



# THE WHEAT QUARTER

## Feedback Form

Thank you for coming to today's exhibition. Please do take the time to fill in this feedback form when you have had a chance to look at the information and ask any questions you may have.

NAME: [REDACTED]

ADDRESS: [REDACTED]

POST CODE: [REDACTED]

PHONE NUMBER: [REDACTED]

EMAIL: [REDACTED]

1. What are your views on our proposals for the redevelopment of The Shredded Wheat Factory?

See over



## THE WHEAT QUARTER

2. Is there anything that you think we have not considered in the plans?

Please learn from issues previously experienced in WH. Create a wheelis park not a skate park (visit KGV Playing Fields - so popular) & consider locking disability garden to deter ASB.

3. Are you supportive of our plans for The Shredded Wheat Factory? [REDACTED]

Yes

☐

No

☐

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[info@thewheatquarter.co.uk](mailto:info@thewheatquarter.co.uk)

or at:

**The Wheat Quarter**  
c/o ZM Land & Capital,  
2 Falcon Gate,  
Shire Park,  
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If you have any questions about either the proposals or the consultation, then please don't hesitate to call us on **0800 689 5209**.



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EMAIL: \_\_\_\_\_

1. What are your views on our proposals for the redevelopment of The Shredded Wheat Factory?

- Reducing car parking per dwelling is unrealistic. People will still have cars - where will they all go? There is almost no traffic shown on your drawings. Most properties these days have one car per adult.
- Provision of art gallery, pool, etc is great, but are you also going to run and/or fund the ongoing running of these facilities? If not, then who will?



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2. Is there anything that you think we have not considered in the plans?

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3. Are you supportive of our plans for The Shredded Wheat Factory?

Yes ☐

No ☐

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EMAIL: \_\_\_\_\_

1. What are your views on our proposals for the redevelopment of The Shredded Wheat Factory?

There was no evidence of provision for,  
in particular, schools nor of any other  
vital infrastructure elements

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\_\_\_\_\_

→ See  
over, this

answer that

# 2



## THE WHEAT QUARTER

2. Is there anything that you think we have not considered in the plans?

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3. Are you supportive of our plans for The Shredded Wheat Factory?

Yes ☐

No ☐

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POST CODE: [REDACTED] \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_

EMAIL: [REDACTED] \_\_\_\_\_

1. What are your views on our proposals for the redevelopment of The Shredded Wheat Factory?

*Where are the schools?*

*What provision for car parking, water, drainage.*

*Why are these new proposals being put forward?*

*What happened to the previous (1? 2? 3?) proposals*

*This ~~red~~ site has been empty and undeveloped for too long - get on with it! Why wait until 2018 to start?*



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3. Are you supportive of our plans for The Shredded Wheat Factory?

Yes ☐

No ☐

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EMAIL: \_\_\_\_\_

1. What are your views on our proposals for the redevelopment of The Shredded Wheat Factory?

- The more attraction the ↑ the revenue and visits to Wgc town centre.
  - Fantastic proposals we do need a public pool please please badly!!
  - More culture, Art, music, festivals, fun, creativity + colour.
- I'm sure you will deliver!
- Thank you all.
- Cool at work,



## THE WHEAT QUARTER

2. Is there anything that you think we have not considered in the plans?

facility for businesses to have  
stalls + exhibitions regularly at  
very affordable prices.

3. Are you supportive of our plans for The Shredded Wheat Factory?

Yes

☒

No

☐

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3. Are you supportive of our plans for The Shredded Wheat Factory?

Yes ☐

No ☐

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PHONE NUMBER: \_\_\_\_\_

EMAIL: \_\_\_\_\_

1. What are your views on our proposals for the redevelopment of The Shredded Wheat Factory?

Don't continue with "The Wheat Quarters" — It's meaningless! If you intend to replace the "Shredded Wheat" Sign, as John West seemed to indicate, then that will label it — Everyone knows the site as the Shredded Wheat site anyway





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EMAIL:

1. What are your views on our proposals for the redevelopment of The Shredded Wheat Factory?

No big spiders please - horrible!  
More gardens with flowers  
in keeping with Garden City principles  
No high rise blocks - max 3 stories high  
Suggest restaurant on top of silos



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3. Are you supportive of our plans for The Shredded Wheat Factory?

Yes ☐

No ☐

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EMAIL: \_\_\_\_\_

### General Feedback and Suggestions

1. What are your views on our proposals for the redevelopment of The Shredded Wheat Factory?
  - a) How many Shrey's high are you planning on having?
  - b) The Silos - could this be converted into the largest indoor climbing centre / sports centre for the South East / or all UK use. It could be used as a training centre for emergency rescue as well as competitions for climbing clubs.
  - c) The railway bridge - access for disabled, parents with prams + pushchairs, disabled people's scooters + wheel chairs. I note that you intend to have a lift, but could you have a spiral access. So everyone can use it without feeling enclosed or unsafe sharing a lift especially at night. PTO





## THE WHEAT QUARTER

2. Is there anything that you think we have not considered in the plans?

d) the more lighting and perhaps some small convenience shops / cafés so that the public feel safe at night crossing the railway bridge from the station to Broadwater Road.

e) Parking - this is a big issue as people need to park their cars and if there is not enough parking then it will encroach on residential roads. The parking would be for the increased number of residents + visitors to the Sports Park, work studios, cafes + people using the train station.

3. Are you supportive of our plans for The Shredded Wheat Factory?

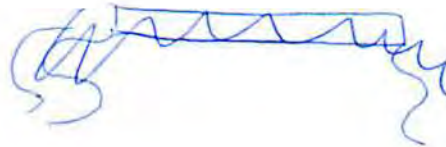
I will give you my verdict once you submit the  
Yes ☐ *open* No ☐ *Planning applications as they often differ from the publicly literature*

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EMAIL: \_\_\_\_\_

1. What are your views on our proposals for the redevelopment of The Shredded Wheat Factory?

Whilst I encourage the redevelopment of the SWF site I would be happier to see more shops and leisure facilities rather than housing as I feel this is a massive strain on the already overloaded local health facilities and schools, let alone traffic in the area.



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2. Is there anything that you think we have not considered in the plans?

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3. Are you supportive of our plans for The Shredded Wheat Factory?

Yes ☐

No ☐

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ADDRESS: [REDACTED]

POST CODE: [REDACTED]

PHONE NUMBER:

EMAIL:

1. What are your views on our proposals for the redevelopment of The Shredded Wheat Factory?

I like the proposals to make this a combined cultural /  
housing development.

I'm keen to see the details of <sup>low</sup> this development with  
deliver the "garden city" approach. The graphics displayed  
so far do appear quite sterile and box-like in appearance which  
I think is a shame.

There is a real opportunity to make this site deliver  
for biodiversity for the city; not just through green roofs  
(which I really hope make it into the final plan), but  
through considering other <sup>sustainable</sup> options, SUDS, green walls,  
native planting choices, meadow areas etc.  
There's such opportunity here!!





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2. Is there anything that you think we have not considered in the plans?

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3. Are you supportive of our plans for The Shredded Wheat Factory?

Yes

☒

No

☐

*Although difficult to comment in detail  
without more detail from you!*

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EMAIL: \_\_\_\_\_

1. What are your views on our proposals for the redevelopment of The Shredded Wheat Factory?

- Concerned about the massive increase in homes and the impact this will have on transport (particularly commuting on the train to London), population density and crime.
- Disappointed that they are all flats now. Having both town houses and flats preferable.
- Too many 'affordable homes' around 15% would be better.
- Too much focus on art installations. Things that people can use (cafes, shops, leisure facilities) are more important to the community.





## THE WHEAT QUARTER

2. Is there anything that you think we have not considered in the plans?

- As perious, less art installations, more ~~for~~ facilities needed that can be used by people, cafes etc.
- Adequate lighting
- Too much street traffic
- Security CCTV cameras.

3. Are you supportive of our plans for The Shredded Wheat Factory?

Yes

☐

No

☒

- Prefer the previous plans, but welcome development

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EMAIL: \_\_\_\_\_

1. What are your views on our proposals for the redevelopment of The Shredded Wheat Factory?

NO more housing  
The town can't cope with more  
parking, refuse etc.  
Use the site for something  
to benefit existing residents.

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## THE WHEAT QUARTER

2. Is there anything that you think we have not considered in the plans?

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3. Are you supportive of our plans for The Shredded Wheat Factory?

Yes ☐

No ☒

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EMAIL: \_\_\_\_\_

1. What are your views on our proposals for the redevelopment of The Shredded Wheat Factory?

The proposals are good to develop the area and increase jobs & housing in the area. Major concerns are:

- Transport - The trains are already overcrowded and difficult to board. To have 1,300 more houses would have a great impact on the pressures on public transport.

- Focusing on flats may mean less 'permanent based' people will buy the properties. Having families and a stable community is important. There should be houses and flats.

- Making access safe throughout the housing areas e.g. lights to ensure people can walk through.





## THE WHEAT QUARTER

2. Is there anything that you think we have not considered in the plans?

- Streetlights
- Improved access to the main street through the quarter
- No information on improving transport.
- Schools, maybe consider this if the number of families increasing.
- Too much focus on artwork. Put the money in where needed - not wasted on sculptures that won't be appreciated. More restaurants/cafe's better.
- Street traffic (with more cars), and with the station nearby.

3. Are you supportive of our plans for The Shredded Wheat Factory?

Yes

☒

No

☐

↳ prefer old plans.

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EMAIL: \_\_\_\_\_

1. What are your views on our proposals for the redevelopment of The Shredded Wheat Factory?

DISAPPOINTED & OPPOSED. DENSIFICATION IS COMPLETELY AT ODDS WITH URB PRINCIPLES OF DESIGN AS VERY CLEARLY DESCRIBED IN GARDEN CITIES OF TOMORROW.

- MISREPRESENTATION OF GREEN ROOF SPACE - NOT REALLY GOING TO BE THERE

- NO FIRM INFORMATION ON DENSITY OF AFFORDABLE VS. "NON-AFFORDABLE HOUSING"

- TOO MUCH DESIGN/MATERIALITY DIFFERENCE (& DIVISION) BETWEEN AFFORDABLE VS "NON AFFORDABLE HOUSING"

- NO SOLAR PATH/ SHADOW CASTING CONSIDERATIONS

- WRONG USE OF VERY, VERY OLD SATELLITE IMAGERY

- COMPLETE DISREGARD FOR HERITAGE OF SITE - NO INCLUSION OF ANY RELEVANT HERITAGE (SUCH AS FILM STUDIOS, INDUSTRY OF PREVIOUS OCCUPANTS. INSTEAD AN ART GALLERY/MOTOR MUSEUM REFLECTIVE OF PERSONAL

INTERESTS OF THE LAND OWNER. USE OF CIVIC SPACE  
SHOULD REFLECT NEEDS OF  THE TOWN'S POPULATION.

## THE WHEAT QUARTER

2. Is there anything that you think we have not considered in the plans?

YES - PLANS HAVE BEEN PREPARED &  
PRESENTED TO THE PUBLIC IN A MISLEADING &  
ILL-INFORMED WAY.

THOSE WALKING THE PUBLIC THROUGH WERE NOT  
VERSED IN GARDEN-CITY DESIGN PRINCIPLES (THE OBSERVED  
& VISION OF BENEFZER HOWARD) OR ON KEY ELEMENTS  
OF FACT. THE PUBLIC WERE WRONGLY "INFORMED"  
ON SEVERAL KEY ASPECTS.

3. Are you supportive of our plans for The Shredded Wheat Factory?

Yes

☐

No

☒

NOT IN THIS FORM  
DENSIFICATION UNACCEPTABLE.  
NOTHING MORE THAN A

DORMITORY HUB FOR COMMUTERS.

SHOULD BE HOUSES/GARDENS, LOW RISE FLATS + WORK

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AS FOR THE  
UTOPIAN CONCEPT  
OF THE GARDEN CITY  
TO BE A GARDEN WHERE  
ONE COULD LIVE, WORK  
& PLAY - ALL LOCALLY!

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PHONE NUMBER: \_\_\_\_\_

EMAIL: \_\_\_\_\_

1. What are your views on our proposals for the redevelopment of The Shredded Wheat Factory?

VERY POSITIVE CONCERNING DESIGN & PLANS FOR AFFORDABLE HOUSING.

- ② I WOULD LIKE TO SEE A WELWYN GARDEN CITY MUSEUM INCLUDED IN THE CIVIC COMPLEX.

\_\_\_\_\_

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2. Is there anything that you think we have not considered in the plans?

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3. Are you supportive of our plans for The Shredded Wheat Factory?

Yes ☒

No ☐

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EMAIL: \_\_\_\_\_

1. What are your views on our proposals for the redevelopment of The Shredded Wheat Factory?

LOOKING GOOD — BUT —

MORE TRAINS?

MORE DOCTORS?

MORE SCHOOLS?

1400 HOMES COULD MEAN

3,000 MORE PEOPLE



## THE WHEAT QUARTER

2. Is there anything that you think we have not considered in the plans?

OVERGROWNED TRAINS  
AND PRESSURE ON DOCTORS,  
SCHOOLS, HOSPITALS, ETC  
ARE A CONGEN.

3. Are you supportive of our plans for The Shredded Wheat Factory?

Yes

☒

No

☐

SUBJECT  
TO ABOVE

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## THE WHEAT QUARTER

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\_\_\_\_\_

POST CODE: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_

EMAIL: \_\_\_\_\_

1. What are your views on our proposals for the redevelopment of The Shredded Wheat Factory?

*Preventions and gimmicks.*

*It is essential that the new development blends with  
the town with the rest of the town, rather than  
creating a second town centre - this will not.*

*The additional housing will presumably be achieved  
by building smaller units - is this what we want?*

*Why on earth do we want a motorbike museum, etc?*

*And why another Civic Building - or an Alternative  
Health Centre?*

*Full of gimmicks & high sounding phrases, but not  
what we want or need.*



## THE WHEAT QUARTER

2. Is there anything that you think we have not considered in the plans?

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3. Are you supportive of our plans for The Shredded Wheat Factory?

Yes ☐

No ☒

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PHONE NUMBER: \_\_\_\_\_

EMAIL: \_\_\_\_\_

1. What are your views on our proposals for the redevelopment of The Shredded Wheat Factory?

Overall perhaps too high density, more consideration

may be needed to roads.

Overall a welcome development.

\_\_\_\_\_

\_\_\_\_\_

\* Please note the DAA has not existed since 2010 and

you cannot 'comply' with it. - Perhaps a change of

language should be used



## THE WHEAT QUARTER

2. Is there anything that you think we have not considered in the plans?

lack of school places

Insufficient parking / access to roads

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3. Are you supportive of our plans for The Shredded Wheat Factory?

Yes ☒

No ☐

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PHONE NUMBER: \_\_\_\_\_

EMAIL: \_\_\_\_\_

1. What are your views on our proposals for the redevelopment of The Shredded Wheat Factory?

It will be good to see it developed  
and to see the footbridge to the  
Howard Centre remains. It would  
be good to know if <sup>the footbridge</sup> ~~it~~ is planned  
to stay operational throughout the  
development programme and if not -  
for how long no access will be  
available



## THE WHEAT QUARTER

2. Is there anything that you think we have not considered in the plans?

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3. Are you supportive of our plans for The Shredded Wheat Factory?

Yes ☒

No ☐

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\_\_\_\_\_

POST CODE: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_

EMAIL: \_\_\_\_\_

1. What are your views on our proposals for the redevelopment of The Shredded Wheat Factory?

1. Use of Silos as Arts Centre, very positive but a bit ambitious - poor etc.

2. High Density housing. Assuming housing for families 2+ bedrooms, children come with noise!

3. Affordable - to whom!

4. Provision of schooling / GP surgery.

5. Railway bridge in desperate need of redevelopment.

6. Are restaurants required? Provision already adequate within town centre. Also create noise in summer evenings.



## THE WHEAT QUARTER

2. Is there anything that you think we have not considered in the plans?

A further comment — we have seen this before — same again!

3. Are you supportive of our plans for The Shredded Wheat Factory?

Yes

☐

No

☐

Not sure.

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\_\_\_\_\_ POST CODE: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_

EMAIL: \_\_\_\_\_

1. What are your views on our proposals for the redevelopment of The Shredded Wheat Factory?

The proposal seems ambitious in scope and design. If it can be achieved I feel it is a fabulous addition to the town. Particularly I believe the facility will be exceptionally beneficial.

1. Sensory garden for disability — I run a workplace group called 'Enable' to support my organisation's disabled staff.

There are precursors of these facilities in the UK.

2. Pool → a local pool of walking distance for town children is much needed. (Myththorpe dist. UK)

3. Wellness centre: — I run local Hatfield WAC branches UK support network and would be interested in development of this centre to support families & individuals with disabilities, AND those at risk of developing disabilities.



## THE WHEAT QUARTER

2. Is there anything that you think we have not considered in the plans?

*Timeline would be helpful.*

3. Are you supportive of our plans for The Shredded Wheat Factory?

Yes

☒

No

☐

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ADDRESS: \_\_\_\_\_

\_\_\_\_\_

POST CODE: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_

EMAIL: \_\_\_\_\_

1. What are your views on our proposals for the redevelopment of The Shredded Wheat Factory?

Will be pleased to see the site redeveloped - it has been an eyesore for too many years

PLEASE can we have a public access swimming pool? I understand this is feasible if a district heating system is used. This would be energy efficient and provide the flats with heating/hot water at a lower cost than with individual heating to the flats.



## THE WHEAT QUARTER

2. Is there anything that you think we have not considered in the plans?

<sup>small</sup>  
a shop would be useful. Newsagent / corner  
shop - not something that would compete with  
town centre shops.

3. Are you supportive of our plans for The Shredded Wheat Factory?

Yes

☒

No

☐

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NAME:

ADDRESS:

POST CODE:

PHONE NUMBER:

EMAIL:

1. What are your views on our proposals for the redevelopment of The Shredded Wheat Factory?

DISAPPOINTED NO BUNGALOWS FOR RETIRED PEOPLE  
TOO MANY FLATS NOT ENOUGH HOUSES



## THE WHEAT QUARTER

2. Is there anything that you think we have not considered in the plans?

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3. Are you supportive of our plans for The Shredded Wheat Factory?

Yes

☐

No

☐

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ADDRESS: \_\_\_\_\_

\_\_\_\_\_

POST CODE: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_

EMAIL: \_\_\_\_\_

1. What are your views on our proposals for the redevelopment of The Shredded Wheat Factory?

Well thought out - Attractive addition  
to town - Key for me is to make it  
community for town - not just those  
living on the site.



## THE WHEAT QUARTER

2. Is there anything that you think we have not considered in the plans?

- ① Railway bridge needs replacing + lift
- ② Need to have drop off access to ~~so~~  
(Hyde Way) east side of Railway bridge - this is absolutely essential as alternative is a long drive to front of station.
- ③ Bridgewater Road - Traffic light junction, not sure how this will cope with extra traffic.
- ④ I think Traffic lights at junction work well, my preference to keep.
- ⑤ Car parking - Please don't model/assume people not owning cars - they will and just need to find places to park them.

3. Are you supportive of our plans for The Shredded Wheat Factory?

Yes

☒

No

☐

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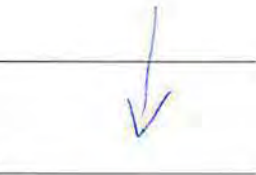
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NAME: 

ADDRESS: 

POST CODE: 

PHONE NUMBER: 

EMAIL: 

1. What are your views on our proposals for the redevelopment of The Shredded Wheat Factory?

Impressive / exciting / quite soon = great!  
Likewise provision of balconies (cellars?)  
Need: safe rest/play enclosures for those w. small children  
Public toilets  
Skate boarding - desperat. need of public!  
(not too huge!)  
No SPIDER or lots keep away!  
Shelter from rain/wind  
Make best use of sunlight/daylight -  
especially for sitting out (e.g. bus station  
a wind tunnel -  
can be freezing)





## THE WHEAT QUARTER

2. Is there anything that you think we have not considered in the plans?

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3. Are you supportive of our plans for The Shredded Wheat Factory?

Yes ☐

No ☐

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NAME: [REDACTED]

ADDRESS: [REDACTED]

[REDACTED]

POST CODE: [REDACTED]

PHONE NUMBER: [REDACTED]

EMAIL: [REDACTED]

1. What are your views on our proposals for the redevelopment of The Shredded Wheat Factory?

*Like the style.*

*from the development rent door so welcome rent door neighbours as long as the parking is accommodate.*



## THE WHEAT QUARTER

2. Is there anything that you think we have not considered in the plans?

Need to liaise with development next door -  
we are on the committee for the next door  
development.

3. Are you supportive of our plans for The Shredded Wheat Factory?

Yes

☒

No

☐

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