

An aerial photograph of a city street grid, overlaid with a semi-transparent green filter. A central road, Broadwater Road West, is highlighted in a bright yellow color. The surrounding area shows a dense network of streets, buildings, and green spaces.

Broadwater Road West

WELWYN · GARDEN · CITY

Design and Access Statement

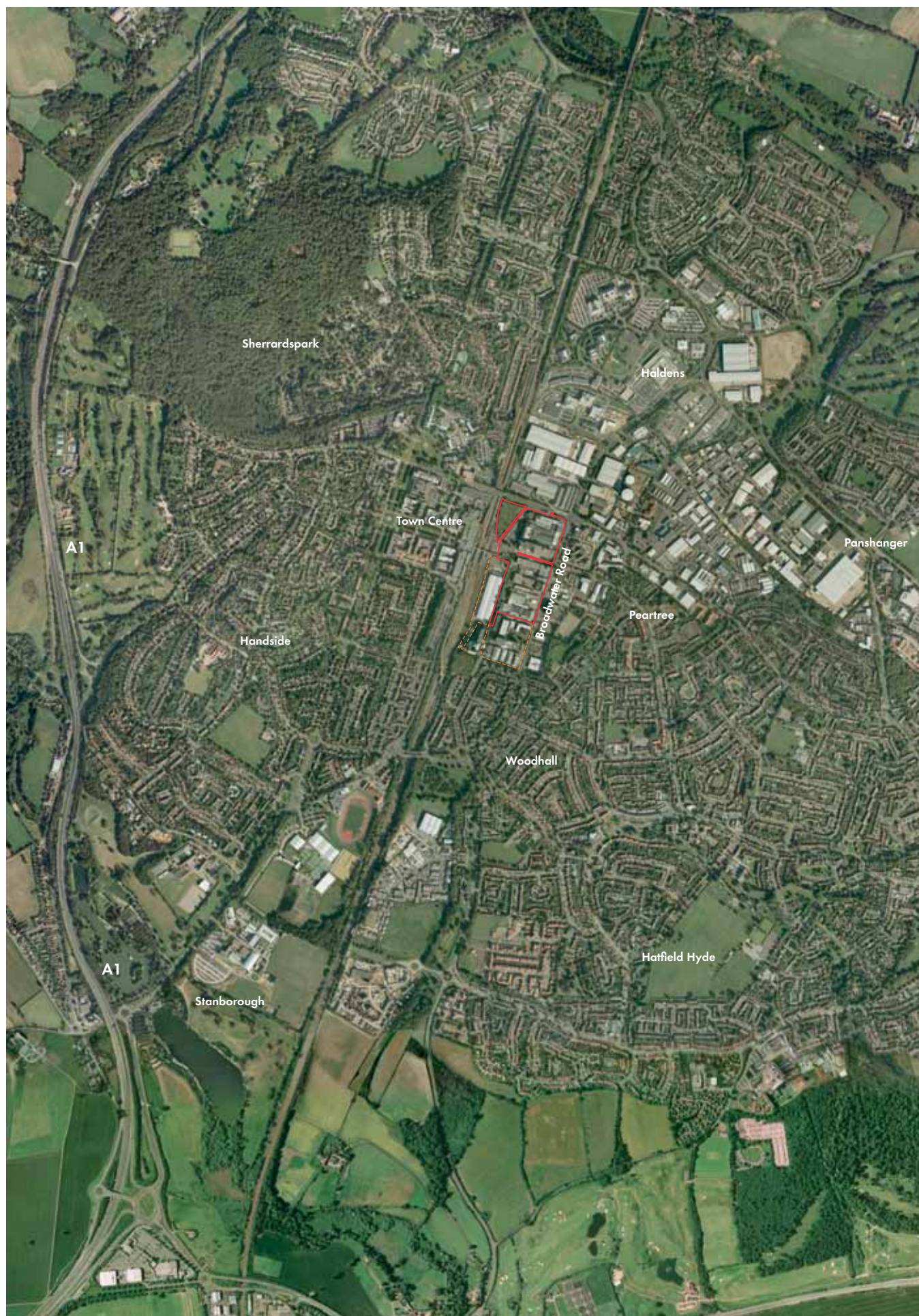
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Allies and Morrison

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Areal view of Welwyn Garden City today

1 Introduction

This document has been prepared for Spenhill Regeneration Ltd (SRL), the regeneration subsidiary of Tesco Stores Limited, in support of a composite application for planning permission for the regeneration of 9.2 hectares of vacant former industrial land between Broadwater Road and the railway in Welwyn Garden City (the 'Site').

The Site is bound to the west by the Pall Mall site and to the south by the Roche Products Factory, now owned by Taylor Wimpey.

The proposed development (the 'Redevelopment') provides for:

- 13,957 sqm of office (Class B1)
- 37,000 sqm of residential floorspace (Class C3)
- A supermarket with a net sales area of 4,646 sqm
- 800 sqm of small retail (Class A1 to A5)
- 1,000 sqm of cafe/restaurants (Class A3)
- A leisure centre of 3,225 sqm (Class D2)
- A doctor's surgery of 950 sqm (Class D1)
- An extra care home of 4,200 sqm (Class C2)
- A YMCA facility of 5,800 sqm (Class C1, C2, D1, D2)
- A hotel of 3,200 sqm (Class C1)

The application is to be a composite application as follows:

1 Detailed Planning Application and Listed Building Consent Application for:

The Shredded Wheat Factory site demolitions, new buildings and restorations (buildings C,D,E,F,G)

2 Detailed Applications for:

The Leisure Centre (building A)
The Civic Square Building (building K)
The Bridge new stair and lift access (Building I)

All highway proposals within the Site boundary and improvements to Broadwater Road and the Bridge Road junction

3 Outline application for:

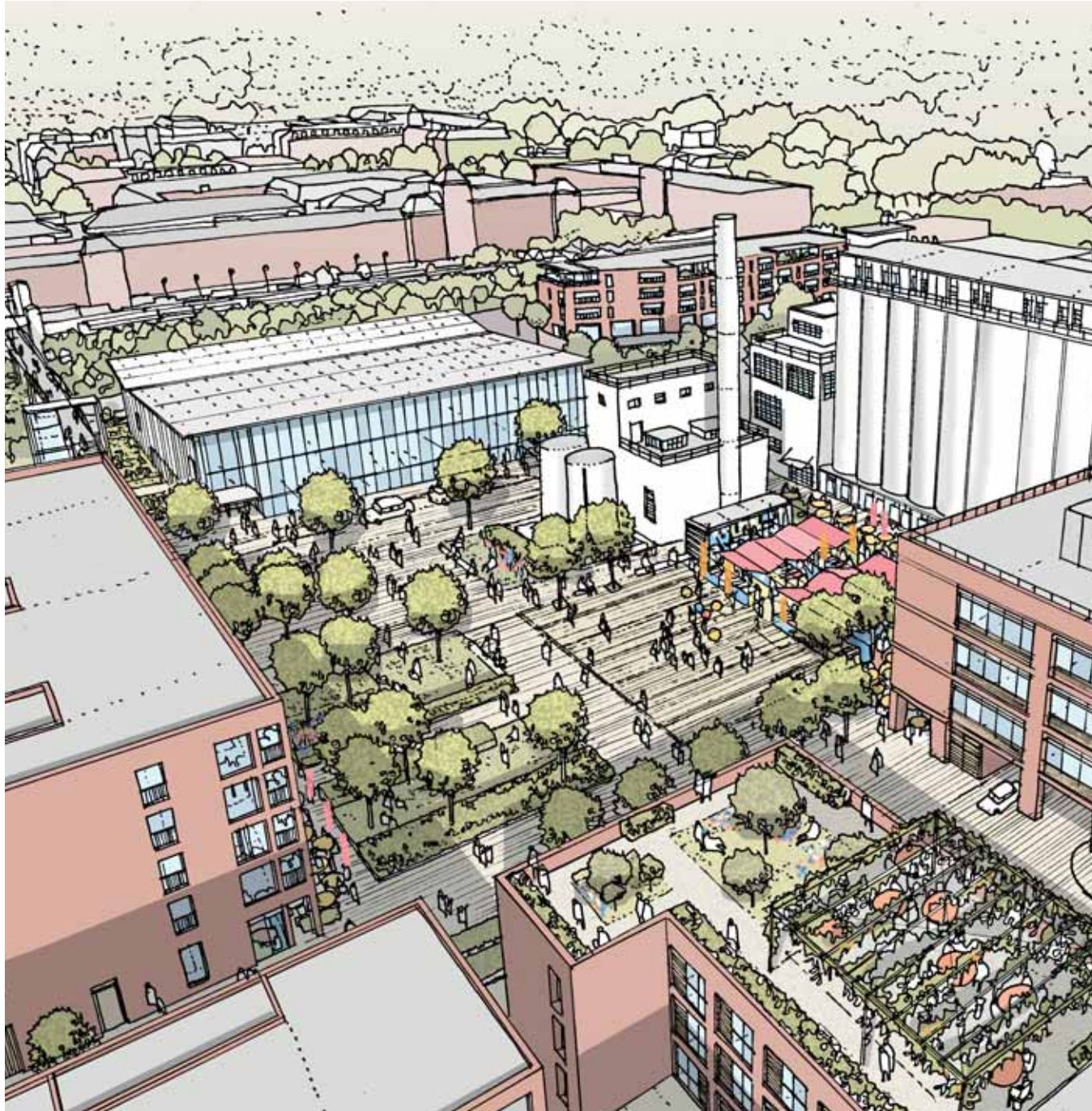
The layout, scale, appearance, access and landscaping for the residential buildings on the Site (building plots L, M, N, O, P, Q)
Extra care home and doctor's surgery (building J)
YMCA (building B)
Hotel (building H)

This document explains the detailed proposals and design principles underlying the masterplan and elaborates on the vision for the Site. In particular, drawings and illustrations are provided that suggest how the masterplan could be translated into a built form and how the spaces created might be experienced. The design proposals confirm the applicant's commitment to high quality design and establish the basis for future design work relating to the Site.



Spenhill Regeneration Ltd ownership

1.1 Vision



Sketch of new vibrant civic quarter at Broadwater Road West

The vision for the Site in Welwyn Garden City is both strategic and local.

At the strategic level the masterplan and detailed proposals should:

- be compliant with the WHBC Broadwater Road West SPD published in December 2008
- maintain the historic landscape features and structures of the listed Grade II industrial buildings that have been an integral part of Welwyn Garden City since its earliest days
- regenerate this brownfield site and influence adjoining site developments
- adapt the traditional land use pattern of Welwyn Garden City to extend the town centre and improve connectivity to the Peartree Ward
- create a sustainable development for future communities

At the local level the design proposals should provide:

- publicly accessible recreation spaces for a variety of uses
- a continuous green landscape from the town centre
- a series of streets and lanes creating a permeable network connecting both sides of the town
- new homes, offices, youth and leisure facilities as well as shopping, hotel and other commercial functions
- improved transport functions such as cycleways, cycle parking, car parking and bus stops

Through reclaiming this part of Welwyn Garden City from its industrial past into a future more connected to the town centre this derelict site will relieve pressure on green belt development whilst creating an engaging sense of place.