

Proposed Design

Cafe & Restaurant on Goodman Square

The second part of the Garages are proposed to be demolished and replaced within the original footprint as a Restaurant, Cafe and bar space.

The restaurant will benefit from a large roof top terrace with south facing views both over Goodman Square and as well as silos upon which light installations and or outdoor cinema could be projected at night.

The glazed area covering the courtyard space between the Art Centre and restaurant and cafe spaces could form part of a shared function space to host larger indoor events.



Proposed roof terrace above restaurant and energy centre



Historic image of the former Shredded Wheat factory

Proposed Design

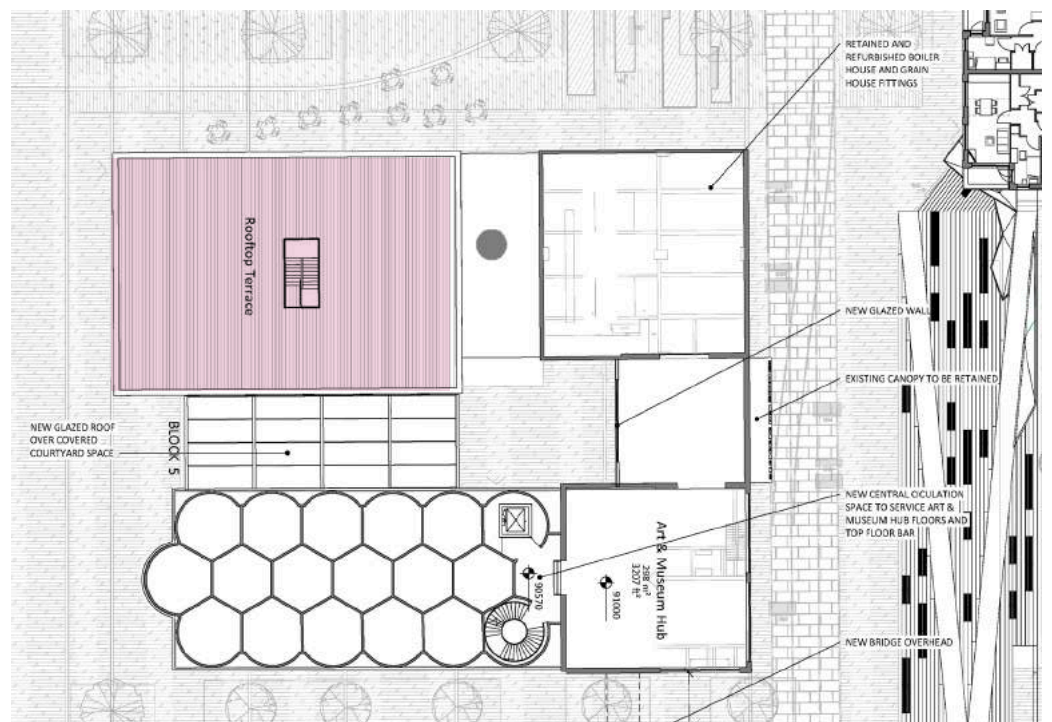
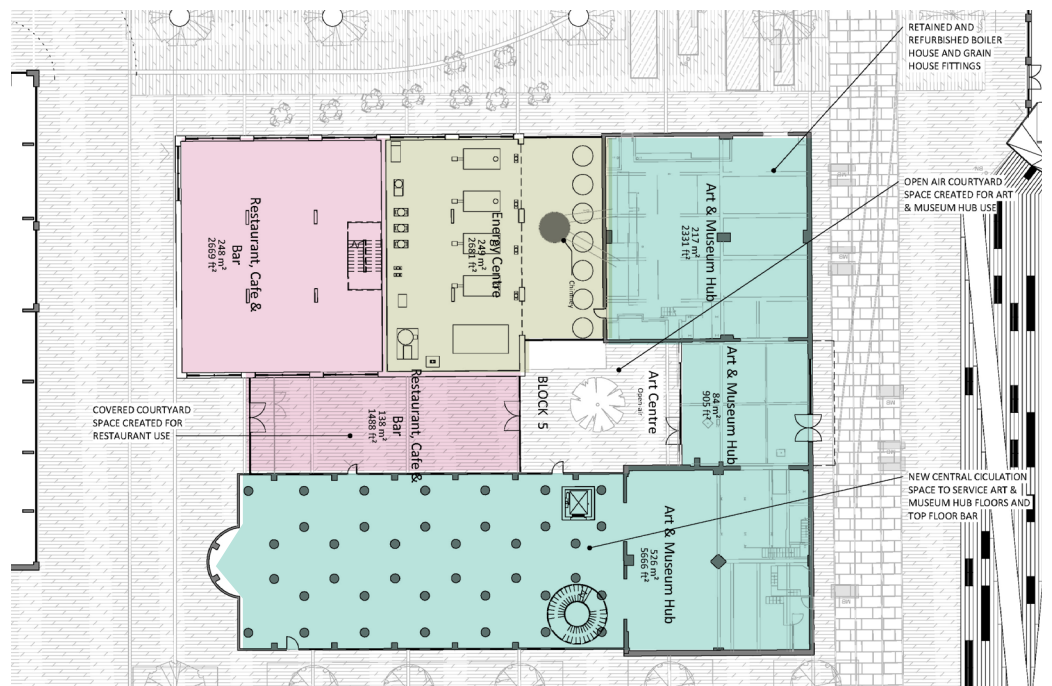
Ground & First floor

KEY:

Bar/Restaurant

Energy Centre

Art & Museum Hub







Proposed Design

6.9. Blocks 6 and 7: Courtyard Buildings

Two perimeter blocks, which enclose rectangular courtyards and generate a new public route and access on the axis of the Production Hall main entrance.

The outlines of the proposed mansion blocks seek to retain and enhance the footprints established by the current Planning Consent.

Broadly this element of the scheme can be split into two urban blocks bound by public routes. Block 6 is bound by Bridge Road and by Broadwater Road to the north and east respectively, while Block 7 is bound by Broadwater Road to the east and Hydeway to the south. Block 6 is

composed of 4 buildings. Block 7 is composed of 6 buildings.

The entrance lobbies are prominently located on the corners of the blocks to facilitate easy wayfinding from public access routes.

The courtyards are accessible through gateways that open onto Hydeway and onto the Louis de Soissons Gardens access road. The gateways allow the courtyards to be used as semi-private and secure play and leisure areas for the residents. The courtyards are also accessible directly from within each building.



Proposed Design

Use, Layout, Access, and Circulation

Total gross external area	45,329 m ²
Number of storeys	3 to 9

Residential use:

Apartment type	Number
1 bedroom	344
2 bedrooms	173
3 bedrooms	31
Total	548

Non-residential uses:

Floor	Use	GIA (m ²)
Ground	A1-A5 Retail	491
Total		491

Blocks 6 and 7 are taken up by residential accommodation, with the single exception of a retail element on the Ground floor of the south-western corner of Block 7.



Proposed Design

Façade concept

Blocks 6 and 7 mediate between two very different conditions: the former factory on the west, and Broadwater Road on the east.

The former factory site is characterised by large buildings with a strong industrial modernist character – monumental proportions, planar façades, wide Crittal windows, and simple, crisp details. Broadwater Road, on the other hand, is characterised by its consistent street design rather than by the different types of buildings along its edges. The dual carriage-way bordered by wide, planted pedestrian paths, hedgerows and deeply setback buildings evokes a suburban character and some of the garden city design principles. Over time, multi-storey office and apartment buildings were built along Broadwater Road, but the consistent street profile has ensured that its character is maintained.

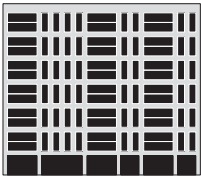
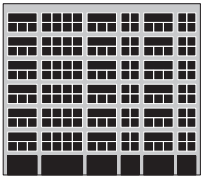
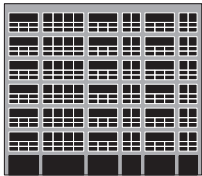
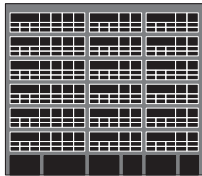
The envelopes of buildings 6 and 7 were designed in response to context using a system of façade types that ensures variety and consistency. The “loft” façade type is based on the design of the former factory: the structural frame is expressed and each structural bay is clad with a curtain wall panel; the proportions emphasise horizontal lines. The “boulevard” type is based on a residential façade archetype of tall windows laid on a façade grid with vertical emphasis. Two intermediate types were designed as transitions between the two main types. By means of a three-dimensional composition, the four façade types are arranged in a transition from “loft” to “boulevard” around the sides, as well as the heights, of the perimeter blocks.



The Production Hall: industrial modernist design.



Broadwater Road: different types of buildings, consistent street profile.



Loft
(facing former factory)

Boulevard
(facing Broadwater Road)



Proposed Design

Precedents



Hawkins Brown. White Post Lane. London. Ongoing. Structural frame expressed and infilled with curtain wall panels with horizontal emphasis.



Steven Holl Architects. Makuhari Bay New Town. Chiba, Japan. Completed 1996. Square-shaped façade openings on a regular grid.



Baumschlager Eberle. Residential building Ruggächern. Zurich, Switzerland. Completed 2007. Tall windows laid on a façade grid with vertical emphasis



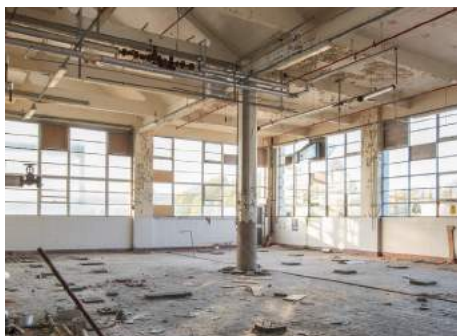
Avenier Cornejo. ZAC Campus Grand Parc. Paris, France. Ongoing. Wide window panels with opaque elements.



Kollhoff Architekten. Piraeus apartment building. Amsterdam, Netherlands. Completed 1994. Planar façade with steel-framed windows.



Crepain Binst Architecture. Cederpark housing. Hasselt, Belgium. Different brick colours enliven the façade composition.



Far left: Interior view of one of the Shredded Wheat Factory buildings.



Left: Contemporary loft apartment interior.

Proposed Design

Materials and Detailing

The two architectural characters – industrial and residential – are the basis of the BWR SPD design guidance:

The industrial character of the site should be interpreted in the design of new development creating a strong sense of local identity. This can be achieved through the retention of relatively large blocks and simple, clean building lines.

However, as a significant element of the site will be residential, the overall effect must also recognise the more domestic scale of the wider area while continuing to reflect upon the industrial heritage of the site and the garden city principles of layout and design.

In addition to fenestration, each façade type will be defined by different details and colours. Brick – the predominant façade material in Welwyn – will be used throughout for consistency, but different brick colours will be assigned to each façade type.



Proposed Design







Proposed Design

6.10. Blocks 8 to 13

The South site is split into six urban blocks which sit within the parameters established and set by the Outline Planning Consent for this part of the site.

Each block in turn is made up of a cluster of three apartment buildings, in one instance four on Hydeway, arranged around a raised podium. The podium covers a ground floor car park and serves as semi-private amenity for the residents living around it.

The blocks are aligned to the east and west edges of the site, leaving space in the centre for a landscaped corridor – the Weave – that connects the southeast tip of the site and community beyond with Goodman Square.



Proposed Design

Use, Layout, Access, and Circulation

Total gross external area	61,190m ²
Number of storeys	4 to 8

Residential use:

Apartment type	Number
1 bedroom	239
2 bedrooms	340
3 bedrooms	64
Total	643

Car parking spaces (including undercroft parking in blocks 8 to 13 and on-street parking): 472.



Proposed Design

6.11. Daylight Section

East-West Section and Massing diagram

In Section the massing and architectural detail has been developed to maximize daylight into the primary public spaces within the Weave.

The taller buildings ranging between 6 and 8 storeys in height form the urban edges to the site on the eastern and western boundaries.

Towards the centre of the site, and the park, heights gradually reduce to 4 and 5 storeys.



Proposed Design



Proposed Design

6.12. Building Typologies Blocks 8 to 13

Design Concept

Each cluster of buildings is broken down into several elements with varying heights and façade designs.

The heights vary from lowest along the Weave to tallest on the outer edges. The lowest elements, facing the naturalistic landscape of the Weave, feature a loose arrangement of windows and primarily external balconies.

As a counterpart, the windows, balconies, and doors of the tallest elements are arranged in regular grids, and their balconies are inset in order to accentuate the outer corners of each block.

Similarly to blocks 6 and 7, the façade design on the outer edges emphasises vertical lines and expresses regularity, while also displaying a variety of façade types within each block. The proposed design seeks to provide consistency in massing and architectural character along Broadwater Road, with a frugal palette of different façade materials and details.

Broadly speaking the material and fenestration palette can be defined by three types:

- Type A: serves as a gateway building on the primary corners and vehicular access routes into the site. 7-8 storeys high.
- Type B: provides the courtyard elevations to the elevated podium gardens. 5-6 storeys high.
- Type C: Is the most informal of building types which interacts with the Weave by introducing external balconies and roof terraces maximizing their aspect.



KEY:

Type A



Type B

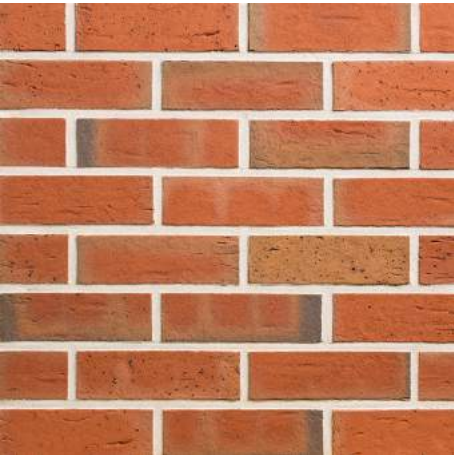


Type C



Proposed Design

Building Types



Red brick: Charlbury red multi by TBS or similar



Light colour, rough texture: Wivenhoe blend by NR Taylor or similar



Proposed Design

6.13. Building Type A

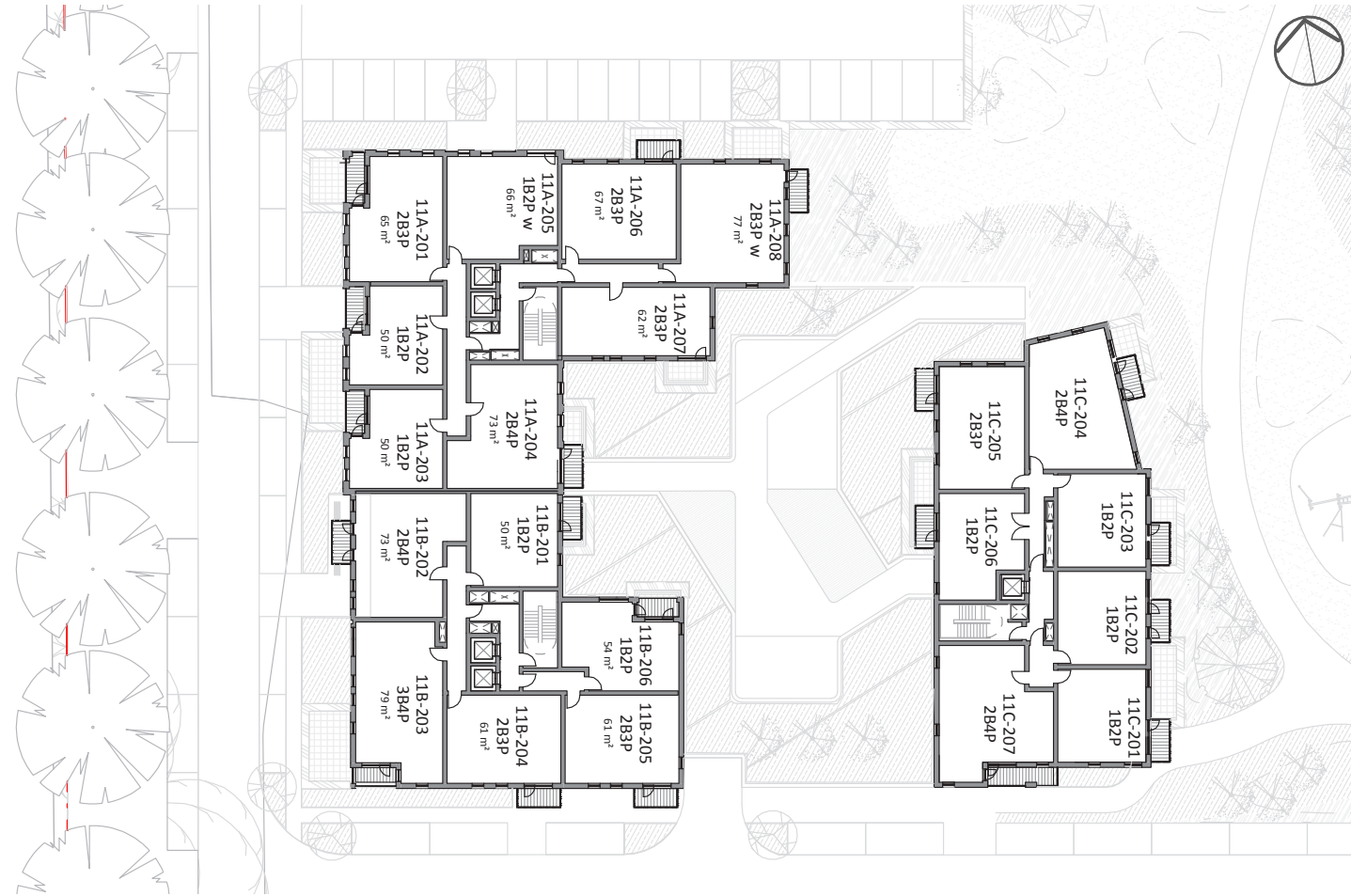
Gateway building

The architecture of type A is the most prominent within the south site. The vertical expression is enhanced through the use of inset balconies and regular grids offset it when compared to the other types.

Larger proportions of glazing and lighter brickwork have been introduced on the top two floors in order to further distinguish this building from its neighbours.



Proposed Design



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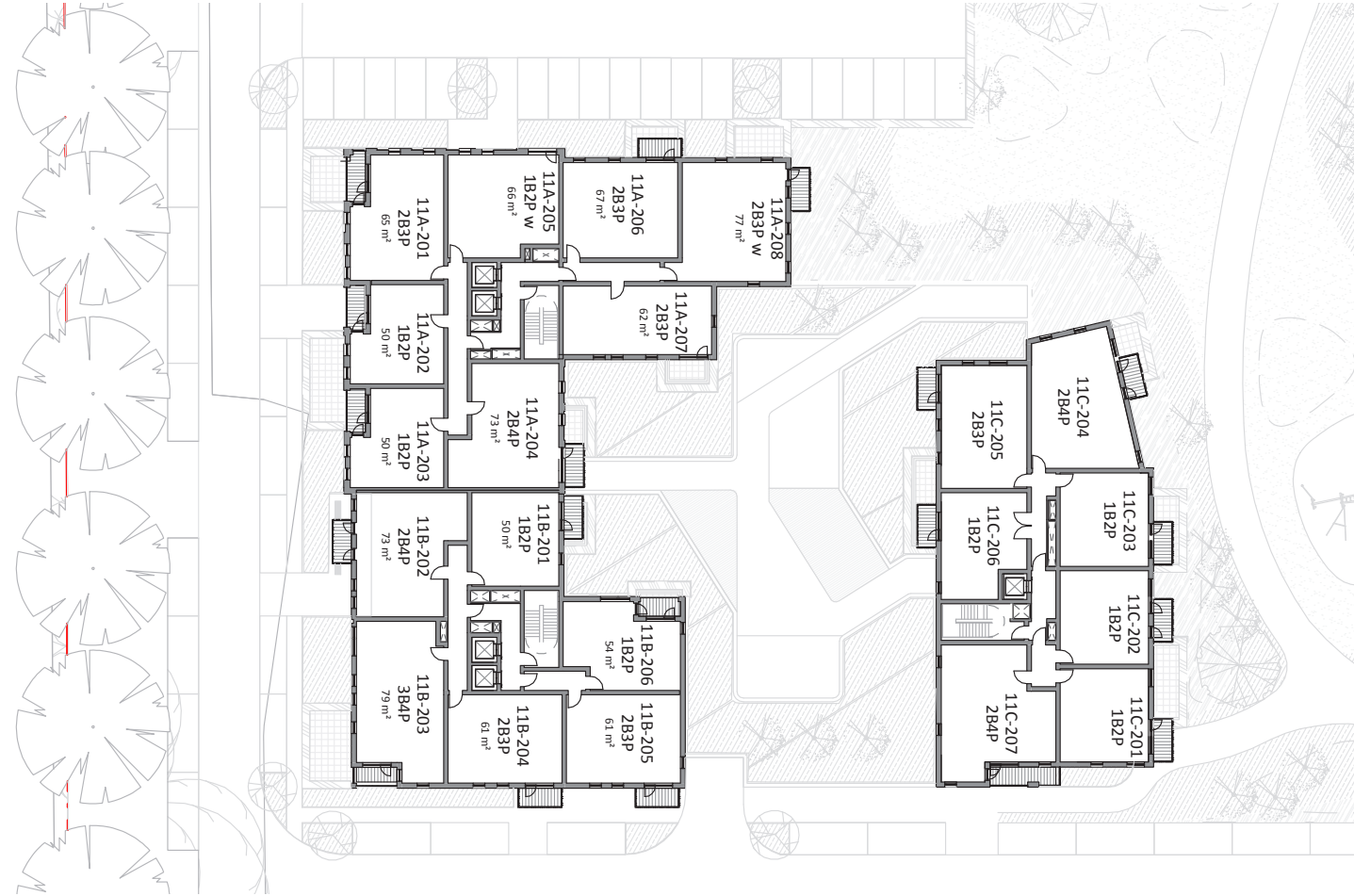
6.14. Building Type B

Mansion Block

Building type B has a contrasting difference to its vertical counterpart, with the use of a progressively looser arrangement of windows and balconies to allow it to merge with the verticality of type A and the playfulness of type C. It achieves this with a mix of external and Juliette balconies, alongside the alterations within the rigidity of its red type brick work synonymous of mansion-type blocks elsewhere.



Proposed Design



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The Pavilion

The smallest of the building types C, the Pavilion, is designed to be the most ornate of the Building typologies in order to enhance its direct relationship with the informal composition of the Weave.

The Pavilions benefit from direct access to the Weave and overlook it with especially designed protruding balconies.

At ground floor the rough texture of brick contrasted with larger glazed areas at upper level grounds the building within the landscape.

