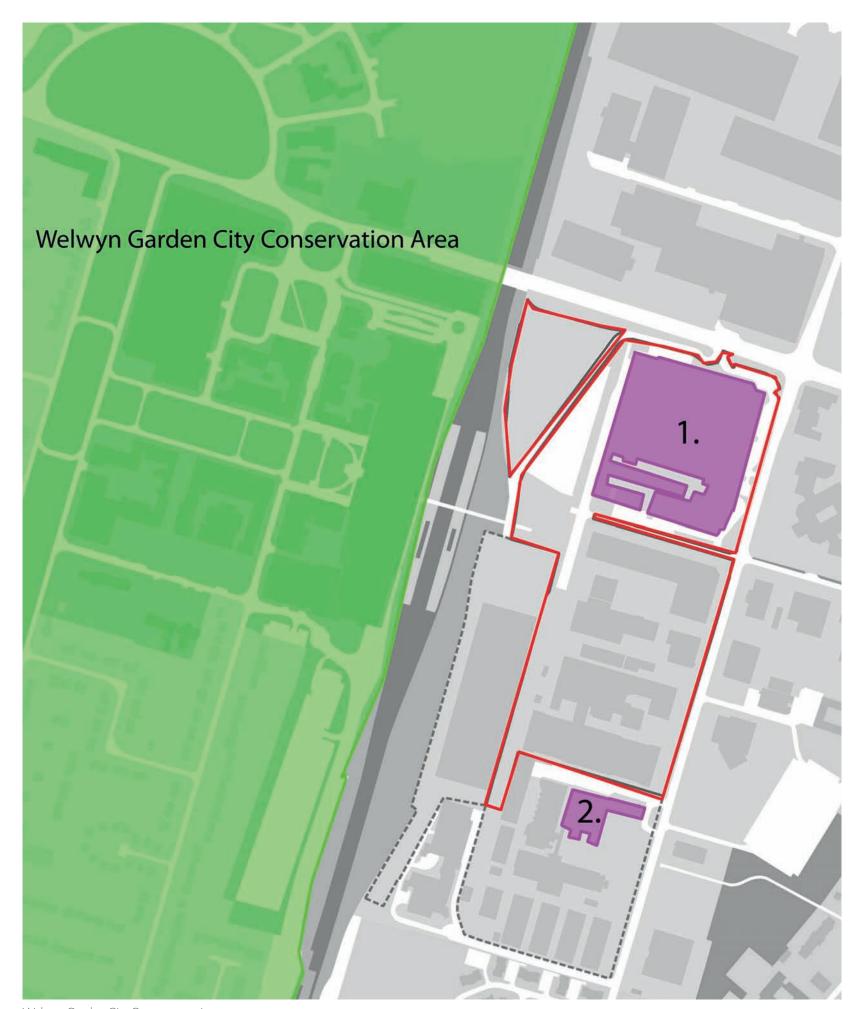
- 4.6 The Shredded Wheat Company chose the northern tip of the designated industrial area of Welwyn Garden City for a number of reasons: its closeness to railway lines easing transportation to and from the factory; its undeveloped nature giving the architect scope for design; and finally for the town's growing reputation, as one epitomizing health and success. Louis de Soissons (1890-1962) was commissioned to design the new factory by the American company, no doubt due to de Soissons's involvement in Welwyn Garden City itself.
- 4.7 The building of the factory began in May 1924, with a multistorey factory, boiler house and 18 grain silos. The rest of the site provided the new workers with recreation grounds. The opening of the factory received extensive newspaper coverage and many people came to visit the modern factory building.
- 4.8 The Shredded Wheat Company was sold to The National Biscuit Company (Nabisco) in 1928. As a result extensions to the factory were planned; building began in 1937, and was completed in 1939, the new single storey factory constructed on the open ground previously used for recreation. This building was designed by Nabisco's company architect, Louis Wirsching Jr.
- 4.9 An extension of the factory meant that more storage area for grain was required. The number of silos was therefore increased from 18 to 45. These silos were built to the same specifications as those existing and attached the existing range.
- 4.10 The Shredded Wheat factory was once again extended in the late 1950s, when offices and further production space were added. The new buildings included simple whitewash garages at the south east, and a new production and office wing to the north which was part clad in green tiles and buildings with stone corner elements. These new additions obscured the view of the silos and de Soissons 1920s factory, a vista which up until this time had been an important part of the Shredded Wheat brand
- 4.11 The last additions made to the Site were in 1960 when 5.5 acres were acquired to the south of Hyde Way, on which Cromac House was constructed. This range of buildings south of the factory site provided office space for research facilities and sales development and storage space relating to the factory produce.

#### The Site

4.12 There are a number of buildings and structures on the Site at present. To the north of Hyde Way, the Grade II Listed former Shredded Wheat factory complex comprises several factory buildings and extensions, as described above and assessed in detail in the PPS5 Statement and Architectural Assessment which form part of this planning application. Facing the south of Hyde Way, are simple red brick office and storage buildings built in the 1960s. This annex range, south of the factory site. was never completed and the buildings that were constructed are of no architectural or historic merit and were not designed to relate to the, now Listed, former Shredded Wheat factory buildings to the north or the Roche Products factory buildings to the south: they will be cleared for the proposals. South of the annex building range, the former Polycell factory site, with original studio buildings designed by Shredded Wheat factory architect Louis de Souissons, has already been cleared, leaving a large brownfield area occupying the southern end of the site, adjacent to the Listed former Roche Products factory. Rail lines once serving these factory buildings, north and south of Hyde Way, remain on the service road running north-south beside the main rail line: these are not considered to be of historic merit and will be cleared for the present proposals.

#### Proposed Redevelopment in the Area

4.13 As the BRW SPD demonstrates, Welwyn Hatfield Borough Council are committed to extensive redevelopment of the area, and in particular of the Shredded Wheat factory Site and the Grade II Listed Roche Product factory site to the south for which George Wimpey North Thames are forming proposals. The designs of the Proposed Development have been drawn up with this adjacent Site, and the Council's objectives for development of the whole area, in mind. However, proposals have not yet been consented for the Roche Product factory site and are not therefore included and assessed in the Views Assessment (chapter 6).



Welwyn Garden Clty Conservation Area



#### 4 History of the site

#### **Local Conservation Areas**

4.14 There are two Conservation Areas in Welwyn Garden City:
Welwyn Garden City Conservation Area, which lies to the west of the railway line and the Site, and Beehive Conservation Area which lies to the far south west of the Site. Due to the distance of Beehive Conservation Area from the Site, and because of the nature and design of the Proposed Development,
Beehive Conservation Area will not be affected, and therefore is not included in this assessment. Welwyn Garden City
Conservation Area lies much closer to the Site; the silos of the Proposed Development can be seen along one of the key views recognized in the Welwyn Garden City Conservation Area (see para. 4.25 for detail).

#### Welwyn Garden City Conservation Area

- 4.15 Welwyn Garden City Conservation Area was designated in 1967, and has recently been extended.
- 4.16 The eastern boundary of Welwyn Garden City Conservation Area is marked by the East Coast Mainline railway line. The western boundary is identified by the Green Belt boundary. To the north the boundary follows the arc of the discarded railway line between Campus West and Campus East car parks, and to the south the Conservation Area boundary runs predominately through residential areas.
- 4.17 Archaeological assessment has revealed a settlement at WGC dating from around 150 BC. The Belgae, Celtic people with Germanic roots, cultivated the land which today makes up Welwyn Garden City. The Roman invasion of Britain saw the defeat of the Belgae, however, little sign of Roman occupation has been found at Welwyn Garden City, suggesting the farms were either abandoned or left alone. The name 'Welwyn' comes from the Saxon 'at the willows'; the Saxons settled in the area after the Romans left Britain in 510 AD.
- 4.18 The earliest known map of the future site of Welwyn Garden City was produced by John Warburton after a survey of the area circa 1720-23. However, it wasn't until two centuries later, on 11 June 1920, that the Masterplan for Welwyn Garden City was presented by Louis de Soissons. De Soissons remained the town planner and architect for Welwyn Garden City, and development of the area continued, until 1962.
- 4.19 Welwyn Garden City was first conceived in 1898 by Sir Ebenezer Howard as part of a reformation of town planning practice. As the population grew, Howard was concerned to observe increasing amounts of people migrating from the country to cities in search of homes and work:
  - "It is deeply to be deplored that people should continue to stream to the already over crowed cities, and should thus

further deplete the country districts" (Ref 1-8, para. 39). He created the metaphor of the 'Three Magnets' (see figure 4 in the Architectural Assessment) which urged town and country to be 'married', in order to provide both work and industry alongside natural beauty and well-being.

- 4.20 A number of influential people were inspired by Howard's ideas, and decided to explore the possibility. In 1899 the Garden Cities Association bought land in North Hertfordshire which became home to Letchworth, the first garden city. The experiment was successful, yet progress swiftly slowed with the outbreak of World War I.
- 4.21 Following WWI in 1918, there was an urgent need for new housing. A desire for comfort and security after the trauma of the war years saw the idea of 'garden cities' grow in popularity. In 1919, Howard purchased a number of farms in Hertfordshire, and a year later Welwyn Garden City Limited was established to oversee the development of the 2,378 acre site.
- 4.22 The architectural character of the Conservation Area was heavily influenced by the red-brick Georgian buildings found in nearby Welwyn, Hatfield, St Albans and Hertford. The designs of all buildings first constructed in Welwyn Garden City were subject to de Soissons' approval; however the development of the town centre was de Soissons' sole responsibility.

"In the first streets to be built, all in the south-west sector, de Soissons began to develop his street designs. He set blocks of houses back from the roadways, kept front gardens open to the road, planned roads in relation to oaks and elms and the enclosure hedgerows, that had been kept until and if they could be incorporated into streetscapes. He began to experiment with the wonderfully contrived variety of cul-de-sacs designs which became such pleasant backwaters in which to live" (Ref 1-8, para.39).

- 4.23 Welwyn Garden City Conservation Area Appraisal (Ref 1-8) describes the layout of the town centre, "with the spacious Parkway and Howardsgate the latter almost Continental in feeling and the vista from the White Bridge" (Ref 1-8, para.42), as the centrepiece defining the character of Welwyn Garden City.
- 4.24 In terms of historical significance the importance of Welwyn Garden City lies in its planning: "possibly the highest expression of the visionary physical, social, cultural and economic ideals of their period, drawn together by the Garden City's founders, management and professional. In planning terms the level of significance is global, attracting study and visits from many countries" (Ref 1-8, para 48).

4.25 There is one key view in the WGC Conservation Area Appraisal that considers the vista from Parkway, looking east along Howardsgate. The silos of the Shredded Wheat factory can be seen in the distance of this vista. However, due to the low height of the Proposed Development, this protected view will not be harmed.

#### **Listed Buildings**

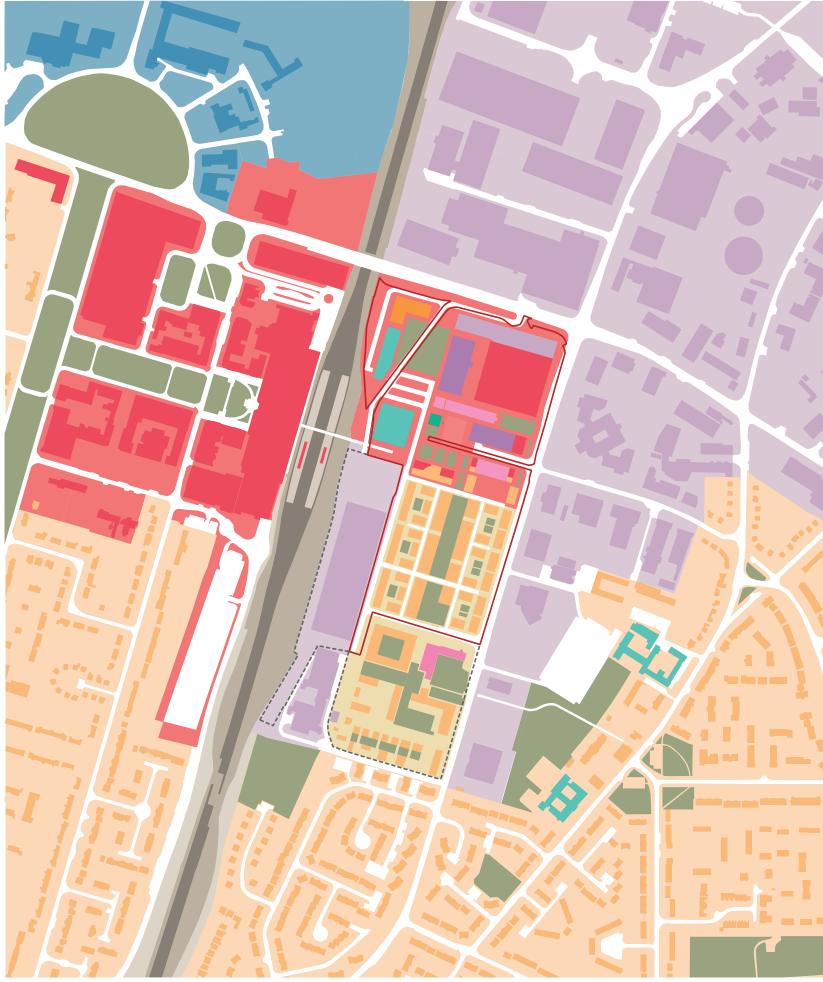
4.26 The Shredded Wheat factory on the Proposed Development Site is a Grade II Listed Building. On the same industrial site there is another Grade II Listed Building, Roche Products factory. These two Listed Buildings are described in detail below. There are Listed Buildings to the west and to the southeast of the Site, but due to their distance away, and the nature of the design of the Proposed Development, they will not be affected and therefore have not been included in this report.

#### Shredded Wheat Factory, Bridge Road, WGC

- 4.27 The Listing of the Shredded Wheat factory includes all the structures on the Site; the original factory buildings and silos were designed by Louis de Soissons in the 1920s and extended with buildings by company architects in the 1930s and 1950s.
- 4.28 The multi-storey production hall building, Grain House and Boiler House which face the rail line were part of Soisson's original design. The range of silos that formed part of this original ensemble was extended east in the 1930s and the single storey production hall to the east was built on the recreation ground initially on this spot. The original front entrance to the multi-storey production hall on its east façade was also lost when joined to the low production hall. In the 1950s, garages were built to the southeast and the production hall complex extended to the north with offices. The windows were largely replaced at this time and the white walls were clad in green tiles and paint. The west facade was 'filled in' with link buildings added between the Grain and Boiler Houses and the production hall. The giant silos are the most distinctive feature of the complex and of great visual and cultural significance to Welwyn Garden City.

#### Roche products factory, Broadwater Road, WGC

4.29 Only part of the Roche Products factory is Listed. English Heritage considers the office block (buildings 1 to 4) to be of particular note and excludes the 1950s additions. The factory was built in 1938-40 by Otto R Salvisberg of Zurich in association with C Stanley Brown, with later additions made to the site. The administration block is in reinforced concrete, of two storeys with bronze entrance doors. The factory buildings are four storeys and steel framed. All the external surfaces of the buildings are rendered an off-white colour.







# 5 Visual characteristics of the proposed development

#### Introduction

- 5.1 The relevant drawings which explain this design are contained within the Allies and Morrison architects' Design and Access Statement that forms part of this planning application, and which should be referred to in relation to the following outline description.
- 5.2 The Site includes the former Shredded Wheat factory site to the north of Hyde Way, the annex range of office and warehouse buildings south of Hyde Way and the former Polycell factory site to the south. The Polycell factory site is largely cleared and undergoing environmental cleanup works in preparation for development. The annex range of buildings south of Hyde Way were constructed on land purchased by Nabisco in the 1960s and used for research, sales and storage: they have no architectural or historic value and will also be cleared for the present proposals. The former Shredded Wheat factory buildings are Listed, and the proposals retain and refurbish the buildings of significance within the factory complex, as well as providing new buildings and spaces in and around the Listed Building.
- 5.3 The original Garden City concept of pleasant and healthy living conditions and employment and community facilities close to home is an essential aspect of the design proposals. In character with the rest of Welwyn Garden City, the proposals incorporate a sequence of green spaces at its heart and the various services and facilities housing, employment, energy, health and leisure needed to support a new community. These elements have been arranged to be clearly legible and form distinct areas of different character within the Proposed Development Site.
- 5.4 Broadly, the Site has been divided in two: the h zousing will be located south of Hyde Way to form a series of terraces arranged around courtyards and separated by a linear park running north-south through the centre. To the north of Hyde Way, on the former Shredded Wheat factory site, there will be new civic space of soft and hard landscaping at the foot of the rail bridge and beneath the Listed silos. A supermarket will be located to the northeast beside Broadwater Road, and offices, leisure and hotel facilities will be grouped around a recreation ground to the northwest, beside the railway line. A YMCA and Hotel (Plots B and H) will be located against the railway lines to the west, and a Doctors surgery and extra care home to the east (Plots J and K), close to the main public square.
- 5.5 These buildings and spaces have been organised to encourage easy and safe movement throughout the Site and to strengthen connections with the town centre, immediately west of the railway line, and with the former Roche Products factory site to the south, for which a residential scheme is proposed by Taylor Wimpey.

#### The Listed Buildings

- 5.6 On the north side of the Site, a number of buildings that form part of the Grade II Listed Shredded Wheat factory will be retained and refurbished, and the new development has been designed to maintain the character of these Listed Buildings and improve their setting. The historical development of the factory buildings is described above and in the separate Architectural Assessment. The significance of each building element and the potential impacts of the proposals on that significance are appraised in the separate PPS5 Statement. The proposed works are described in summary here.
- 5.7 The Silos are the key element of the Listed Building and will be retained in full. They are of a monumental scale and entirely without openings except at roof and ground level have a sculptural appearance and form an important, and highly visible, local landmark. A viable use for the giant storage cylinders and the roof structure has not yet been found. The roof will be painted white, to match its original appearance, and the structure maintained as it is at present. The ground level will be cleared of internal fittings so as to accommodate a cafe that will bring life to the new public square beside it. New entrances are proposed and bay windows installed that will project from the masonry surface, creating window seats within the cafe and following the rhythm of the silo bays above.
- 5.8 The original multi-storey production hall will also be refurbished as part of these proposals. The external additions pipes, flumes and staircase will be removed along with the green metal panelling. The exterior will be painted white to match the appearance the building's original appearance. Where bricked in, the windows will be opened and, where existing, replaced with double glazing with an even grid closer to the original glazing than at present. Within each window opening, ventilation will be provided by centre pivoting windows which will create movement and catch the sunlight in a similar manner as can be seen on historic photographs of the original building. The window levels will be restored to heights similar to the original design and the vertical piers retained.
- 5.9 The production hall will remain four storeys, stepping down in height to the north side. The top storey will be extended to the east and a new roof added with plant enclosed to reduce its visibility. The demolition of the single storey production hall attached to its east side will allow its eastern elevation to be exposed again: the facade will be restored and a central entrance at ground level constructed with projecting, symmetrical full return staircase similar to the original.

- 5.10 Internally, the walls of the production hall will be rendered to meet current insulation standards and all non-structural elements cleared to leave open floor plates ready for future use. The structural mushroom headed columns, designed to allow large window openings and maximum natural light, will be retained. Internal subdivisions will be removed and guidance produced for occupants that will control the position and extent of subdivisions in future.
- 5.11 The 'link buildings' which presently join the Grain House, Boiler House and multi-storey production hall were added in the 1950s and will be removed, restoring the open views between these elements to the new civic space and clearly distinguishing each element of the Listed factory complex within the space.
- 5.12 The exterior of the Grain House will be cleared of all non-structural fittings and the vents and steel frames on the roof removed. New metal framed windows, similar to those of the multi storey production hall, will be inserted and white paint applied externally. All internal fittings will be removed except for those of historic interest which formed part of the original manufacturing process. The intention is to accommodate a heritage centre within this building and it is proposed to create a new entrance at ground level on the south side to open up onto the new public space. The door screen will appear similar to the windows and will be sheltered by a simple metal and glass canopy.
- 5.13 The Boiler House will be cleared internally to house the site wide CHP units. All fittings to the exterior and roof will be removed to restore the clear lines of the masonry and the facade painted white. The windows will also be replaced: those on the west elevations will have similar grid proportions to the windows on the western elevations of the Grain House and multi storey production hall. A new door is proposed on the north side and two ventilation louvres located in place of windows in the original design on the north and south elevations.

#### 5 Visual characteristics of the proposed development

#### The new public buildings and spaces

- 5.14 Two new buildings will replace the garages, warehouses and single storey production hall on the east side of the Site: a Tesco store and office building F. A YMCA and Hotel (Plots B and H) will be located against the railway lines to the west, and a Doctors surgery and extra care home to the east (Plots J and K), close to the main public square.
- 5.15 Demolition of the 1920s garage building, east of the Boiler House, will allow the creation of a new civic space at the heart of the development. On the north side, the silos will rise from the cafe space within its base. To the west, the chimney and water tanks will be retained beside the Boiler House as sculptural historic features. The east side will be addressed by the western elevation of the new office building F and the south side will lead to the residential area and the pedestrian footbridge link to the town centre.
- 5.16 A new public square will separate the north elevation of office building F and the southern entrance of the food store and allow views westwards from Broadwater Road to the foot of the eastern end of the silos. A new garden will be created between the newly exposed east elevation of the multi storey production hall and the new Tesco food store, where a recreation ground originally extended from the multi storey production hall to Broadwater Road. It will be for use by occupants of the multi storey production hall, and enclosed by hedges and low railings. To the west of the production hall will be a new recreation ground with open lawn, tree cover and seating with views to the Listed factory buildings.
- 5.17 The food store is a low lying structure, similar to the existing building in scale, and with a folding roofline that recalls the skylights of the existing building. Rooflights and ventilation cowlings will allow in natural light and air and will create a distinctive roofline. The main entrance will open out onto the public square on the south side. On the north side of the food store, low buildings will house service areas and offices. At the west end of the north elevation, vehicles will access a service yard from Bridge Road, which will be concealed from view by a folding white brick wall. At the east side of the north elevation, the store offices and staff room will form a simple linear block looking onto Broadwater Road, the walls of which will extend to enclose a small corner defining the northeast corner of the development. The facades to the east and west will be articulated by a rhythm of bays with a regular pattern of metal framed glazing and recessed brick courses.

- 5.18 Office Building F will contain four floors of offices above a ground floor with entrances flanked by cafe and retail spaces at the east and west ends. A ramp within the western end of the building will allow vehicular access to the basement parking. The north and south elevations are subdivided into bays articulated by brick piers and connected by slender reconstitute stone beams. The windows are deeply set and further defined by patterned metal panelling at the base. The windows at upper levels are subdivided with a vertical emphasis that is proportionate to width of the brick piers. The east and west elevations follow the same pattern but with more widely space brick piers. The roof plant will be screened by patterned metal and set back from the parapet.
- 5.19 The Leisure Centre will be situated to the west of the public square and adjacent to the pedestrian approach over the rail bridge. The building will divide into two parts: a western block of changing rooms, gym and office and an eastern block containing the pool and cafe. These two parts are reflected in the roof line which folds up to the east and west from an asymmetric valley gutter at their junction. The east facade will be fully glazed and articulated by vertical metal fins. The north and south facades will be masonry with glazing at the ground level to the pool only. The entrance at the southeast corner will be signalled by a recess behind the vertical fins which wrap around the void.
- 5.20 Other new buildings to the north of Hyde Way will include a YMCA and Hotel (Plots B and H) and will be located against the railway lines to the northwest of the Site. A doctors surgery and extra care home will be located to the east (Plots J and K), close to the main public square.

#### The residential area

- 5.21 The residential development will be focused around a large central linear park providing a visual link between the listed buildings to the north and south, and linking neighbourhoods east-west across public open space.
- 5.22 It will be composed of a diverse range of residential typologies catering for families, couples and individuals and incorporating affordable dwellings. The types include 4 bedroom townhouses, 2 and 3 bedroom mews houses, 2 bed maisonettes, and apartment blocks arranged over 2-5 floors. All ground floor units will have access to private gardens or courtyards.
- 5.23 The apartment blocks will run north-south parallel to the busy Broadwater Road. Shared amenity spaces, behind the apartment blocks will be flanked by smaller secondary mews streets with access to smaller duplex units to the north and south.

- 5.24 The housing will rise in height from south to north, from the 2 to 3 storey buildings proposed for the Roche Products factory site up to 5 storeys beside the new civic square and across from the silos. The height of the houses will be low enough to maximise the sunlight provision of the private and shared amenity spaces.
- 5.25 The residential layout is based on a clearly legible grid of streets, public, semi public and private spaces, which will maximise active frontages with residential front doors providing overlooked public spaces.

#### Mitigation by design

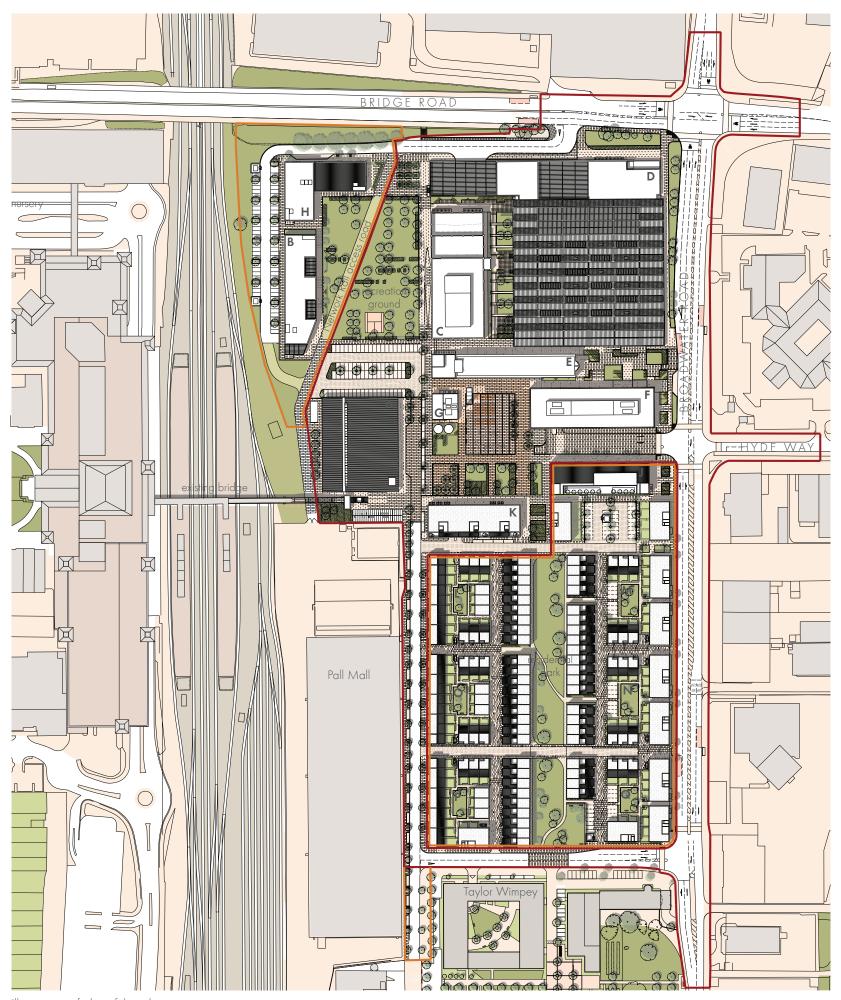
- 5.26 The physical and spatial, urban and architectural design of the Proposed Development will now be assessed in relation to PPS1 and By Design, which it is closely associated with, to identify the design characteristics through which the Proposed Development will relate positively to the local and wider townscape and mitigate any potentially adverse impacts.
- 5.27 Planning Policy Statement 1, paragraph 13(iv), requires that:

"Planning policies should promote high quality inclusive design in the layout of new developments and individual buildings in terms of function and impact, not just for the short term but over the lifetime of the development. Design which fails to take the opportunities available for improving the character and quality of an area should not be accepted (see paragraphs 33-39 below)."

5.28 And at paragraph 34:

"Planning authorities should plan positively for the achievement of high quality and inclusive design for all development, including individual buildings, public and private spaces and wider area development schemes. Good design should contribute positively to making places better for people. Design which is inappropriate in its context, or which fails to take the opportunities available for improving the character and quality of an area and the way it functions, should not be accepted."

5.29 In response to this national planning policy, and in order to assess the Proposed Development in its specific context, this sub section of the chapter considers architectural and urban design principles in relation to the criteria set out in By Design, which provides an objective framework by which to assess urban design proposals and lists criteria against which urban design proposals should be judged. The criteria are listed below as seven separate headings. An assessment of the Proposed Development is provided under each.



Illustrative roof plan of the scheme

#### 5 Visual characteristics of the proposed development

- i) Character. A place with its own identity. To promote character in townscape and landscape by responding to and reinforcing locally distinctive patterns of development, landscape and culture.
- 5.30 The new configuration of the landscaped public square at the heart of the Proposed Development, immediately adjacent to the large monumental and listed former silos, the relationship to the linear park to the south, and the new garden space to the north between the multi storey production building and new supermarket will provide a strong visual structure and identity of existing places locally. The form of the Proposed Development has been influenced by the scale, form and character of the existing and retained listed buildings and will relate positively to the limited range of materials on the Site and in the surrounding urban context. The identity of the existing places will be reinforced.
  - ii) Continuity and Enclosure. A place where public and private spaces are clearly distinguished. To promote the continuity of street frontages and the enclosure of space by development which clearly defines private and public areas.
- 5.31 The Proposed Development will have clearly defined boundaries created by the hierarchy of streets and open spaces in the residential development (ranging from streets, mews and courtyards to the linear park), and the new public square at the heart of the commercial development to the north. There will be a continuity of street frontages and clearly defined enclosure of space connecting directly to and from the linear park and the main public square.
  - iii) Quality of the Public Realm. A place with attractive and successful outdoor areas. To promote public spaces and routes that are attractive, safe, uncluttered and work effectively for all in society, including disabled and elderly people.
- 5.32 Separated from the vehicular traffic, the new public square and linear park will provide an appropriate sense of destination for this new urban quarter. Surfaces will be generally level and free of clutter and accessible to all.
  - iv) Ease of Movement. A place that is easy to get to and move through. To promote accessibility and local permeability by making places that connect with each other and are easy to move through, putting people before traffic and integrating land uses and transport.
- 5.33 There will be level routes to all entrances and ease of access to every level of the Proposed Development. Bicycle racks will be provided to encourage cycle use integrated with public

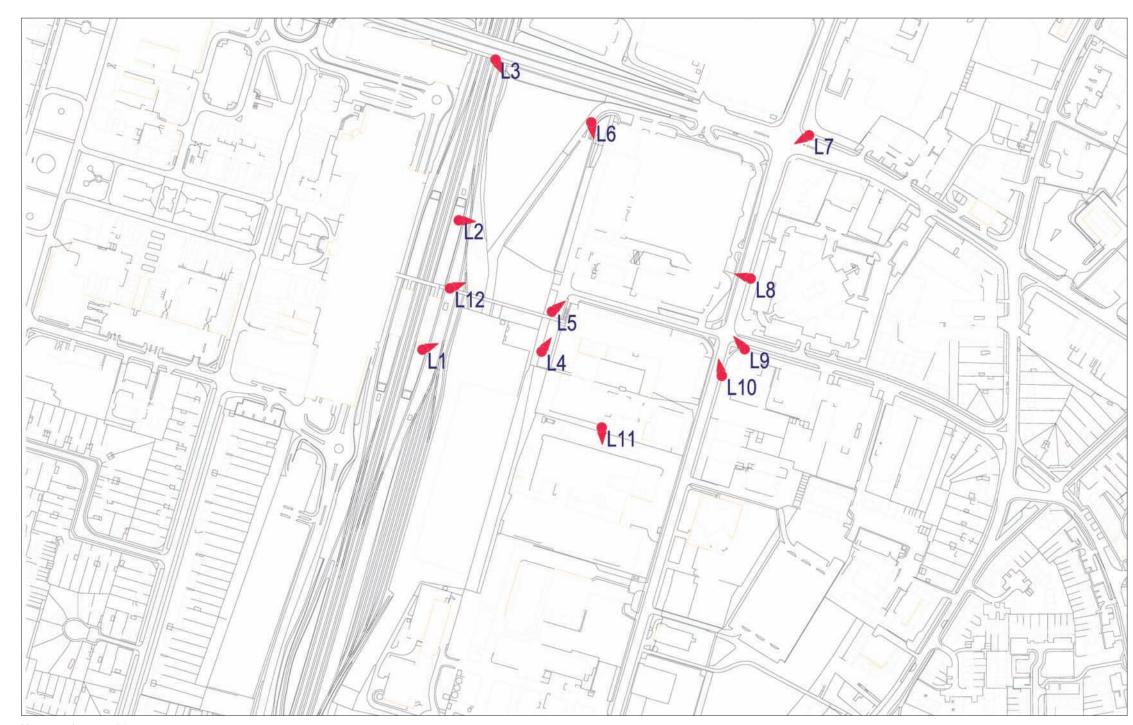
- transport. A new bus stop will be provided adjacent to a landscaped public space leading to the entrance of the new supermarket to the east of the retained listed former silos. Movement around the Site will not be restricted or constrained, and people will be put before traffic.
  - v) Legibility. A place that has a clear image and is easy to understand. To promote legibility through development that provides recognisable routes, intersections and landmarks to help people find their way around.
- 5.34 The new visual and physical permeability of this urban quarter coupled with its high quality architecture will make this a memorable place locally, and the retained former silos with their strong sculptural qualities very visible from the new public square, pedestrian bridge across the railway and bus stop and stepped multi storey production building will create visual interest and will reinforce the sense of place. The linear park and its grid of associated streets and spaces, predominantly pedestrian in character, will structure the residential area to the south. This will be a place with a clear image that is easy to understand.
  - vi) Adaptability. A place that can change easily. To promote adaptability through development that can respond to changing social, technological and economic conditions.
- 5.35 Change is possible over time. The frame structures of the majority of retained and existing buildings can be adapted to accommodate different uses and room layouts, their outer skins can be replaced to meet new technological specifications in the future. Consequently, the development can respond to meet changing social, technological and economic conditions.
  - vii) Diversity. A place with variety and choice. To promote diversity and choice through a mix of compatible developments and uses that work together to create viable places that respond to local needs.
- 5.36 There will be new well-landscaped public spaces either civic or park-like in character. Residential and commercial and leisure buildings have been proposed with retained historic former factory buildings at their core. The proposed architecture has been designed to create a high quality environment and this will be a place with variety and choice.

#### Mitigation during Demolition and Construction

5.37 Potential demolition and construction impacts of the Proposed Development are addressed in Section 5 of Part B of the Environmental Statement. To mitigate potential adverse impacts from demolition and construction activates a site specific Construction Code of Practice will be developed. As described in Section 5, a hoarding will be erected around the perimeter of the Site. Additionally a 'clean site' policy would be in operation, as well as controls on dust generation and noise to resolve potential local dust and noise effects and visual amenity.

#### Conclusions

5.38 The Proposed Development has been conceived for this specific Site and to relate to adjacent buildings and spaces of markedly different scales and character. It will be modern in character. External elevations will be articulated according to established, proposed and enhanced movement patterns, buildings and spaces. The overall architectural effect of this new urban quarter within Welwyn Garden City will be memorable for its forms, high quality materials and detailing, which will all be appropriate to the setting of the retained listed buildings, the visibility and presence of which will be generally enhanced. It will create a local landmark across from the railway station and will be an important new arrival point for Welwyn. The Proposed Development will create a new "place" by responding appropriately to the scale of retained adjacent buildings and existing and proposed open spaces creating a coherent and legible whole.



Viewpoint Location Map

## Views assessment

- 6.1 The visual impact of the Proposed Development will be assessed in the selected views that follow. It should be noted that the visibility of new buildings in relation to key heritage assets should not lead to the conclusion that it will harm their setting. On the contrary, as the Proposed Development has been carefully conceived for this specific site in relation to the retain listed buildings, any alleged harm should be balanced by its capacity to enhance the locality architecturally and as a future integral part of the evolving urban, commercial and residential experience. The separate PPS5 Statement describes the significance of relevant heritage assets, those that will be retained and enhanced, and those that will be demolished, and concludes that all of the retained listed buildings on site will be sustained and enhanced by the Proposed Development, as required by PPS5.
- 6.2 12 views have been selected in consultation with Welwyn Hatfield Borough Council to enable the Proposed Development to be assessed from within the surrounding locality. They illustrate the potential impact of the Proposed Development on existing views, and its relation to its urban context. These views are listed in Table 1-3 below and described in detail in the Views Assessment that follows.
- 6.3 Representations of the Proposed Development are presented in the views that follow in two forms: either as a computer generated image rendered with materials intended to illustrate the effects of the proposed buildings and the landscaping of surrounding spaces when completed referred to in the table below as 'Renders', or as an outline computer generated image in-filled with a neutral white coloration, intended to convey the scale and massing of the proposed buildings and their surface modeling referred to in the table below as 'Wirelines'.

Table 1-2: Table of views

View No.	Wireline/Render	View description		
L1	wireline	Welwyn Garden City Station, platform 4 south		
L2	wireline	Welwyn Garden City Station, platform 4 north		
L3	wireline	Bridge Road railway bridge (centre)		
L4	wireline	Service road at west edge of site, south of Hyde		
L5	render	Hyde Way adjacent to footbridge steps		
L6	wireline	Site access road from Bridge Road		
L7	render	Bridge Road, junction with Bessemer Road		
L8	wireline	Broadwater Road, north of junction with Hyde Way		
L9	wireline	Hyde Way, junction with Broadwater Road		
L10	render	Broadwater Road, south of junction with Hyde Way		
LII	wireline	Polycell site, looking south		
L12	wireline	Welwyn Garden City footbridge – above platform 4		

## View 1: Welwyn Garden City Station, platfrom 4 south



View as existing

#### Existing

This view looks northeast from the southern end of platform 4. Prominent in the distant centre of the view are the listed former grain silos; the western range of 18 silos that date from 1926, the 27 silos to the east were added in 1937-39. Adjacent to the silos to the north is the listed multi storey production hall dating from 1926. In front of the silos and rising taller than them is the chimney of the Boiler House and at its base the cylindrical water tanks. The red brick building visible to the right (south) of the silos forms the western end of the annex range of office, research and warehouse buildings built by Nabisco south of Hyde Way in the 1960s. Further south, the former Polycell factory site is now cleared. The red brick office building at the far right of the view marks the southern junction of Hyde Way with Broadwater Road. The middle distance of the view is dominated by the railway line and open land adjacent to it. From the left of the view running eastward to the centre is the metal footbridge across the railway tracks, the principal and most direct pedestrian route from the station platforms and the Site to Welwyn's shopping centre.



Camera Location
National Grid Reference 523965.2E 212827.1N
Camera height 87.84m AOD
Looking at Centre of Site
Bearing 68.7°, distance 0.2km

Photography Details
Height of camera 1.60m above ground
Date of photograph 17/06/2010
Time of photograph 15:46

#### Proposed

Beyond the footbridge to the left the YMCA (plot B) will run northward parallel to the railway lines, the leisure centre (plot A) will be set lower in height to its south and can just be seen beyond the eastern end of the footbridge and the proposed lift structure. The predominantly residential buildings (plot K) will extend southwards parallel to the residential linear park out of sight beyond. The proposed office building (plot F) will be visible between the leisure centre and residential buildings, the trees in its foreground marking the location of the proposed public square, the immediate destination of the footbridge and around which the new urban quarter is centred. The heights of the proposed buildings relate well to one another, establishing a general height datum beyond which the retained silo structure and chimney of the retained Boiler House (plot G) will rise as the focus of the urban composition. The settings of the retained listed structures will not be harmed by the Proposed Development; indeed they will be enhanced as the sculptural focal point of a new publicly accessible urban centre.

Significance of Impact: major, beneficial



View as proposed

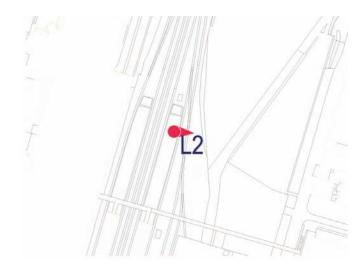
## View 2: Welwyn Garden City Station, platform 4 north



#### View as existing

#### Existing

This view looks east from the northern end of platform 4. Located at the centre of the view, but partially obscured by wild planting shrubs and trees are the western elevations of the former factory complex. The former listed grain house (1926) obscures the lower half of the listed former silos which rises beyond. It connects to the listed former multi storey production hall to the north which was constructed in the same year: the green tiled spandrel panels under the large windows are a later addition. The gap between the grain house and production hall provides a partial view through to the dispatch building (dating from 1938). The wild planting adds to the unkempt and abandoned character of the area between the train tracks and the former factory, and detracts from the setting of the listed buildings.



Camera Location
National Grid Reference 523999.8E 212950.5N
Camera height 88.50m AOD
Looking at Centre of Site
Bearing 94.4°, distance 0.1km

Photography Details
Height of camera 1.60m above ground
Date of photograph 17/06/2010
Time of photograph 15:37

#### Proposed

To the left, the YMCA (plot B) will run northward parallel to the railway lines, and the leisure centre (plot A) will be set to its south with a carefully landscaped car park in between, providing the new more formal foreground setting of the former listed grain house, silos and the southern end of the multi storey production hall. The green tiled spandrel panels of the production hall will be removed and the proportions of its expressed structure to window openings consequently improved. A new plant enclosure will just be visible on its roof. The northwest corner of the proposed office building (plot F) will be visible between the leisure centre and silos, the retained Boiler House (plot G) and its chimney rising with the silos against the sky. The settings of the retained listed structures will not be harmed by the Proposed Development; indeed they will be enhanced as the sculptural focal point of a new publicly accessible urban centre.

Significance of Impact: major, beneficial



View as proposed

## View 3: Bridge Road railway bridge (centre)



#### View as existing

#### Existing

This view, located on Bridge Road railway bridge, looks southeast towards the Site. The middle distance of the view is dominated by the unkempt and wild open land that separates the railway land from the former factory site. Beyond this are the western elevations of the former factory. Running from north to south (left to right) is the listed multi storey production hall (1926), grain house (1926) and the Boiler House (1926) with garages behind (1927). The former grain silos and the Boiler House chimney rise are visible against open sky.



Camera Location
National Grid Reference 524034.8E 213103.7N
Camera height 94.75m AOD
Looking at Centre of Site
Bearing 152.0°, distance 0.2km

Photography Details Height of camera 1.93m above ground Date of photograph 17/06/2010 Time of photograph 16:36

#### Proposed

From left to right, the Hotel (plot H) and the YMCA (plot B) will run southward parallel to the railway lines, and the leisure centre (plot A) will be set to its south to the far right of the view. The chimney of the retained Boiler House (plot G) and the upper portion of the silos will remain visible against the sky. The settings of the tallest retained listed structures in view will not be harmed by the Proposed Development; indeed they will be enhanced by being set visually against the constant height datum of the proposed foreground buildings against which their sculptural forms will create a contrasting character and visual draw.

Significance of Impact: major, beneficial



View as proposed

## View 4: Service road at west edge of site, south of Hyde Way, looking northeast



#### View as existing

#### Existing

This viewpoint is located south of the railway footbridge and looks northwards, across the western end of Hyde Way from the service road beside the rail line. The red brick building to the right is part of the annex range of office, research and warehousebuildings built by Nabisco south of Hyde Way in the 1960s, and presently detracts from the character and quality of the Listed factory buildings to the north of Hyde Way. Prominent beyond are the gigantic white cylinders of the Listed former grain silos. Adjacent to the silos to the north (the upper portion being mostly obscured by the footbridge) is the listed multi storey production hall dating from 1926. In front of the silos and rising taller than them is the chimney of the Boiler House and at its base the cylindrical water tanks. To the left of the view are large trees which shield much of the area from the railway line during the summer months.



Camera Location
National Grid Reference 524078.7E 212825.2N
Camera height 86.88m AOD
Looking at Centre of Site
Bearing 35.0°, distance 0.2km

Photography Details
Height of camera 1.60m above ground
Date of photograph 17/06/2010
Time of photograph 14:59

#### Proposed

The predominantly residential buildings (plot K) will replace the former warehouse building on Hyde Way and will extend eastwards and then south parallel to the residential linear park out of sight beyond. The railway footbridge will be shortened so that it descends (by stairs and a lift), to the left of this view, towards the new public square at the heart of the proposed development. Beyond the footbridge to the left running northward parallel to the railway lines is the leisure centre (plot A) with the landscaped car park behind. The restored multi storey production hall (plot C) will be set beyond an avenue of trees that lead north to a new landscaped open space that has the YMCA to the west, the Hotel to the west and north, and the restored multi storey production hall to its east. The sculptural water tanks provide a strong memory of the former factory. The settings of the retained listed structures in view will not be harmed by the Proposed Development; indeed they will be enhanced by their new publicly accessible urban setting.

Significance of Impact: major, beneficial



View as proposed