



15 CULTURAL HERITAGE

INTRODUCTION

15.1 This Chapter presents an assessment of the likely significant effects of the Proposed Development on built heritage assets. This chapter does not consider below-ground archaeology.

15.2 This Chapter provides a description of the methods used in the assessment, followed by a description of the relevant baseline conditions of the Site and surrounding area. An assessment of the likely significant effects of the Development during the demolition and construction works and once the Proposed Development is completed and operational is then presented. Mitigation measures are identified where appropriate, to avoid, reduce or offset any adverse effects identified, together with an assessment of the significance of likely residual effects.

ASSESSMENT METHODOLOGY AND SIGNIFICANCE CRITERIA

Assessment Methodology

15.3 This assessment follows best practice guidance produced by Historic England and policy contained in Section 12 of the National Planning Policy Framework (NPPF), Conserving and Enhancing the Historic Environment.

15.4 A Heritage Statement has been produced by KM Heritage to support the planning application. This demonstrated in policy terms the acceptability and merits of the Proposed Development in terms of the refurbishment and change of use of the Grade II Listed former Shredded Wheat Factory and the effect that the Development would have on off Site designated heritage assets. The assessment of the setting of Hatfield House was also informed by the visual assessment of the view towards the Site from Hatfield House undertaken as part of the townscape and visual assessment.

15.5 This assessment was informed by the baseline information and the evaluation of heritage assets contained within the Heritage Statement. The Heritage Statement can be found in **Appendix 15.1**.

15.6 The assessment of the significance of effects of the Proposed Development on heritage assets involved a three stage process:



- The identification of the value of the heritage asset;
- The identification of the magnitude of change (i.e. effect) to the heritage asset resulting from the Development; and
- The identification of the level of significance of the effect

15.7 The Heritage Statement sets out a detailed discussion on the historic development of the Site, the character, appearance and interest of the Grade II listed former Shredded Wheat Factory and presents a qualitative appraisal of the heritage value of the structures.

15.8 The appraisal of the heritage value is referred to as heritage significance in the Heritage Statement. The NPPF refers to the determination of the 'significance' of the heritage assets, meaning the importance or value of an asset. However, in the context of an EIA, the term 'significance' is used in relation to likely environmental effects. Therefore, to avoid confusion, when referring to the NPPF context in this Chapter, the term 'value' (rather than significance) is used to describe heritage assets.

Determining Heritage Value

15.9 The intrinsic value of each heritage asset can be defined as the sum of tangible and intangible values which make it important to society. This may consider age, aesthetic and the fabric of an asset as well as intangible qualities such as associations with historic people or events.

15.10 The appraisal of the heritage value of the various phases of the Grade II listed former Shredded Wheat Factory set out in the Heritage Statement was determined by KMHeritage in accordance with guidance from Historic England's 'Conservation Principles, Policies and Guidance' (2008). This recommends making separate assessments under the following categories of heritage value:

- Evidential Value: "Evidential value derives from the potential of a place to yield evidence about past human activity". The NPPF refers to this as archaeological interest.
- Aesthetic Value: "Aesthetic value derives from the ways in which people draw sensory and intellectual stimulation from a place". The NPPF refers to this as architectural and artistic interest.
- Historic Value: "Historical value derives from the ways in which past people, events and aspects of life can be connected through a place to the present".



- Communal Value: “Communal value derives from the meanings of a place for the peoples who relate to it, or for whom it figures in their collective experience or memory”.

15.11 The criteria for establishing the value of the heritage assets for each category are set out in Table 15.1

Value	Criteria Description
High	A feature, space or theme which is of importance at national or international level. These will tend to have a high cultural value and form a valuable element of a building or site.
Medium	A feature, space or theme which is important at a regional or national level. These will tend to have some cultural merit and form a valuable part of a building or site.
Low	A feature, space or theme which is of local or regional heritage value.
Negligible	A feature, space or theme which has no heritage value.

15.12 The heritage value of the heritage assets outside of the Site were determined based on the level of statutory designation of each asset which also accords with the description of heritage values in Table 15.1.

Determining magnitude of Change

15.13 The criteria for assessing the magnitude of change are set out in Table 15.2

Magnitude of Change	Description
Major	<p>The Proposed Development would cause a large change to existing conditions. Where this is beneficial this would mean significant improvement in the overall setting and character of heritage assets or revealing and/or enhancing important characteristics which were previously unknown or inaccessible.</p> <p>Where this is adverse this would mean significant damage to the overall setting and/or character of heritage assets. There would be a notable disruption to, or in some cases, complete destruction of, important features.</p>



Moderate	<p>The Proposed Development would cause a noticeable change to existing conditions. Where this is beneficial this would mean considerable improvement in the setting or overall character (eg. The creation of coherency) of the heritage asset.</p> <p>Where this is adverse this would mean negative alteration of the setting or overall character of the heritage asset, disturbing key features and detracting from the overall heritage value.</p>
Minor	<p>The Proposed Development would cause a small change to existing conditions. Where this is beneficial this would mean minor improvement to the setting or overall character of a heritage asset.</p> <p>Where this is adverse this would mean minor detraction to the setting or overall character of a heritage asset. Change of this magnitude may be acceptable if suitable mitigation is carried out.</p>
Negligible	<p>The Proposed Development would cause no discernible change to existing conditions.</p>

Significance Criteria

15.14 The significance of likely effects was determined by considering the combination of the value of the heritage assets and the predicted magnitude of the change to the baseline conditions resulting from the Development. To consider these in combination a matrix of significance was used to provide a transparent and objective assessment, as shown in Table 15.3

Value of Asset	Magnitude Of Change			
	Major	Moderate	Minor	Negligible
High	Substantial Significance	Substantial Significance	Moderate Significance	Insignificant
Medium	Moderate Significance	Moderate Significance	Minor Significance	Insignificant
Low	Moderate Significance	Minor Significance	Minor Significance	Insignificant
Negligible	Insignificant	Insignificant	Insignificant	Insignificant



Assumptions and Limitations

15.15 The existing conditions with respect to built heritage are presented within this Chapter as the baseline conditions. The baseline conditions presented are representative of future conditions in the absence of the Proposed Development (i.e. if the Proposed Development did not proceed) taking into consideration the extent of demolition recently permitted.



BASELINE CONDITIONS

Overview of Heritage Assets within the Site and Surrounding Area

15.16 Within the site is the Grade II listed former Shredded Wheat Factory, recognised to be of national importance and of special architectural and historic interest. The Shredded Wheat Factory complex was developed piecemeal through the middle of the 20th Century. The original part of the factory complex, built between 1924 and 1926, remains largely 'as built', including the main factory, boiler house and silos.

15.17 The original 1920s factory was, until recently, largely enclosed in views from Broadwater Road and Bridge Road by additions to the complex in the 1930s and 1950s. These have now been demolished.

15.18 Apart from the Grade II listed former Shredded Wheat Factory there are no heritage assets within the Site.

15.19 Adjacent to the south of the site is the Grade II listed former office block of the Roche Factory, a building that was constructed in the late 1930s. The southern part of the site nearest to the former Roche Products Factory Office building is currently vacant and derelict.

15.20 Further afield is the Grade I listed Hatfield House (along with its gardens, a Registered Park and Garden) located approximately 4.2km south of the site.

15.21 The Site is not located within a Conservation Area, however the Welwyn Garden City Conservation Area, covering the town centre, is located to the west of the Site beyond the East Coast Mainline railway lines and sidings and Howard Centre Mall.

Grade II Listed Former Shredded Wheat Factory

15.22 The full list description for the complex reads as follows:

"1925. Architect Louis de Soissons. Two concrete ranges, at right angles with links. Southern range consists of giant range of cylindrical concrete drums 15 bays long with flat oversailing capping with railings right over the whole top. Behind this is a plain attic storey with 28 plain windows with plain capping over. On one end elevation is a 3 bay projecting tower rising just above the main roof level.

At the west end of the range is a 2 bay wing with large windows, the southern bay of



3 storeys and the northern bay of 4. Adjacent is a 7 bay, 4 storey block, with large windows divided by narrow piers and small scale structural divisions between the storeys, making it almost wholly glass. Flat oversailing capping at roof level.”

15.23 Work began on the original three-storey Production Hall block fronting the railway line of the Shredded Wheat Factory in May 1924. The factory was built by the flat-slab construction method and was one of the first buildings where this technique was used. The Shredded Wheat Factory became almost a symbol of Welwyn Garden City, being one of the first new factories built there in a modern style – a dramatic contrast to the neo-Georgian used for the design of housing and civic buildings elsewhere in Welwyn Garden City.

15.24 The new factory began production in 1926. The design of the Shredded Wheat Factory was so unashamedly modern (especially with the white concrete silos) that it was perhaps the most avant-garde building in Britain at the time of its completion in 1925. The influence of American design at the factory was clear. The mammoth reinforced concrete elevators or silos were first built in Buffalo (the home of Shredded Wheat) in 1906.

15.25 Extensions took place to the factory between 1937 and 1939. These included a new single storey production hall fixed to the east of the multi-storey original production hall and an increase in the number of silos from 18 to 45. The new silos, whilst at first glance appearing to be fully integrated to the original ones are actually separate, independent, structures that simply ‘butt up against’ the originals. A conveyor system was also introduced. In 1937 a penthouse was added to the top of the main building in reinforced concrete.

15.26 Another extension in 1957 improved production and increased administrative facilities. The factory was extended again in 1959 and these extensions covered the whole site with buildings and obscured the silos from the view of the road that passes the factory.

15.27 In 1960 the company bought a further 5.5 acres and Cromac House was built for the research, sales development and warehousing departments. In the early 1960s renovations to the west elevation of the original factory building involving the addition of Seaporcel panels (green) were completed.

15.28 Production at the Site stopped in 2008 and since then the factory complex has been shut. Some of the original process flows for the production of Shredded Wheat and other products may be discerned in the existing layout, but essentially the northern half of the complex became derelict. The southern half is a cleared site. The northern part of the Site today



comprised the accumulation of the three main phases of development, with the majority of the land filled with buildings. Much of the original factory was hidden behind the later, less interesting buildings, including the 1930s production hall and the 1950s range of administrative offices along Bridge Road although these have now been demolished.

APPRAISAL OF HERITAGE VALUE

Grade II Listed Former Shredded Wheat Factory – 1920s Built Elements

Evidential Value: Low

15.29 This Site is not in a designated area, it is therefore unlikely that there will be any evidence of past human activity worthy of expert investigation lying below the site. However, we believe that the former Shredded Wheat factory has low evidential value.

Aesthetic Value: High

15.30 The original part of the Factory complex, designed by Louis de Soissons and built between 1924 and 1926 remains largely as built, including the main factory, boiler house, and first 18 wheat elevators (silos). Architecturally this element of the complex is regarded as being of the highest value for the following reasons:

- Designed by an architect of note, and particularly associated with Welwyn Garden City, Louis de Soissons showed with this factory, that he could design in the Moderne as well as neo-Georgian styles.
- Most of the original 1920s buildings remain largely complete, including details such as staircases, railings and the silo 'shoots'.
- The factory was built using a pioneering flat-slab construction method with American clients such as Shredded Wheat and Wrigley being the first to accept and use it in Britain from the mid 1920s.
- The architecture and materials reflected the clean and hygienic principles of the Shredded Wheat Company – regarded at the time as a 'model factory'. The sense of bright, light and airy spaces remains today within the original factory building.
- The monumental nature and form of the first 18 silos made these an instant landmark and required an innovative construction approach by Peter Lind & Co.



15.31 By virtue of the architectural style, the internal finishes, where these remain, are utilitarian and simple. As all of the buildings have been stripped of their content and machinery, where elements, such as the staircases, do remain these are of value as evidence of the former use of the buildings however their interest is lessened by their 'unconnected' nature.

Historic Value: High

15.32 As one of the first factories to be built in Welwyn Garden City, the former Shredded Wheat factory is historically important. The original 1924 to 1926 factory complex is of especially high importance historically for the following reasons:

- The factory was one of the first to be built in the newly designated 'industrial zone' in Welwyn Garden City.
- As well as locational benefits, Welwyn was chosen because the principles of the Garden City Movement matched those of the Shredded Wheat Company. The Company believed that food should be produced in an environment that was 'clean, healthy and pleasant' and it was felt that the new Garden City confirmed to these ideals.
- The factory was built of historically pioneering construction methods as previously mentioned.

Communal Value: High

15.33 The Shredded Wheat factory complex has played a significant part in the physical and employment life of Welwyn Garden City since its inception in the 1920s. This significance is derived from a number of key factors:

- The Shredded Wheat factory was one of the first factories, and therefore large scale employers in the newly created Welwyn Garden City.
- Built in a new and 'avant-garde' architectural style, deemed so 'modern' that the factory appeared on cereal packets, delivery vans and printed publicity.
- The company encouraged staff to live healthily in a healthy environment, hence the original provision for open space and gardens around the factory. This was not lost totally until the 1950s.
- The silos are a local landmark visible for many miles.



- The factory complex has been part of the architectural landscape of Welwyn Garden City for nearly 90 years, located as it is, directly next to one of the principal link routes from East to West across the railway and next to the station.

15.34 Overall it is considered that the original 1920s built elements of the Grade II listed former Shredded Wheat Factory are of **high heritage value**.

Grade II Listed former Roche Products Factory Office Building

15.35 The Grade II Listed former office block to the Roche Products Factory was constructed in the late 1930s. The Roche Products Factory itself is now demolished and new residential development now surrounds the building to the West and South. To the North is the Southern part of the Site which is vacant and derelict. The building is considered to be of **high heritage value**.

Grade I Listed Hatfield House and Garden

15.36 Hatfield House is a country house set in a large park, known as the Great Park, on the eastern side of Hatfield, approximately 4.2km South of the Site. Hatfield House was built in 1611 by Robert Cecil, First Earl of Salisbury and Chief Minister to King James I and it is a prime example of Jacobean architecture. Hatfield House and Garden is considered to be of **high heritage value**.

Welwyn Garden City Conservation Area

15.37 The Welwyn Garden City Conservation Area was first designated in 1968 (with subsequent minor additions). The conservation area covers the main part of the Garden City to the east of the Mainline railway line which incorporates the main shopping centre and the important civic, cultural, leisure and community facilities as well as housing that formed part of the original plan. Even though the conservation area designation is only a local designation, the importance of Welwyn Garden City regionally and maybe nationally means that it is considered be of **medium heritage value**.



Summary of Heritage Value

15.38 The following table presents a summary of the value of heritage assets. Each asset is considered on its own merits and the value of each is defined a stand-alone heritage asset. As a consequence there is no inter-relationship between each asset.

Heritage		Heritage	Value		
	Overall	Evidential	Aesthetic	Historic	Communal
Former Shredded Wheat Factory	High	Low	High	High	High
Roche Products Factory Office Building	High	Low	High	High	Medium
Welwyn Garden City Conservation Area	Medium	Low	Medium	Medium	Medium
Hatfield House	High	High	High	High	High

LEGISLATION, PLANNING POLICY AND GUIDANCE

15.39 The legislation governing listed buildings and conservation areas is the Planning (Listed Buildings and Conservation Areas) Act 1990. In 2012, the Government published the National Planning Policy Framework (NPPF).

15.40 The NPPF says at Paragraph 128 that:

15.41 In determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance.

15.42 A description and analysis of the heritage significance of the site is provided earlier in this report with a more detailed version found in the Heritage Statement.



15.43 The NPPF also requires local planning authorities to 'identify and assess the particular significance of any heritage asset that may be affected by a proposal (including by development affecting the setting of a heritage asset) taking account of the available evidence and any necessary expertise. They should take this assessment into account when considering the impact of a proposal on a heritage asset, to avoid or minimise conflict between the heritage asset's conservation and any aspect of the proposal'.

15.44 At Paragraph 131, the NPPF says that:

In determining planning applications, local planning authorities should take account of:

- The desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;
- The positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and
- The desirability of new development making a positive contribution to local character and distinctiveness.

15.45 Paragraph 132 advises local planning authorities that 'When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation. The more important the asset, the greater the weight should be. Significance can be harmed or lost through alteration or destruction of the heritage asset or development within its setting'.

15.46 The NPPF says at Paragraph 133 'Good design ensures attractive, usable, durable and adaptable places and is a key element in achieving sustainable development. Good design is indivisible from good planning.' Paragraph 133 says:

'Where a proposed development will lead to substantial harm to or total loss of significance of a designated heritage asset, local planning authorities should refuse consent, unless it can be demonstrated that the substantial harm or loss is necessary to achieve substantial public benefits that outweigh that harm or loss, or all of the following apply:

- The nature of the heritage asset prevents all reasonable uses of the site; and
- No viable use of the heritage asset itself can be found in the medium term through appropriate marketing that will enable its conservation; and
- Conservation by grant-funding or some form of charitable or public ownership is demonstrably not possible; and



- The harm of loss is outweighed by the benefit of bringing the site back into use.'

15.47 Paragraph 134 says that 'Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal, including securing its optimum viable use.

15.48 Further advice within Section 12 of the NPPF urges local planning authorities to take into account the effect of an application on the significance of a non-designated heritage asset when determining the application. It says that 'In weighing applications that affect directly or indirectly non-designated heritage assets, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset'.

15.49 Paragraph 137 of the NPPF advises local planning authorities to 'look for opportunities for new development within Conservation Areas and World Heritage Sites and within the setting of heritage assets to enhance or better reveal their significance. Proposals that preserve those elements of the setting that make a positive contribution to or better reveal the significance of the asset should be treated favourably'.

15.50 Paragraph 138 says that: Not all elements of a World Heritage Site or Conservation Area will necessarily contribute to its significance. Loss of a building (or other element) which makes a positive contribution to the significance of the Conservation Area or World Heritage Site should be treated either as substantial harm under paragraph 133 or less than substantial harm under paragraph 134, as appropriate, taking into account the relative significance of the element affected and its contribution to the significance of the Conservation Area or World Heritage Site as a whole.

Welwyn Hatfield Borough Council: Local Policy

15.51 The current planning policies for Welwyn Hatfield are set out in the statutory development plan which comprises: saved policies of the Welwyn Hatfield District Plan adopted 2005, the Hertfordshire Waste Core Strategy and Development Management Policies Document adopted 2012, Hertfordshire Minerals Local Plan adopted 2007, and the saved policies of the Hertfordshire Waste Local Plan adopted 1999.

15.52 A Local Plan is currently being prepared, which will replace the District Plan and will set out the planning framework for the Borough for the period up to 2031.

15.53 The saved policies of the District Plan of relevance include:



R27 Demolition of Listed Buildings: Listed Building Consent for the complete or partial demolition of any building of special architectural or historic interest will not be granted other than in the following exceptional circumstances.

- i. 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;
- ii. 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;
- iii. 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
- iv. 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.

D1 Quality of Design: The Council will require the standard of design in all new development to be of a 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.

D2 Character & Context: The Council will require all new development to respect and relate to the character and context of the area in which it is proposed. Development proposals should as a minimum maintain, and where possible enhance or improve the character of the existing area.

D4 Quality of the Public Realm: The Council will expect new development where appropriate to either create or enhance public areas and the public realm.

15.54 As described earlier, the application has also been considered in accordance with guidance from Historic England's Conservation Principles, Policies and Guidance' (2005).



IDENTIFICATION AND EVALUATION OF KEY EFFECTS

Likely Significant Effects

Demolition and Construction

15.55 As part of the previously consented scheme, the demolition of the parts of the former Shredded Wheat Factory that were constructed in the 1930s and 1950s has been, or shortly will be, completed. This has exposed elements of the original 1920s factory complex that will be repaired as part of the previous consent and does not form part of the permission being sought for this Development. In terms of the Proposed Development the direct effect of remaining demolition is considered to be **minor adverse** and of **moderate significance**.

Completed Development

The Original 1920s Former Shredded Wheat Factory

15.56 The works are outlined in detail in the Heritage Statement. The Proposed Development builds upon the principles established in the recently granted consent in order to enhance areas and facilitate new uses. As well as commercial, community and leisure uses within the former factory building, a new Energy Centre is proposed on the site of the former garages and it is proposed that the Boiler House and Grain House are converted into a unique Art/Museum Hub with multidisciplinary indoor and outdoor space.

15.57 Externally, it is proposed to introduce a ramp and stair along Reiss Walk to provide a main entrance into the new central atrium on the west elevation. This will provide more flexibility without impacting on the unencumbered views of this elevation.

15.58 Internally, the majority of the proposed subdivision is located on the ground floor. Partitions relate to the existing column grid to ensure the structural and architectural integrity of the building can still be read. This floor is also where, amongst other facilities the swimming pool will be located.

15.59 A degree of subdivision is vital to achieve the multitude of uses necessary to give the building a sustainable future. This scheme focusses the majority of the necessary subdivision on the ground floor.



15.60 On the upper floors, the full open plan nature of the spaces can be fully appreciated. The office spaces will be separated by the atrium space with full height glazed walls ensuring noise but not visual separation.

15.61 On the second floor art studios will be created at the southern end that will connect with the proposed art centre via a new glass bridge.

15.62 The central atrium space will contain a feature stair and lift core. The proposed atrium stair construction will be a contemporary blend of glass treads and metal runners in order to create an open and light environment. It will also minimise the visual impact internally, allowing occupiers and visitors to read the open office floor plate.

15.63 As consented in the previous permission, it is proposed that the facades of the building will be carefully restored and/or reinstated. It is also proposed that internally the building will receive an insulated lining in order to improve thermal efficiency.

15.64 The proposed glass bridge link between the Grain Store and Factory building has been inspired by that of the Royal Opera House in Covent Garden. It is proposed to add a modern twist to the building that is obviously an addition, but that does not detract from the architectural importance of the original building. Its purpose is to give the Arts Centre the capacity to expand from one building to the other – an important part of providing a sustainably flexible future for the listing buildings.

15.65 The effect of the proposed works to the Production Hall will be to restore and better reveal the most important historic and architectural elements of the building, whilst providing services, circulation and modern accommodation that will give the building a viable long term future.

15.66 Unlike the previously consented scheme, it is proposed to convert the Grain House and Silos into an Art/Museum Hub. It is proposed that the existing machinery still remaining in the Grain House will be renovated and cleaned to retain the building's industrial character and could be used within exhibitions as well as serving as a visual reminder of the history of the building.

15.67 The silos will be repaired and restored and the base of them opened up allowing the hollow space to be used for art installations. It is proposed that the building on top of the silos will be converted to a restaurant and bar with views across Welwyn Garden City.



15.68 The structure between the Grain House and Silos (previously consented for removal) will be retained – providing at ground floor, the entrance to the Arts Centre.

15.69 This use is a considerably more light-touch approach to that previously consented and will allow for the retention of much more historic fabric within these buildings. It will also allow for a fuller appreciation of the scale and nature of the space and should be regarded as a major heritage benefit in comparison to the previous scheme.

15.70 The former garages, previously consented for replacement, will still be replaced, and house a restaurant/café, facing out onto the newly created Goodman Square and also the Energy Centre – which will be glazed so that passers-by can look in and see the various parts of the plant at work. The energy centre will make use of the existing chimney.

15.71 Behind the new building will be a covered courtyard which will link to the silos and provide a more open indoor space to appreciate the scale of the adjacent silos.

15.72 This element of the Development is considered to result in a moderate change, which would be beneficial in nature, to a heritage asset of high value. In accordance with the significance criteria set out above, the effect on the Grade II listed former Shredded Wheat Factory once the development is completed is considered to be **beneficial** and of **substantial significance**.

Effect on Setting to the Original 1920 Former Shredded Wheat Factory

15.73 In heritage terms, the wider Proposed Development has been designed to ensure that the remaining listed structures are better revealed both architecturally and in terms of use and ensure that they become a key focal point of the masterplan.

15.74 The building heights and their distribution in the Proposed Development are broadly similar to those of the consented scheme, and to the north of the listed buildings are lower. Where it has been deemed necessary, an additional storey has been added to the proposed buildings along the western and eastern edges of the site – furthest from the listed buildings.

15.75 The importance of the dominance of the silos continues to be recognised, with new buildings being located so as to give selected views of the silos from strategic and carefully considered points around the site. Their pre-eminence will be fully respected.



15.76 The spaces around the listed buildings have been designed to give visitors, users and occupiers a better appreciation of the complex and the use of these spaces designed to create activity and vibrancy. This is an important benefit with the scheme, as much of the communal significance of the complex relates to the 'healthy living' approach promoted both by the founders of Shredded Wheat and the Garden City.

15.77 The proposed new Goodman Square adjacent to the Boiler House/Grain House and silos at the end of Hydeway will be a key public space linking the east and west of the town, with the listed structures forming the principal backdrop to the north.

15.78 The proposed Louis de Soissons Civic Building will be one of the first buildings seen by pedestrians approaching the new residential and cultural quarter from the town centre and train centre. The appointment of Louis de Soissons Architects to design it further provides a historical link between the past and the future.

15.79 The De Soissons Gardens to the eastern front of the Production Hall will reinstate a formal open space providing a suitable setting for the reinstated grand entrance to the building and restoring the integrity of the 'front' of the building back to its original place.

15.80 To the west of the listed former Production Hall, Reiss Walk will incorporate the historic railway lines and provide a hard landscaped access to this elevation of the listed building – appropriate to its industrial past – as well as a thoroughfare through the development.

15.81 Similar to the consented scheme, the visibility of the proposals from Grade I listed Hatfield House has been investigated and it has been concluded that the primary element of the Proposed Development that is visible are the already standing silos. It is therefore felt that the proposals will not have a detrimental impact on the views from the House.

15.82 The development is considered to result in a major change, which would be beneficial in nature, to a heritage asset of high value. In accordance with the significance criteria set out above, the effect on the Grade II listed former Shredded Wheat Factory once the development is completed is considered to be **beneficial** and of **substantial significance**.

Effect on the Setting of the Grade II former Roche Products Factory Office Building

15.83 The southern part of the site nearest to the Roche Products Factory Office building is currently vacant and derelict. The Development to the south of the Site would involve the



provision of residential units with associated landscaping. It is considered that this would result in a long-term improvement to the setting of the Grade II Roche Products Factory Office compared with the baseline conditions.

15.84 This is considered to be a minor change, which would be beneficial in nature to a heritage asset of high value. In accordance with the significance criteria set out above, the effect is therefore considered to be **beneficial** and of **moderate significance**.

Effect on the Setting of Hatfield House

15.85 Viewpoints 19a, 19b and 19c in Appendix 11.3 shows the views from the Grade I Listed Hatfield House towards the Site for both the baseline situation and with wireline outline to show the massing of the Development.

15.86 In the baseline conditions, the view from Hatfield House towards the Site provides a distant view with the existing former Shredded Wheat factory buildings just discernible above the trees. Once the Development is completed it is considered that the scale of visual change in the view would be negligible with the Development also just perceptible in the long-distance view.

15.87 This is considered a negligible change to a heritage asset of high value. In accordance with the criteria set out above, the effect is therefore considered to be insignificant.

Effect on the Setting of the Welwyn Garden City Conservation Area

15.88 In terms of the impact on the Welwyn Garden City Conservation Area, the proposals will be negligible and will not affect the special character of the area. The railway line provides (and always has done) a very definite divide from east to west, and the back of the Howard Centre creates a dominant 'back' to the town centre. Just as the Proposed Development has been designed to respect the setting of the listed buildings from the site itself, this approach was also taken when considering how it will be seen from glimpsed views from the conservation area.

15.89 This is considered a negligible change to a heritage asset of medium value. In accordance with the criteria set out above, the effect is therefore considered to be insignificant.



15.90 As identified earlier in 15.38, there are no inter-relationships between the different assets as the value of each has been ascribed in its own right. There are therefore no inter-relationship between the effects discussed above.

ASSESSMENT OF CUMULATIVE EFFECTS

15.91 Whilst there are a number of other schemes identified in close proximity to the Site, there will be no cumulative effects with regards heritage.

ENHANCEMENT, MITIGATION AND RESIDUAL EFFECTS

Demolition and Construction

15.92 Before any demolition or alteration works are undertaken in the former Shredded Wheat Factory building recording would be undertaken to preserve a record of the structures to be lost. The details of the building recording would be agreed with WHBC in advance and carried out in accordance with that agreement. This would be secured by means of an appropriately worded planning condition. The likely residual effect of the partial demolition of the Grade II Listed former Shredded Wheat factory would be **adverse** and of **moderate significance**.

Completed Development

15.93 In terms of the setting of the Grade II listed former Shredded Wheat Factory, no mitigation is required and the likely residual effect on the setting of the retained structures of the factory would be **beneficial** and of **substantial significance**.

15.94 With regards the setting of the Grade II listed Roche Products Factory office building, no mitigation is required and the likely residual effect on its setting would therefore be **beneficial** and of **moderate significance**.

15.95 In terms of the setting of the Grade I listed Hatfield House, no mitigation is required and the likely residual effect on its setting would therefore be **insignificant**.

15.96 With regards the setting of the Welwyn Garden City Conservation Area, no mitigation is required and the likely residential effect on its setting would be **insignificant**.



SUMMARY

15.97 The likely effects of the Development on built heritage within the Site and surrounding area have been assessed. The assessment has been carried out in accordance with the legislation, policy and guidance provided at a national and local level.

15.98 The Site contains the former Shredded Wheat factory which is Grade II listed and recognised to be of national importance and of special architectural and historic interest. The Shredded Wheat Factory complex was developed piecemeal through the middle of the 20th century. The original part of the factory complex, built between 1924 and 1926, remains largely 'as built' including the main factory, boiler house and silos. Later additions were made to the factory in the 1930s and 1950s but these have been demolished.

15.99 The original 1920s factory building and silos embody the greatest heritage value, being of pioneering construction and 'moderne' design.

15.100 Immediately to the south of the site is a grade II listed office building of the Roche Products factory, the factory itself now demolished. Approximately 4.2km to the south-east of the site is the grade I listed Hatfield House and Gardens. The Site is close to the Welwyn Garden City Conservation Area.

15.101 The Development would involve some alterations to the 1920s factory structures to insert new uses into the original buildings. Building recording would be undertaken prior to demolition, which would include written and photographic information to preserve a permanent record of the structures.

15.102 Key views of the retained original factory buildings and silos have been created through careful design of the rest of the development. New public open spaces would be provided to provide a suitable setting for the reinstated grand entrance to the former Shredded Wheat Factory and link the east and west of the town, with the listed structures forming the principal backdrop.

15.103 The development would improve the setting of the Grade II listed former Roche Products Factory Office Building by replacing the currently vacant and derelict land to the south of the site with new residential development and landscaping.



15.104 The Conservation Area has a clearly defined eastern boundary along the railway line. The back of the Howard Centre (and the railway line) provides a hard physical backdrop ensuring that the development would have change to its setting.

15.105 The Site is just discernible in the view from Grade I listed Hatfield House with the silos visible at a distance. As such, there would be negligible change to the view from Hatfield House towards the Site once the development is completed.

