









Proposed Design

6.4. Blocks 2 and 3: Podium Buildings

Overview

Blocks 2 and 3 are joined together by a one-storey high podium to the west of the former factory buildings. The podium encloses a car park and ancillary areas for the residential buildings. On top of the podium, a varied landscape anchors the buildings above and provides amenity areas for residents and visitors.

The proposed building designs re-introduce the courtyard theme from the Framework Masterplan and take some of the plan forms of the Consented Scheme – which reduced the enclosed courtyards to two L-shaped buildings and a slab-shape building. The diagonally opposing L shapes imply (rather than enclose) the Masterplan Framework's courtyards, while the open courtyard corners allow glimpsed views to the former factory buildings – as well as easy circulation for pedestrians throughout the podium top.

The podium forms the east edge of Reiss Walk, with entrance lobbies, shops, and a connection – through stairs and ramps – to the amenity areas and residential buildings on top. Two types of amenity areas are proposed: publicly accessible and semi-private. A sensory garden carefully designed for the enjoyment of people with disabilities will be accessible to all; podium gardens for residents will have restricted access.

Each L-shaped block is divided into two elements with different heights and façade details.



Proposed Design

Layout & Amount

Total gross external area	21,640 m ²
Number of storeys	6 to 7

Residential use:

Apartment type	Number
1 bedroom	122
2 bedrooms	141
3 bedrooms	0
Total	263

Non-residential uses:

Floor	Use	GIA (m ²)
Ground	A1-A5 Retail	436m2
Total		436m2

Parking spaces: 209

The only non-residential area in these blocks is located on the southeast corner of Block 2A, facing Goodman Square.



Proposed Design

Access

Buildings 2A, 2C, and 3B are accessible from main entrance lobbies on Reiss Walk. Buildings 2B and 3A have entrance lobbies along the west edge of the podium at ground level. Secondary entrances at ground level connect the main entrance lobbies to the car park. In addition, all buildings have entrances at podium level, giving all residents access to semi-private amenity areas on top of the podium.

The residential floor plans are laid out with double-loaded corridors, but the L-shapes allow a high proportion of double-aspect flats. Vertical cores are located on the inner corners – the least suitable locations for habitable rooms.



KEY:

- Listed Buildings and Civic Building:
- Blocks 2 and 3:
- Amenity spaces:
- Natural buffer:
- Pedestrian access:
- Service access:



Proposed Design



Proposed Design

Design Details and Materials

Each L-shaped building is broken down into two elements in material, architecture and height terms in order to reduce the perceived bulk of each building and accentuate the urban composition of the podium as a whole.

Taller building elements sit on the long edges of the podium, while the lower elements, also smaller in plan, sit on top of the landscaped podium.

The two elements of each L-shaped building have different façade designs. The predominant design – for the taller elements on the edges – takes its cues from the planar composition, large windows, and light colour of the factory buildings, which stand opposite.

A secondary element is based on a contrasting red brick colour frequently found on the western side of the track within Welwyn Garden City. These elements, in contrast, feature overhanging balconies to allow inhabitants to engage with the extensive podium gardens.

The fenestration pattern, again in contrast to the grid of the main, is proposed as similar the less formal arrangement of the red brick building types proposed within blocks 8 to 13. of the South site.

In order to ensure endurance the primary material of choice for all façades is masonry and brickwork.

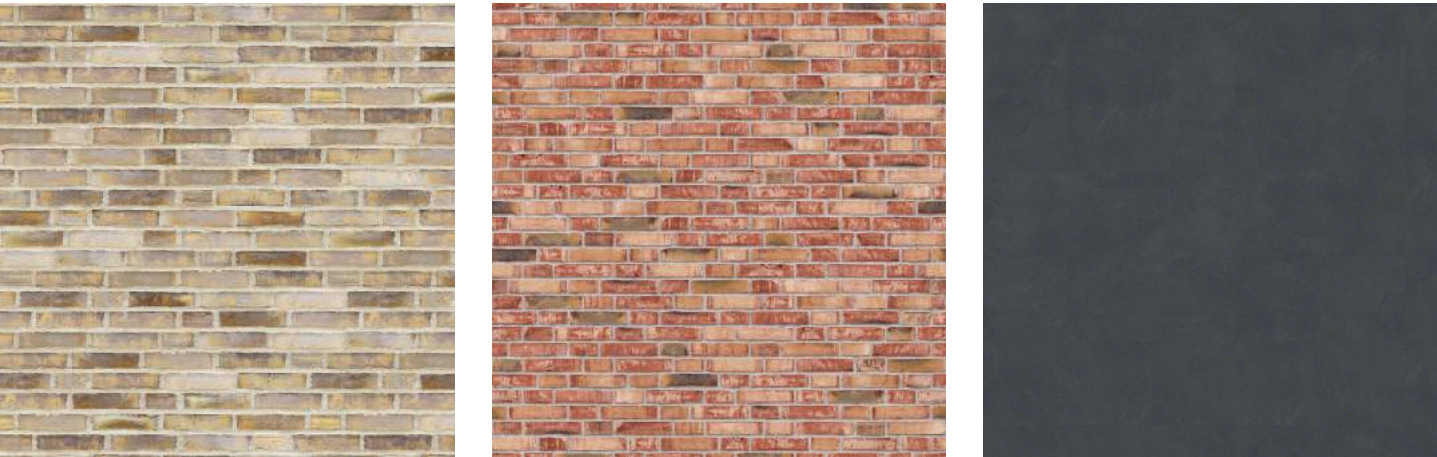


Perspective view from the pedestrian bridge linking the station to the site.



Inspiration in context: the large windows and light-coloured façade of the former factory buildings (left) and the tall narrow windows and dark brick of Welwyn multi-storey buildings (right).

Proposed Design



Buff and Red-coloured brick samples, with charcoal grey metal coating colours for window frames and railings.







Proposed Design

6.5. Blocks 4 and 5: Former Shredded Wheat Factory

Overview

Set at the core of the overall masterplan the primary elements of the former Shredded Wheat Factory buildings are proposed to be reinvented as the new beating heart of the development by introducing a mixture of uses to the Listed buildings by means of comprehensive refurbishment, extension and renovation.

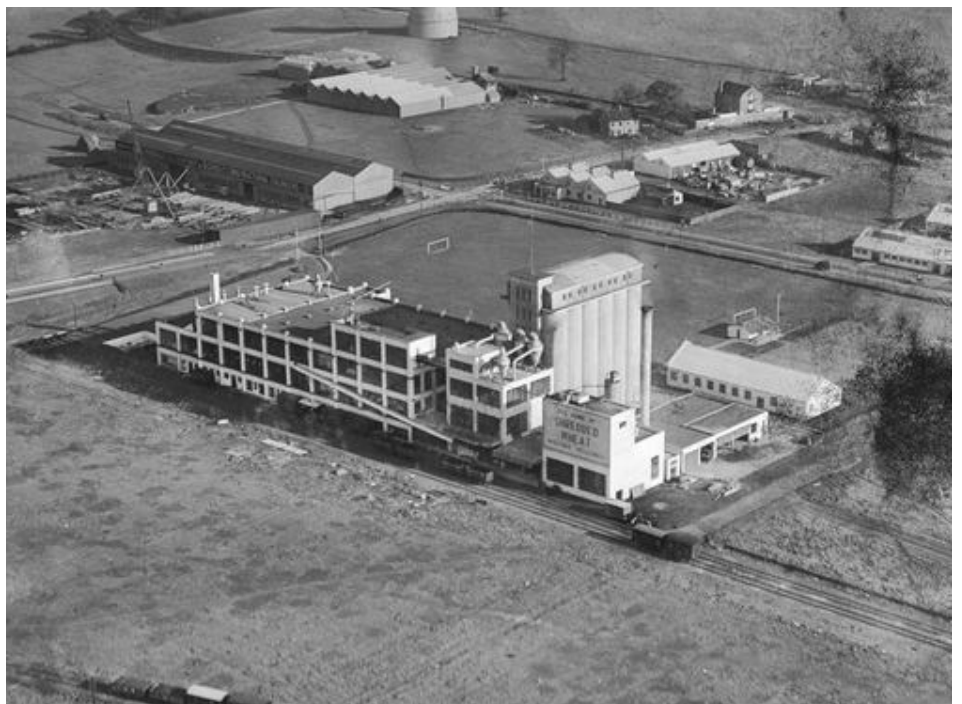
Our proposed designs in and around these seek, with minor amendments, to build on the current Listed Building Consent and enhance areas in order to facilitate the following uses:

- The primary 3 storey factory building known as the Production House is to be converted for a multitude of commercial, community and leisure uses by introducing a central atrium which facilitates flexible division of the building into several uses both laterally as well as vertically.
- New Energy centre which seeks to recycle the existing chimney of the former Boiler House. The mechanics of the energy centre itself are proposed to be put on show behind glass within the footprint of the building previously known as the Garages which are being rebuilt to include restaurant and cafe space benefitting from direct access to both Goodman Square and a roof terrace above.
- The Boiler House and Grain House are proposed to be converted into a unique Art & Museum Hub with multidisciplinary indoor and outdoor space.
- The Civic Building, whilst covered in a previous section of this document, forms part of the central spine of active uses

In addition to the Heritage Statement being prepared by KM Heritage we have added a number of documents under Appendix which cover the proposed vision and content of the former factory and Civic buildings in more detail:

- The Shredded Wheat factory / Frameless Art Hub vision
- The Civic Building / Living Well Centre (LWC)

The following pages seek to describe the interventions to the Listed Buildings by assessing their current condition, describing the elements to be removed and proposed departures from the current Listed Building Consent.



Proposed Design

Layout & Amount

Total gross external area	9788 m²
Number of storeys	2-10

Non-residential uses:

Floor	Use	GIA (m²)
Ground	Leisure	1149
	Crèche/Nursery	606
	Atrium	785
	Servicing + Refuse	152
	Art & Museum Hub	822
	Energy Centre	249
	Restaurant, Cafe & Bar	386
First	Offices	1864
	Atrium	0
	Art Centre	298
Second	Offices	1065
	Art Studios/Offices	352
	Atrium	0
	Art & Museum Hub	312
Third	Conference/Office	719
	Atrium	0
	Art & Museum Hub	43
Top	Bar/Restaurant	285
Total		9087



Proposed Design

Current Condition

Production at the former Shredded Wheat Factory ceased in 2008 and was consolidated at their plant in Staverton, Wiltshire.

The complex has been unoccupied since Shredded Wheat's move; this was also when most of the internal machinery was removed.

The site today consists of the accumulated three main phases of development, with the majority of the original plot now filled with buildings. Much of the original factory is hidden behind the later, less architecturally interesting buildings, including the 1930's Production Hall and the 1950's range of administrative offices along Bridge Road.

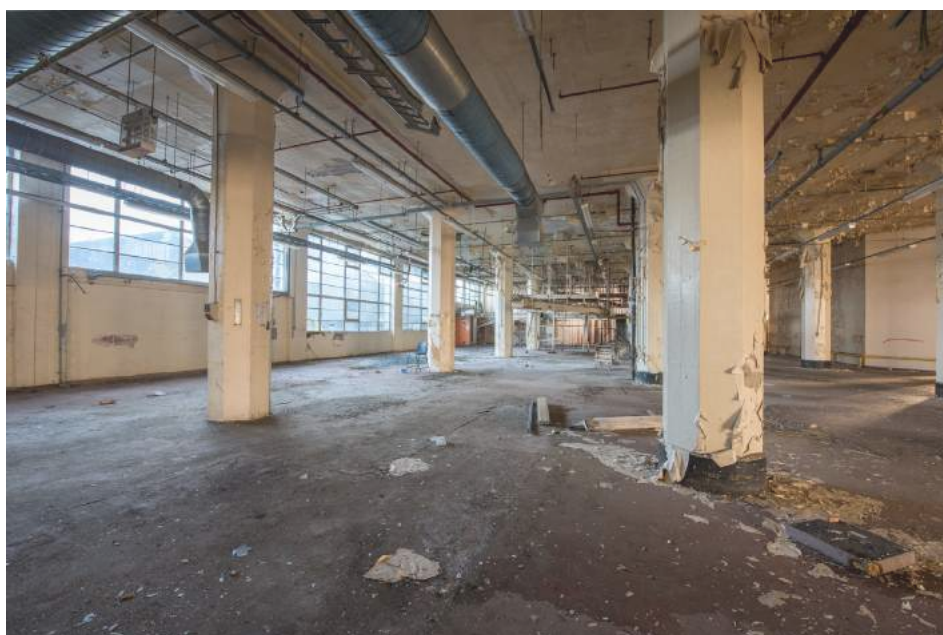
Relatively recent refurbishment to the 1920's Factory buildings led to interior and exterior alterations which have had adverse effects on the appearance.

These alterations include:

- The introduction of Seaporcel green panels to the Production Hall covering the spandrel area;
- Replacement of the original Crittall windows with PVC or metal with irregular mullions;
- Standardisation of all upper floor window heights; adding of external stairs to the western façade;
- Removal of windows on the façade which were filled with bricks.

There have also been a number of extensions and additions to the entire complex which, although minor, have compromised the distinct form of the original 1920's factory.

The Production Hall



Proposed Design

The Grain House, Silos & Boiler House



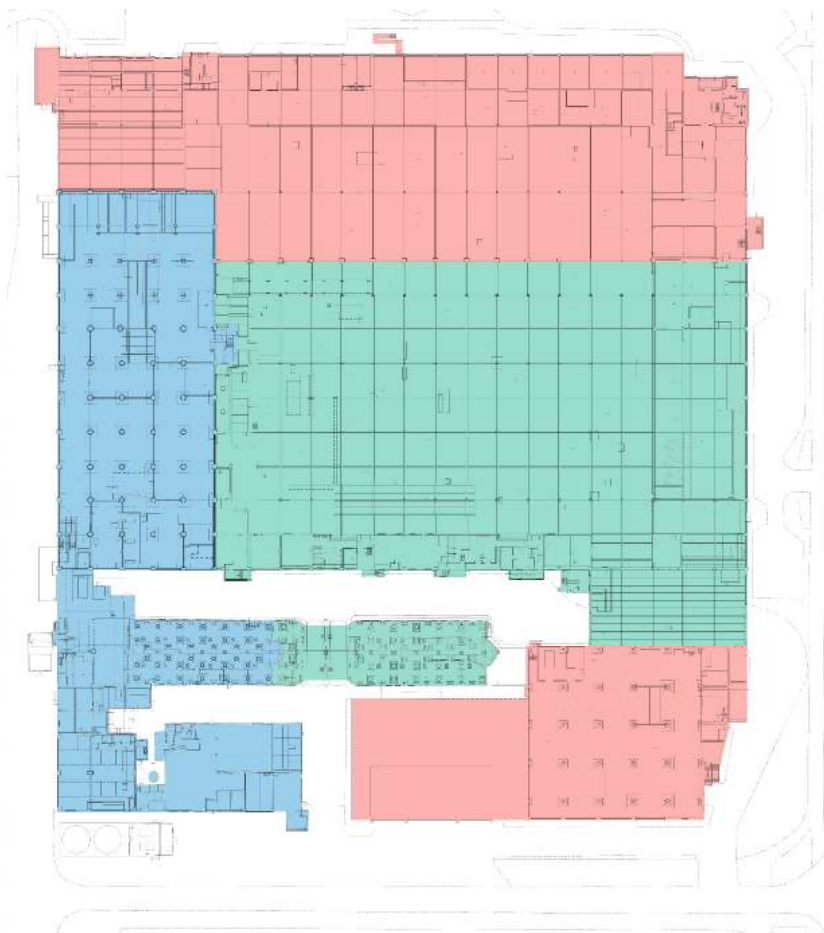
Proposed Design

Proposed Demolition

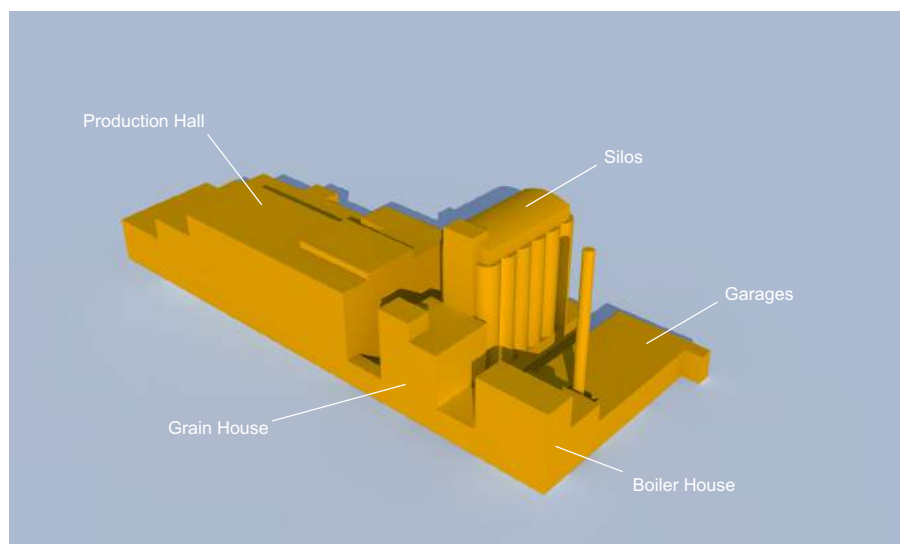
The proposed demolition plans focus on the buildings which we believe have compromised the original vision of Louis de Soissons' 1920's factory complex. The expansion of the factory with cheaper structures has, over time, diluted the principles behind the process driven industrial design.

With this demolition, we believe the retention of the Production Hall (1925), Grain House (1925), eighteen silos (1928), and Boiler House will restore the character of Welwyn Garden City's principal landmark. Consequently, the following buildings are proposed to be demolished:

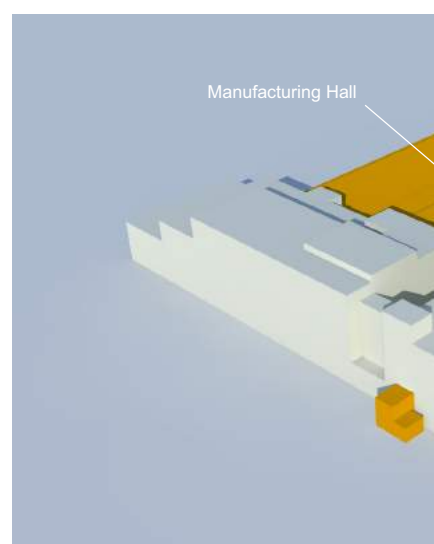
- Connection between the 1920's Production Hall and Grain House
- Twenty-seven silos (1939)
- Factory Building (1939)
- Production and Administration Block (1950s)
- Warehouse (1957 – 1959)
- Dispatch office / Garage (1920s)



Phase development

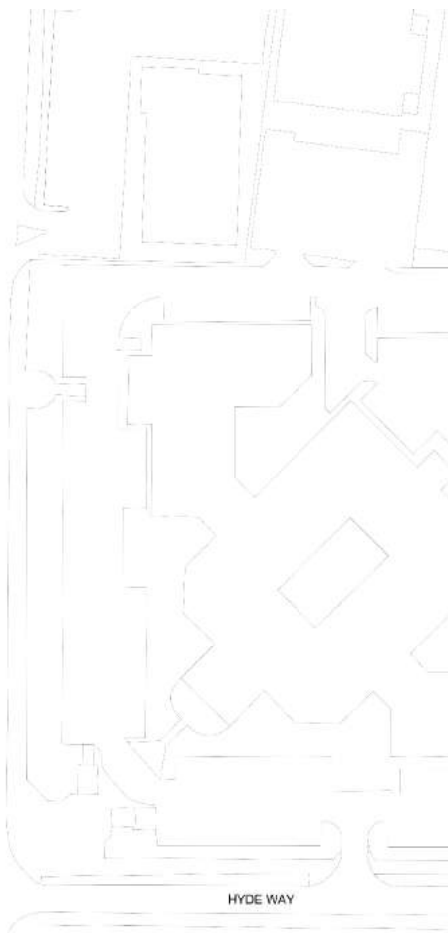


Phase 1 - 1924 - 1926



Phase 2 - 1937 - 1939

Proposed Design

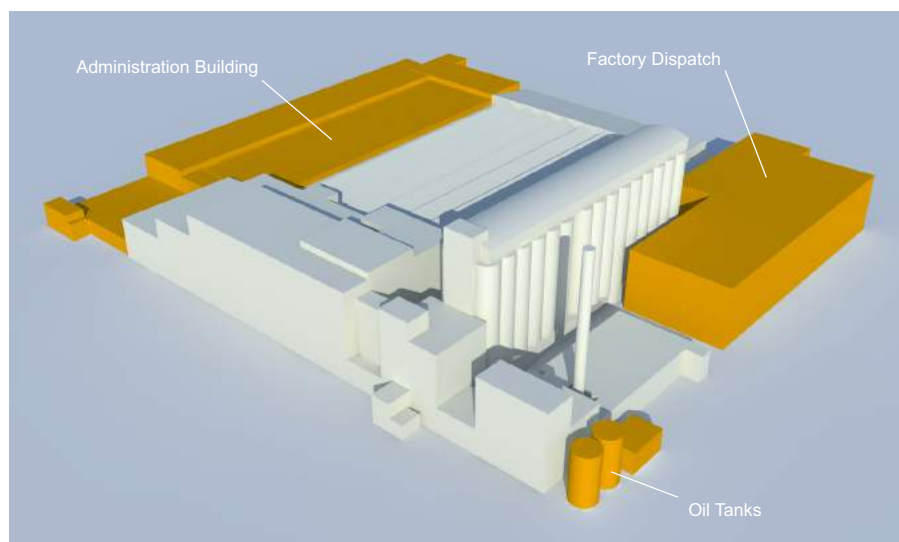
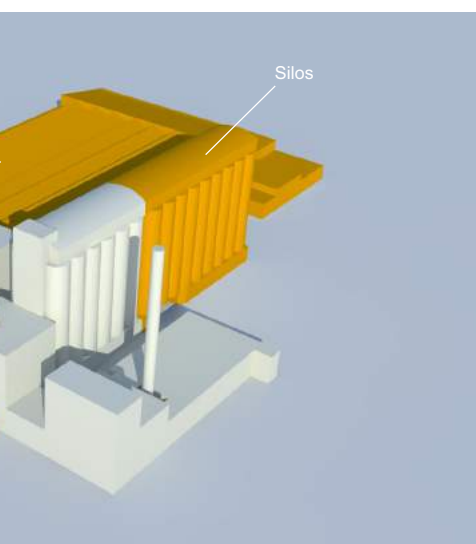


The development of the former Shredded Wheat factory can be traced through three principal phases.

Phase 1 (1926 - 1928) – The completion of the original factory complex for Shredded Wheat which included the production hall, boiler house, eighteen silos, wheat elevator and garage.

Phase 2 (1937 & 1939) – A new single storey was fixed to the east of the factory and also on the roof of the multi-storey original production hall. The number of silos also increased from 18 to 45. The additional 27 storage bins were designed by Louis Wirsching Jnr (the Nabisco company architect) which increased capacity to 8,500 tons. The additional silos were a separate, independent structure to the original 18 silos, but appeared visually to be fully integrated.

Phase 3 (1950's) – From 1941 to 1947 the Government introduced a zoning scheme which excluded Shredded Wheat from selling in certain areas; limiting production. Once this zoning came to an end, the company steadily increased its market share. A large extension on Broadwater Road increased production facilities, but reduced the recreation grounds. In 1957 & 1959 two further extensions were added, improving production and providing increased administrative facilities.



Phase 3 - 1957 - 1959





Proposed Design

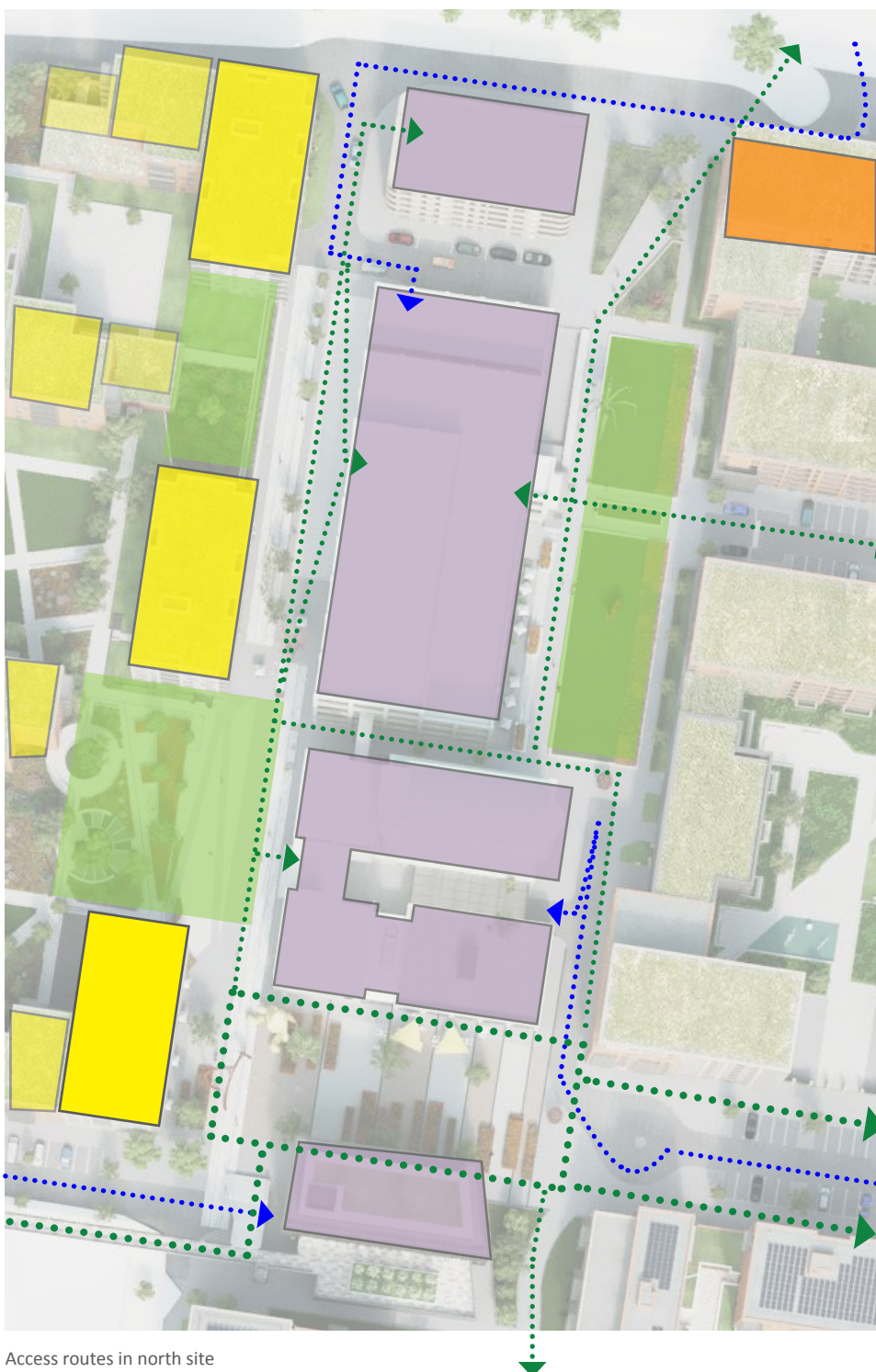
Access

Around the Production Hall the scheme has endeavoured to maintain the historic levels and thresholds into the building. In our redevelopment of the Production Hall there will be two main entrance points for the building on the east and west elevations respectively with a third service access on the northern elevation.

A generous external ramp and staircase, not unlike the ramp into the Tate Modern Turbine Hall, will provide the second main entrance into the a new central atrium on the west elevation.

Within these entrances our scheme provides universal access through ramps and lifts. On the east and west entrances accessible lifts and Part M compliant stairs will provide access for the public to the reception level for the office. Internally within the Production Hall our scheme provides accessible vertical access to all floors through the building. The Crèche on the lower ground floor also provides a level threshold access to the playground space. Within the workspace areas the feature stairs will be designed to meet Part M requirements in tandem with the lifts allowing tenants to access all four levels.

The refuse strategy for the building meets the requirements of BS5906: 2005 for bin storage of recyclable and non-recyclable waste. This provision should provide a management company, or local authority charged with waste collection the means to recycle waste effectively.



Access routes in north site

Proposed Design

KEY:

Listed Buildings and Civic Building:



Blocks 2 and 3



Amenity spaces



Natural buffer



Pedestrian access



Service access



Photo of the original east Entrance into the Production hall which is to be reinstated



Access routes in north site

Proposed Design

6.6. Blocks 4 and 5: The Production Hall

Use

The primary 3 storey factory building known as the Production Hall is to be converted for a multitude of commercial, community and leisure uses by introducing a central atrium which facilitates flexible division of the building into several uses both laterally as well as vertically.

The main entrances are lobbied off so as to make the full height atrium space a more usable and tranquil space.

There are two primary uses at ground floor of the Production Hall: the first is a Leisure Centre which will include a swimming pool, gym floor, studios and treatment rooms; the second is a Crèche/Day Nursery.

The Servicing and Back of House area aims to service the entire building for waste and basic plant requirements.



West Elevation of Production hall proposed as secondary entrance into the building.



View from the elevated Bridge Road down the pedestrian street west of Production Hall



Precedent of a new entrance into a Listed Industrial converted art centre namely the Tate Modern