

# LANDSCAPE DESIGN STATEMENT



**Former Shredded Wheat Factory**

**Bridge Road / Broadwater Road, Welwyn Garden City**

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# 01 INTRODUCTION & BACKGROUND

“... by so laying out a Garden City that, as it grows, the free gifts of nature, fresh air, sunlight, breathing room and playing room- shall be still retained in all needed abundance”

Garden Cities of To-morrow, Ebenezer Howard, 1902 edition.

This document has been prepared to support the planning application submitted as a joint application by Plutus Estates (WGC) Ltd & Metropolitan Housing Trust for the site at Broadwater Road, Welwyn Garden City, Hertfordshire. The landscape design statement sets out the rationale, design principles, concept and landscape proposals for the public realm, open space, private and semi private amenity spaces within the proposed mixed use masterplan for the former Shredded Wheat Factory site.

The landscape design has been influenced by the Supplementary Planning Document (SPD) for the site, produced by Welwyn Hatfield Borough Council and the previous masterplan for the site, which was granted consent in September 2017. A landscape design statement produced by BMD to accompany the previous application established a series of overarching landscape design objectives, which have evolved to reinforce the industrial heritage

and guide the landscape and public realm design. These design objectives have underpinned a new landscape approach and have helped shape the detailed design across this re-imagined masterplan.

This landscape design statement seeks to capture the design process to present a coherent and detailed set of proposals for the open space and public realm, determining the use, function, form and character of the key landscape components and identifying the proposed palette of hard and soft landscape materials within the public realm.

## AERIAL PHOTOGRAPH

The Welwyn site today showing the relationship to the town centre in the west and Peartree in the east, the extent of existing landscaping and site infrastructure





1.1 Purpose of the Document

This document has been prepared by Bradley Murphy Design on behalf of Plutus Estates (WGC) Ltd & Metropolitan Housing Trust. BMD was appointed to develop the design of the landscape and public realm, as part of an iterative process, alongside Collado Collins Architects, creating a new mixed use development located in Welwyn Garden City. This document has been prepared to explain the principles behind the Landscape Masterplan and how the landscape design has evolved from the previous consented scheme.

This report should be read in conjunction with the Design and Access Statement prepared by Collado Collins Architects and all reports and drawings submitted as part of the planning application.

1.2 Design Team

Plutus Estates (WGC) Ltd & Metropolitan Housing Trust have joined forces to bring forward development on the former Shredded Wheat Factory Site in Welwyn Garden City.

Plutus Estates’ background is in identifying and realising sites for development, while Metropolitan is one of the UK’s leading providers of affordable housing and care and support services. Their joint approach is to create new, vibrant communities in various locations across the UK.

To assist with the delivery of these aims and objectives, a strong design team is critical. The following consultants have contributed to the preparation of the planning application:

- Applicant - Plutus Estates (WGC) Ltd and Metropolitan Housing Trust (Joint Application)
- Architect - Collado Collins Architects
- Landscape Architect, Ecology, TVIA - Bradley Murphy Design
- Town Planning - Icení Projects
- Transport - Entran
- Decontamination - EAME - Earth And Marine Environmental Consultants
- Civic Building Architect - Louis de Soissons Ltd
- Energy and Sustainability - Sol Environmental
- Structural Engineering, Bridge Refurbishment and Planning Scheme - Meinhardt
- Environmental Impact Assessment - Entran
- Health and Safety - Orsa
- Heritage Advisor - KM Heritage
- Public Relations - Marengo Communications
- Planning Lawyers - Howard Kennedy
- Railway Experts - Masons

1.3 Project Overview

WELWYN GARDEN CITY

The site is located within Welwyn Garden City, a town within the Borough of Welwyn and Hatfield in Hertfordshire. Welwyn Garden City was founded by Sir Ebenezer Howard in the 1920’s and is unique in being both a garden city and a new town. It exemplifies the physical, social and cultural planning ideals of the periods in which it was built.

The site’s location encompasses the former Shredded Wheat Factory designed by Louis de Soissons; this building was ground breaking and represented the best of early 20th century modern architecture.

The starting point for the landscape design was to understand how the principles underpinning the garden city movement could be applied here as an integral part of the masterplan concept as well as responding to the historic context of the site and listed built form still occupying the site.

Analysis of the concepts, models and garden city principles have been key in influencing the design approach for a new 21st Century interpretation of a garden city.

GARDEN CITY MOVEMENT

Sir Ebenezer Howard was a founder of the garden city movement, known for his publication *Garden Cities of Tomorrow (1898)*, the description of a utopian city in which people live harmoniously together with nature. The publication resulted in the realisation of several Garden Cities in Great Britain at the beginning of the 20th century.

Howard thought people should live in places that combine the best aspects of both town and country. Howard believed that such Garden Cities were the perfect blend of city and nature and that a new civilisation could be found by marrying the town and the country.

The garden city model would make efficient use of land but would also be of a scale whereby all land uses would be within walking distances, thus delivering the ‘sustainable’ development that we are still seeking to deliver in the 21st century.

GENERAL TOWN PLAN OF WELWYN GARDEN CITY

Louis de Soissons’ 1921 plan of Welwyn Garden City. The site was located in a zone allocated for industry to the south east of the railway station and town centre.





GARDEN CITY PRINCIPLES

At the heart of the Garden City ideals is the development of holistically planned new settlements which enhance the natural environment and provide high-quality affordable housing and locally accessible jobs in beautiful, healthy and sociable communities. Garden cities were founded on a series of principles developed by Ebenezer Howard which remain relevant today. These Garden City Principles are designed as an indivisible and interlocking framework for the delivery of high quality places.

Land value capture for the benefit of the community

A fair distribution to the community of the profits that result from new development, founded on land value capture and the control of core utilities.

Strong vision, leadership and community engagement

If Garden Cities are to be successful, they need strong political support and leadership, with a clear vision and firm commitment.

The long-term stewardship of assets

A suitable body will need to be established to manage the assets of the Garden City in the long term. This management body can take a variety of forms, and the most suitable approach should emerge through the design and delivery process.

Mixed-tenure homes and housing types that are genuinely affordable for everyone

The majority of homes in a new Garden City must be ‘affordable’ for ordinary people.

A strategic approach

Ebenezer Howard saw the development of Garden Cities as part of a wider strategic approach to meeting the nation’s housing needs. This was based on networks of new settlements well connected by public transport.

A robust range of employment opportunities, with a variety of jobs within easy commuting distance of homes

Provide a full range of employment opportunities, with the aim of no less than one job per new household. While the changing nature of work means that the achievement of perfect employment self-sufficiency is impossible, the aim should be to reduce the need to travel to work.

Source: Town and Country Planning Association

Development which enhances the natural environment

This net gain to biodiversity is secured through master plans which link generous private and community gardens with wider public green and blue space and ultimately with strategic networks of green infrastructure and habitat creation.

Strong local cultural, recreational and shopping facilities in walkable neighbourhoods

This means, for example, shaping design with the needs of children’s play, teenage interests and the aspirations of elderly in mind. Creating shared spaces for social interaction and space for both formal and informal artistic activities, as well as sport and leisure activities.

Integrated and accessible transport systems

Walking, cycling and public transport should be the most attractive and prioritised forms of transport in the garden city. This means ensuring a comprehensive and safe network of footpaths and cycleways throughout the development, and public transport nodes within a short walking distance of all homes.

Beautifully and imaginatively designed homes with gardens, combining the very best of town and country living to create healthy homes in vibrant communities

Aspiring to the very best domestic and commercial architecture with sensitivity to local vernacular design and materials. A strong emphasis should be placed on homes with gardens and space for both allotments, community gardens and orchards to provide for healthy local food.

1.4 Design Objectives

The design objectives for the landscape strategy are underpinned by the Garden City Principles and the Local Authority’s vision for the Broadwater Road site, which have both shaped and influenced the masterplanning process.

The brief for the public realm and landscape strategy has evolved as part of the masterplanning process and centres around a modern interpretation of the Garden City Principles. Specific objectives for the design of the public realm include the aspiration:

1 ...To establish a strong sense of place



Responding to the industrial heritage context and setting of the listed built form to capture creatively and culturally the unique history and heritage of Welwyn Garden City that make the place special and unique.

2 ...To create beautiful and imaginative landscape spaces



The public realm and landscape must be user friendly, beautiful, elegant and have a timeless quality that promotes a true sense of place.

3 ...To increase biodiversity and sustainability



The landscape design proposals should provide new strategic networks of green infrastructure and habitat creation which results in a net gain to biodiversity and a landscape sustained through the subtle integration of sustainable urban drainage systems, energy conservation and microclimate enhancement.

4 ...To establish a series of connected and integrated routes



A safe and accessible development, containing clear and legible pedestrian and cycle routes which establishes wider connections between Peartree ward in the east and Welwyn Garden City town centre in the west.

5 ...To create a multifunctional environment and high-quality landscape setting environment



Inclusive flexible spaces with an appropriate mix of uses and activities from day to night.

6 ...To deliver the social, recreational and cultural facilities and services the community needs



Access to open spaces and opportunities for play and recreation can make an important contribution to the health and well-being of communities, therefore the landscape proposals should provide open space for both children’s play and older youth groups.



## 02 ASSESSMENT OF THE SITE CONTEXT

Identifying the site's unique historical, geographical, cultural and social context provides an understanding as to what gives the place an identity. Emphasising these elements with integrity and honesty is what fosters a 'sense of place'.

This section of the report explores the local context of the site as well as an overview of the site's history, physical characteristics, urban grain, townscape character and planning policy context. To ensure the physical, social and economic integration of the development proposal, the areas immediately adjacent to the site, together with the wider surroundings, have been the subject of our assessment.

The site is approximately 8ha in size and is located adjacent to Broadwater Road in the industrial zone of Welwyn Garden City. The site is bound on all four sides: Bridge Road East B195 lies to the north, Broadwater Road A1000 to the east, Otto Road to the south and the East Coast Mainline railway to the west. The site is strategically located centrally within Welwyn Garden City, on key transport routes and within walking distance of the town centre and railway station.

### GROUND FIGURE MODEL

The plan opposite illustrates the urban grain and public open space within and surrounding the site in the present day





## 2.1 Historical Context

Welwyn Garden City was Ebenezer Howard's second Garden City after Letchworth, where he appointed the architect Louis de Soissons to interpret the garden city concept into a masterplan for the town. One of the elements (zones) of the garden city was a factory belt to attract non polluting industries where the quality of the conditions for the workforce would be a key consideration. After 10 years of existence Welwyn had a population of 10,000, with well-established residential, industrial and commercial zones.

The site at Broadwater Road was from the outset recognised as the best site for industry due to the fact that the site was level.

One of the first manufacturing industries to locate to the town was Shredded Wheat which opened in May 1924 on the Broadwater Road site. The American company considered the garden city image would be ideal for the production of their 'health' food and the new modern factory provided excellent amenities and working conditions, including a recreation ground.

The Shredded Wheat Factory finally ceased production in January 2008, after 73 years in Welwyn Garden City. It brought to an end one of the most closely identified aspects of the Garden City.



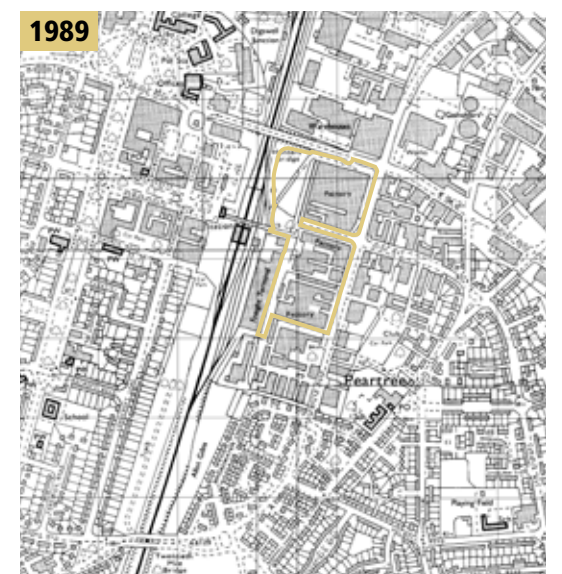
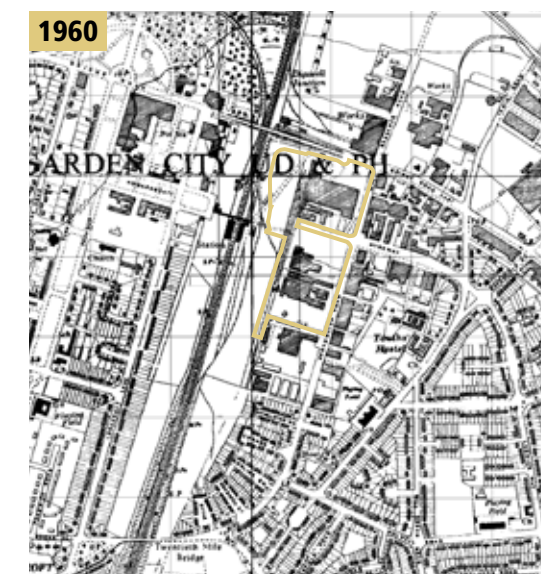
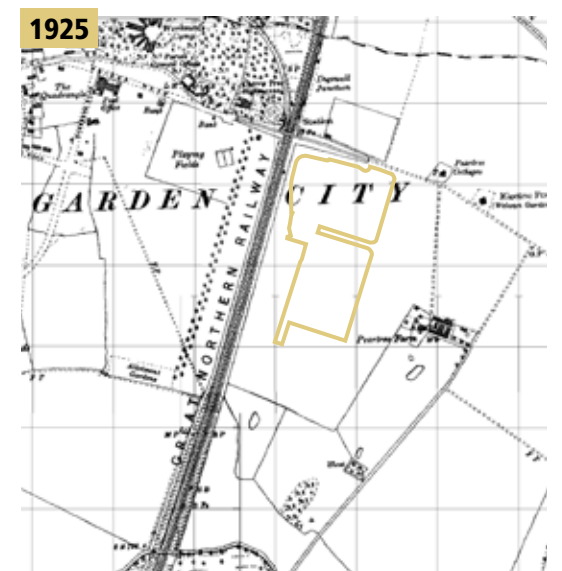
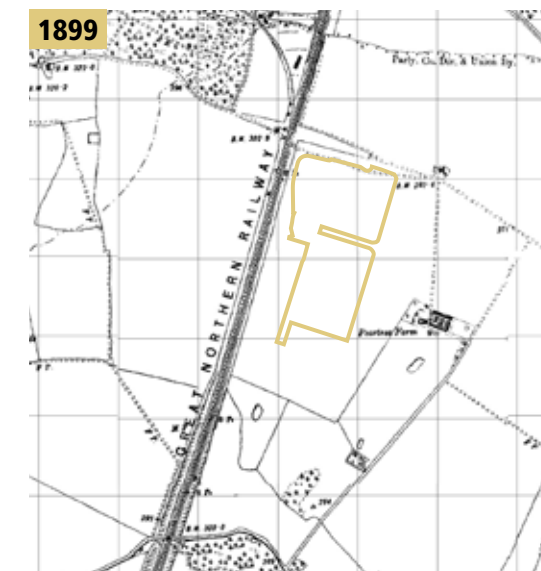
“There are two men in my life,  
To one I am a mother,  
To the other I’m a wife,  
And I give them both the best  
With natural Shredded Wheat”

The popular lyrics from the 1970' Shredded Wheat television advertising campaign

## HISTORIC GROWTH

A map regression dating back to 1899 shows that prior to the development of Welwyn Garden City, the site and surrounding land in and around Welwyn Garden City was open farmland (1899). The site was situated to the east of the Great North Railway line and to the west of Pear Tree Farm.

By 1925 the map shows the early development of Welwyn Garden City primarily focused in the centre of town (Bridge Road and the Parkway).



### MAP REGRESSION

Through historic mapping it is possible to build an understanding of the growth of Welwyn Garden City and the relationship between built form and public open space.



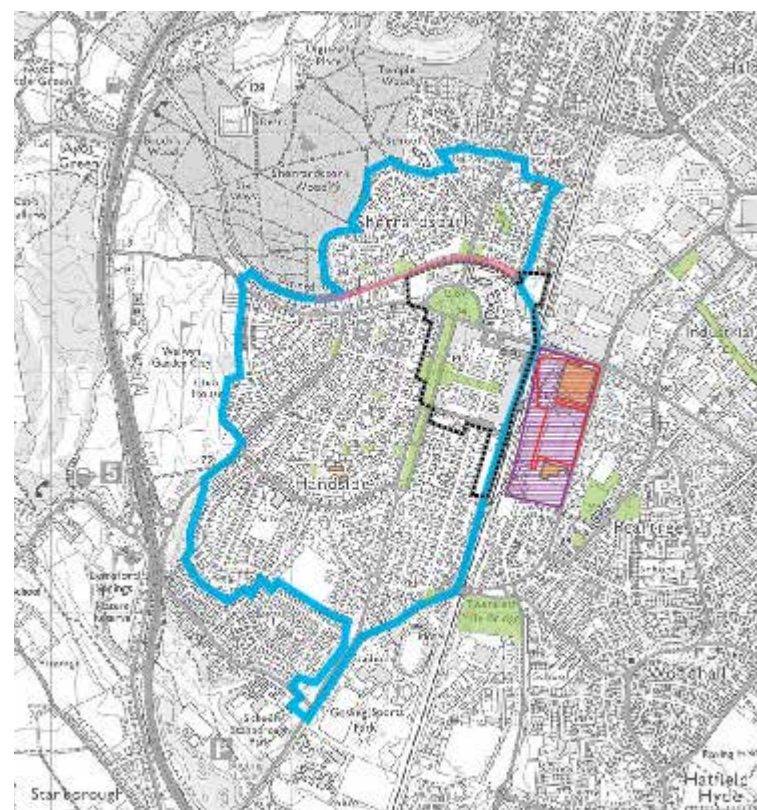
## 2.2 Policy Context

This landscape design statement is specifically focused on the public realm, open space and private amenity space within the proposed mixed use masterplan for land off Broadwater Road, Welwyn Garden City. This section of the document outlines planning policy and guidance relevant to the site and relating to landscape, play and public open space. For a comprehensive review of the planning policy context please refer to the Planning Report, produced by Iceni which supports the planning application. For landscape and townscape planning policy please refer to the Townscape and Visual Impact Assessment (BMD.219.RP.TVIA.001).

Creation of a mixed-use quarter comprising the erection of up to 1,340 residential dwellings including 414 (31%) affordable dwellings (Use Class C3); 114 extra care homes (Use Class C2); the erection of a civic building comprising 494 sq.m of health (Use Class D1), 494 sq.m of community use (Use Class D1), 1,232 sq.m of office (Use Class B1) and 646 sq.m of retail (Class A1/A2/A3/A4/A5); alterations, additions and change of use of Grade II Listed Building and retained Silos to provide 5,096 sq.m of flexible business floorspace (Use Class B1), 265 sq.m Combined Heat and Power (Sui Generis), 2,494 sq.m International Art Centre (Use Class D1), 1,226 sq.m Gymnasium (Use Class D2), 1,576 sq.m of restaurant/coffee shop/bar (Use Class A1/A3/A4/A5), Creche/Day Nursery of 644 sq.m as well as a Network Rail TOC Building of 364 sq.m; plus associated car parking, access, landscaping, public art and other supporting infrastructure.

The development of the landscape masterplan has been guided by the following planning policy and guidance documents:-

- Welwyn and Hatfield, District Plan, 2005
- Broadwater Road West, Supplementary Planning Document, Welwyn Hatfield Borough Council, 2008
- Welwyn and Hatfield Emerging Core Strategy, 2012
- Welwyn Hatfield Borough Green Infrastructure Plan, March 2011
- Welwyn Hatfield Borough Assessment of Open Spaces, June 2009



- Site Boundary
- ..... Town Centre Boundary
- Conservation Areas (Policy - R22, R23 & R24)
- Urban Open Land (Policy - OS1)
- Wildlife Site (Policy - R12)
- Listed Buildings (Policy - R25)
- Mixed Use Development Site at Broadwater Road West (Policy - EMP3)

### LOCAL PLANNING POLICY MAP

Plan illustrating the local plan policy and designations within and surrounding the site

## POLICY FRAMEWORK

The site has been identified in the District Plan under Policy EMP3 - Mixed use development at Broadwater Road West. The site is identified as an opportunity area of planned regeneration for a mixed use development. A Supplementary Planning Document (SPD) outlines the Council's vision for the future of Broadwater Road and sets out a development framework and design guidance to steer the redevelopment of the site.



### LANDSCAPE AND PUBLIC REALM

Plan from the SPD illustrating the Local Authorities landscape framework and strategy for the site

### Open Space -

The Local Planning Authority set out in the SPD how a well landscaped open space and planting, intrinsic to the character of Welwyn Garden City, should be a key feature of the development.

The open space provision should be in accordance with the requirements set out in Policy OS3 - Play Space and Informal Open Space Provision in New Residential Development.

The policy states "Substantial new residential development (of 0.4 hectares or above) will be expected to make a contribution to the provision of children's play space and informal open space, where the increased demands generated by the new households cannot be met by current levels of provision."

Open space and play provision is considered in further detail in section 6.5 Play of this document.

### Public Realm -

Further design guidance is provided with regard to the quality of the public realm in the SPD where it states "The spaces between the buildings on site should be considered as integral and equally important to the overall design concept in line with Policy D8 of the District Plan".

The SPD outlines the key features the landscape design of Broadwater Road should include:-

- Tree lined avenues
- High quality public green space
- Multi-functional community parks
- Attractive play spaces for young people of different ages
- Consistent approach to hard landscaping
- Active frontages
- Well lit public space: and
- Use of materials to define public and private space.



## 2.3 Land Use

The current land use pattern for Welwyn Garden City still reflects Louis de Soissons' original 1921 masterplan; a town defined clearly by land use zones set nearly a Century ago. The town's shopping core remains in the same location, albeit much larger in size with many additions, not least the Howard Centre built in the 1980's. The industrial work zone remains in its original location although this has expanded considerably in size and is now more reliant on the road infrastructure than the railway. The Shire Park Business Area to the north east of the town has introduced office and business land use due to the decline in industrial activities.



### DEFINED LAND USES

The residential areas around the Town Centre date back to the original Welwyn Garden City masterplan

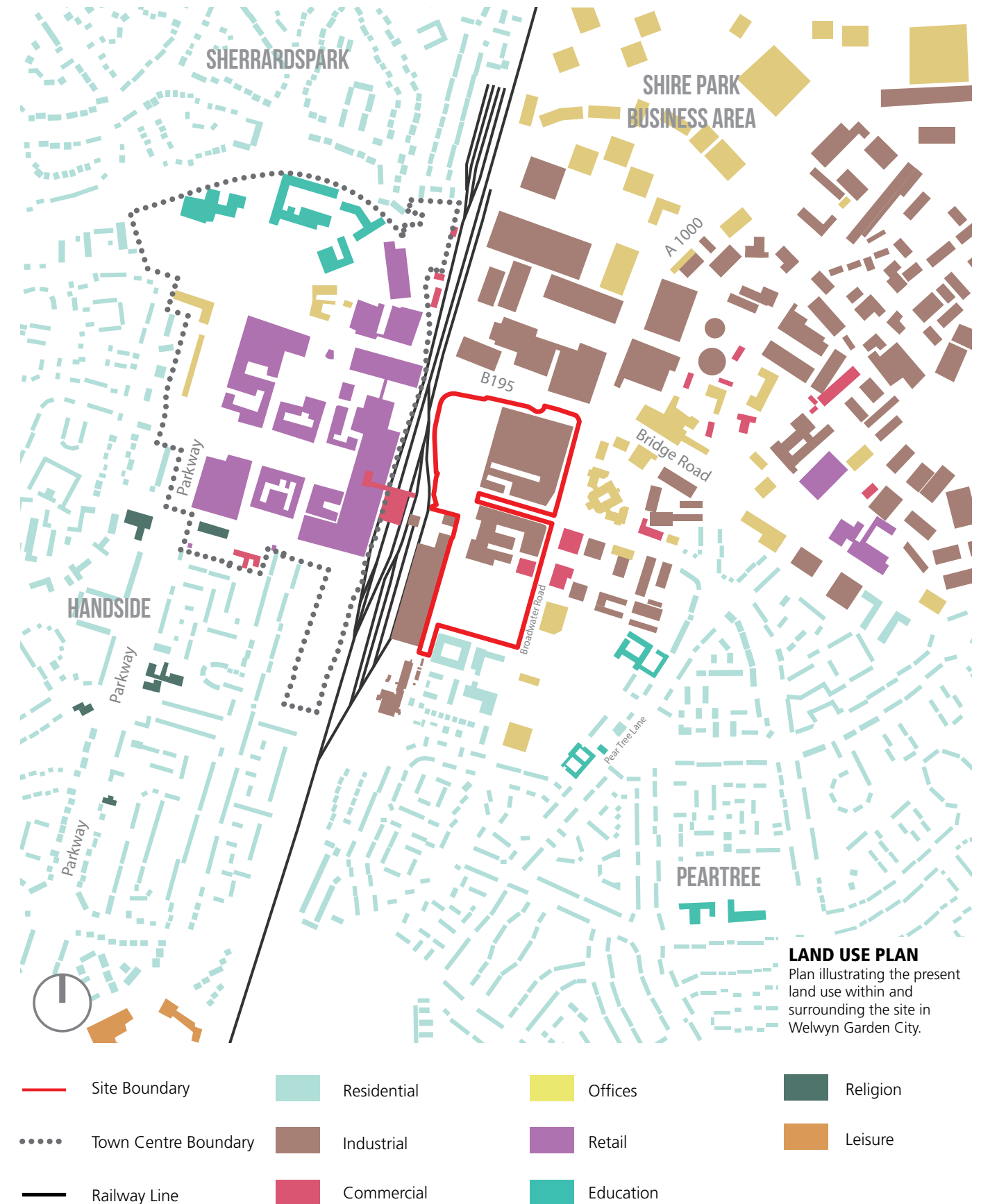


Land use within and surrounding the Broadwater Road site is predominately industrial, although much of the land to the east of Broadwater Road is now to be redeveloped. The listed buildings associated with the Shredded Wheat Factory occupy the majority of land to the north of Hyde Way, whilst land to the south of Hyde Way has been partially cleared of built form, although a proportion of derelict built form remains. The site has a strong industrial character which contrasts with the residential edge to the south.

As a result of the industrial uses on and surrounding the site the residential part of Peartree ward has become increasingly distanced, both physically and psychologically from the town's core, located on the opposite side of the railway lines. Due to the decline in industry in this part of Welwyn Garden City and the increase in demand for housing, the site is in a prime central location to support a sustainable mixed use development, bridging the east and west sides of the town.

### DERELICT INDUSTRY

The industrial use around Broadwater Road is in decline and buildings although prominent have become derelict over the last decade





## 2.4 Open Space Context

A spatial analysis of the public open space and green space provision within Welwyn Garden City has identified a concentration of public open space located within the town centre along Howardsgate, and Parkway; areas of formal lawns, seating, boulevards of trees and framed views are key features of these spaces alongside the more informal open space at the Campus. Within the industrial and business park areas to the east of the town the amount of public open space is restricted to landscaped verges and some street tree planting. Within Peartree and Handside wards, residential development is centred around small pockets of public open space and wide tree lined verges.

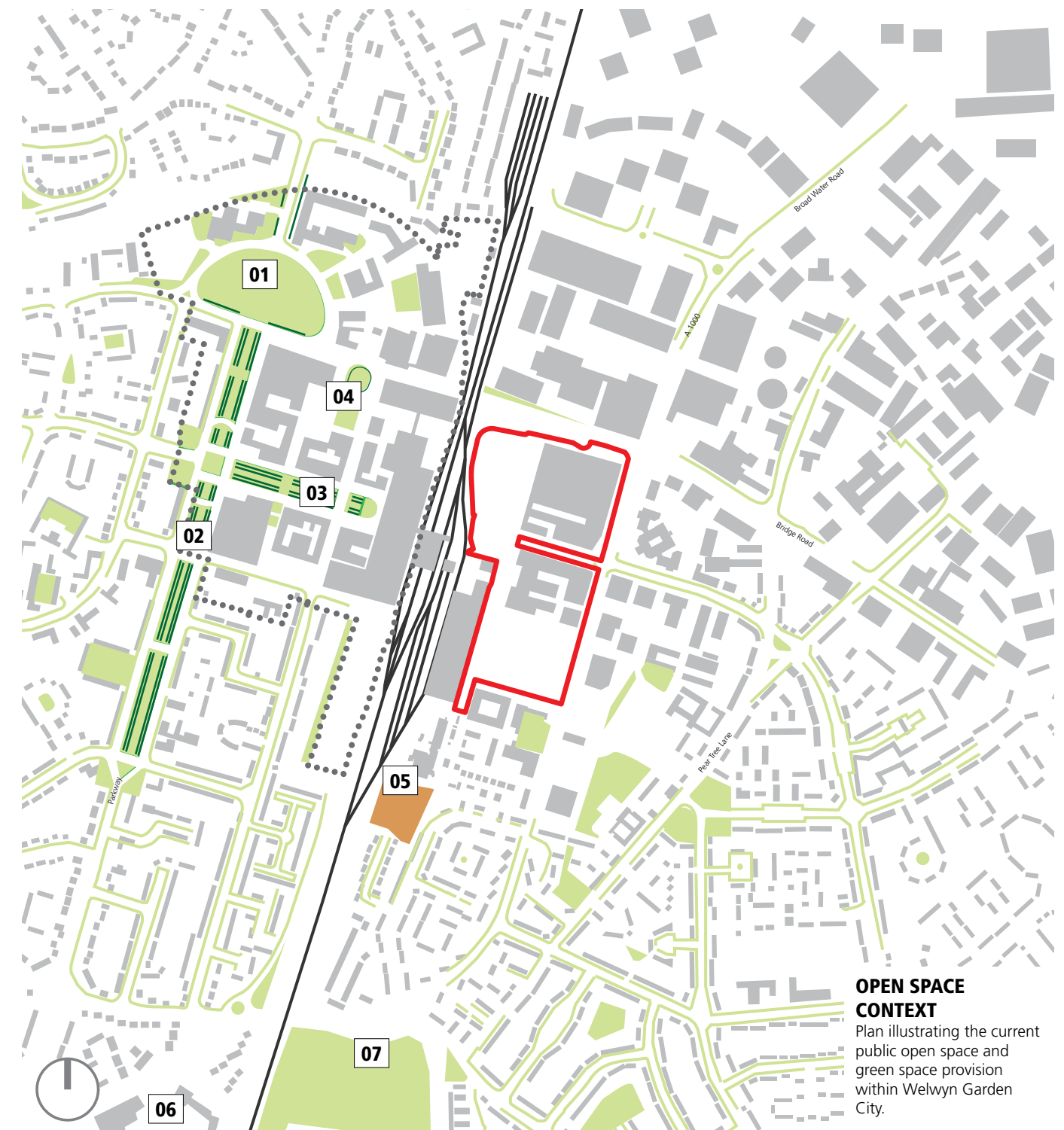
Whilst there is a high proportion of public open green space within Welwyn Garden City, desk top analysis and study visits have indicated a lack of play provision for young children across the town and an underuse of areas such as Parkway by the public, who seem to prefer the more intimate and towncentric Howardsgate or the more flexible open space of Campus.

The focus of existing public open space around the town centre adjacent to the site provides the opportunity to link the east and west of Welwyn Garden City through the use of quality green spaces. As stated in the SPD “the provision of well landscaped open space and planting is intrinsic to the character of Welwyn Garden City and should be a key feature of this development”.



### EXISTING PUBLIC OPEN SPACE IN WELWYN

The central area of Welwyn Garden City is defined by large tracts of formal lawns, boulevards of trees, water features and ornamental planting along Parkway, Howardsgate and the Campus.



### OPEN SPACE CONTEXT

Plan illustrating the current public open space and green space provision within Welwyn Garden City.

- |  |                      |  |                   |
|--|----------------------|--|-------------------|
|  | Site Boundary        |  | Built form        |
|  | Town Centre Boundary |  | Public open space |
|  | Railway Line         |  | Allotments        |
|  | Tree boulevards      |  |                   |

- 01. The Campus
- 02. Parkway
- 03. Howardsgate
- 04. Wigsmores North
- 05. Allotments
- 06. Gosling Sports Park
- 07. Chequers Parkland



## 2.5 Townscape Character

The Townscape and Visual Impact Assessment (TVIA), which accompanies the planning application, divides the townscape surrounding the site into fourteen different character areas which display subtly different characteristics - influenced by historical development, predominant land uses and architectural character. The site falls within an area defined as 'Broadwater Road industrial area', which is characterised by large scale industrial buildings, many derelict, which gives the impression of a post industrial townscape. Below is a brief summary of the townscape character area of the site and key areas in the immediate vicinity.

### Broadwater Road Industrial Area (Includes The Site) (03)

- Post Industrial townscape
- Buildings dating back to early 20th century, as part of original masterplan
- Former Shredded Wheat Factory - production hall and silos
- A number of listed buildings noted for their architecture
- Large scale industrial plots, warehouses and buildings
- Located adjacent to key transport routes - Railway, Broadwater Road (A1000) and Bridge Road (B195)



### Peartree Modern Business & Industrial Park (04)

- A mixture of offices, industrial and commercial use
- Small remnants of Welwyn Garden City original industrial use, however modern new offices and commercial units are the predominant feature
- Medium to small scale units form a piecemeal urban arrangement
- Forms the transition zone between the site and Peartree residential area
- Located adjacent to key transport routes - Railway, Broadwater Road (A1000) and Bridge Road (B195)



### Peartree Residential Area (05)

- Predominantly residential use with a mix of housing ages, types and styles
- Red brick two storey houses including terraces, detached and bungalows
- Higher density of residential development compared to west side of Welwyn Garden City
- Streetscenes feature front gardens, defined by hedgerows, grass verges and street tree planting.
- Quiet suburbia, low scale residential development featuring green streets.



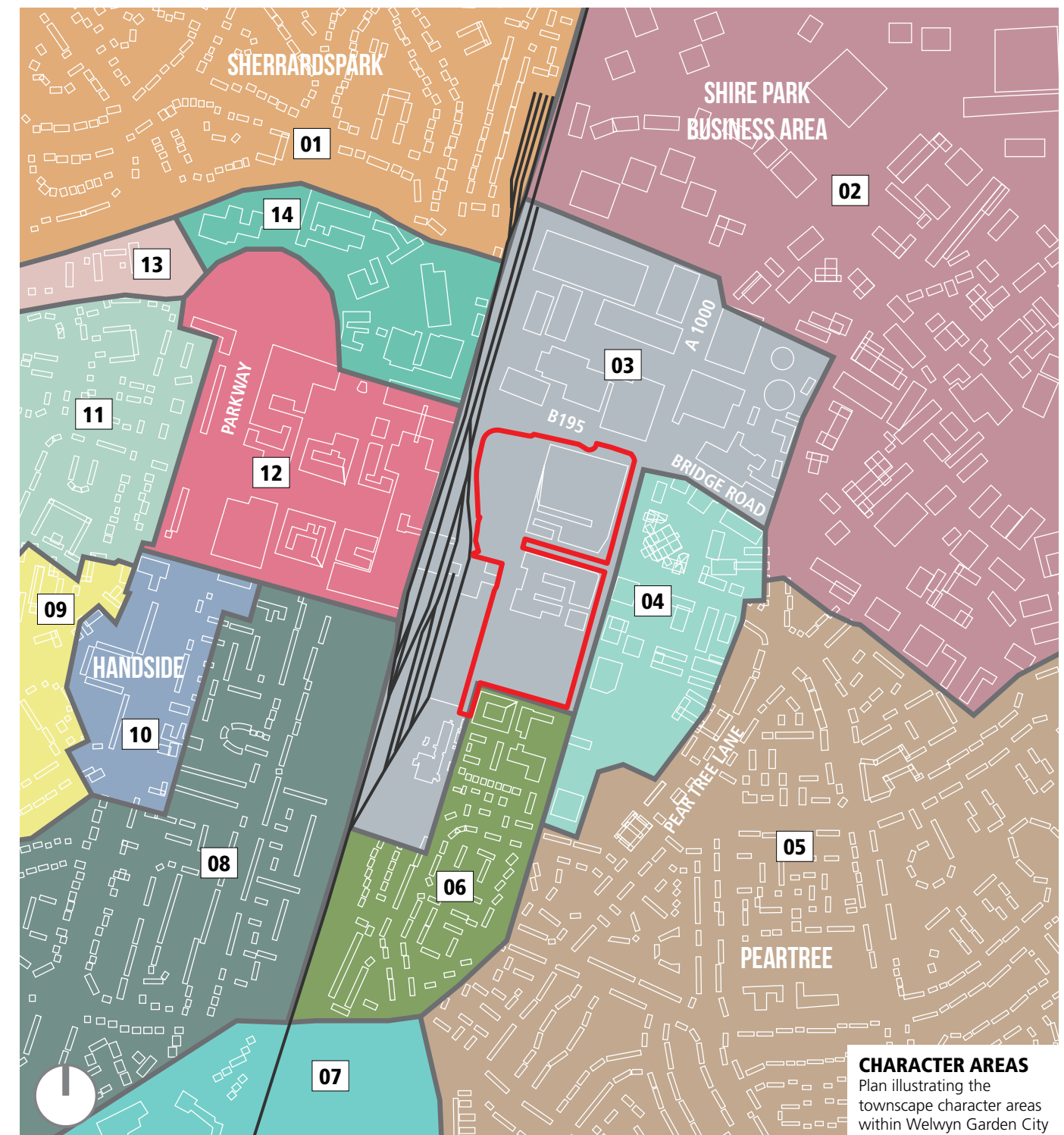
### Broadwater Crescent Residential Area (06)

- Located to the south of the site predominantly residential use featuring an allotment area adjacent to the railway
- Former Roche factory site recently regenerated retaining the listed office building and adding 21st century apartments and terrace houses
- Uniform residential development replaced the original Welwyn Garden City houses in the 1980's featuring high density maisonettes, terraces and flats.
- Less diverse and green compared to Peartree, visually aware of industrial presence in surrounding TCA's.



### Parkway Retail Area (12)

- Central retail and town core of Welwyn Garden City to the west of the site, separated by the railway and connected by the Hyde Way pedestrian bridge
- Early 1920's buildings centred around large tracts of public open space
- Introduction of the modern Howard Shopping Centre in the 1990's
- Long vistas, tree boulevards, formal lawns and public open spaces



**CHARACTER AREAS**  
Plan illustrating the townscape character areas within Welwyn Garden City

— Site Boundary

— Character Areas

— Railway Line

- 01. Sherrards Park
- 02. Shire Park Business Area
- 03. Broadwater Road Industrial Area
- 04. Peartree Modern Business & Industrial Park
- 05. Peartree Residential Area
- 06. Broadwater Crescent Residential Area
- 07. Chequers Parkland

- 08. Longcroft Lane Area
- 09. Barleycroft Road
- 10. Parkway Residential Area
- 11. Handside Lane Area
- 12. Parkway Retail Area
- 13. Brockwood Lane Area
- 14. The Campus



# 03 ANALYSIS & EVALUATION

“The key to the problem how to restore the people to the land — that beautiful land of ours, with its canopy of sky, the air that blows upon it, the sun that warms it, the rain and dew that moisten it — the very embodiment of Divine love for man — is indeed a Master-Key.”

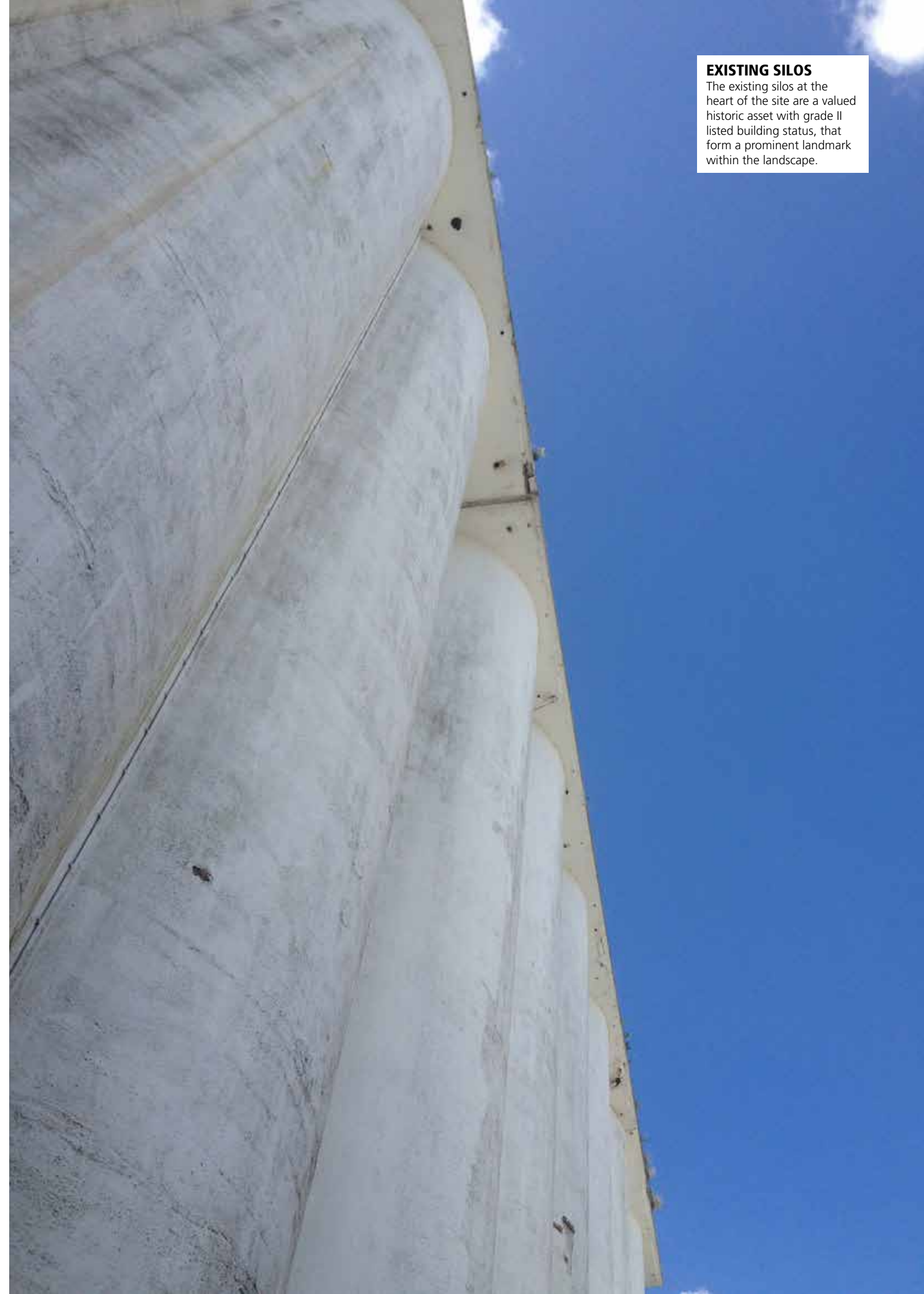
The Garden City Concept by Ebenezer Howard

Analysis of the site and context had been undertaken for the previously consented scheme, which allowed an understanding of its characteristics and assets. This analysis has been revisited to further consider these aspects in the context of the newly proposed development of the site. The site analysis findings can be interpreted as either constraints or opportunities and have helped shape the overall masterplanning process, ensuring that the layout is derived from the site and that any design solutions maximise the site’s potential.

The site is located to the east of Welwyn Garden City town centre on land previously used for Industrial activities. It occupies a central position, to the east of the A1(M) motorway and main railway line bound by Broadwater Road, Bridge Road and Hyde Way. The site is rectangular in plan and the topography is mainly flat. The site comprises former industrial buildings, namely the Shredded Wheat Factory and silos. The former factory and silos are designated as grade II listed buildings.

## EXISTING SILOS

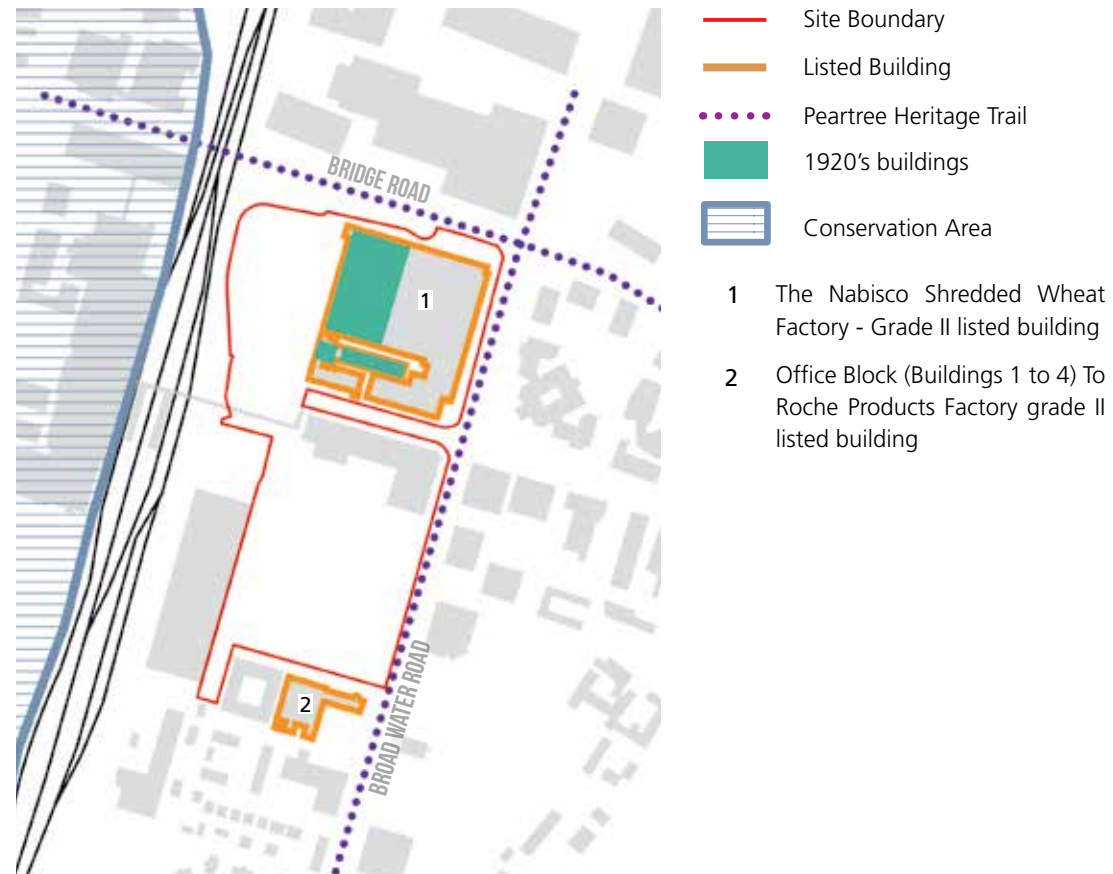
The existing silos at the heart of the site are a valued historic asset with grade II listed building status, that form a prominent landmark within the landscape.



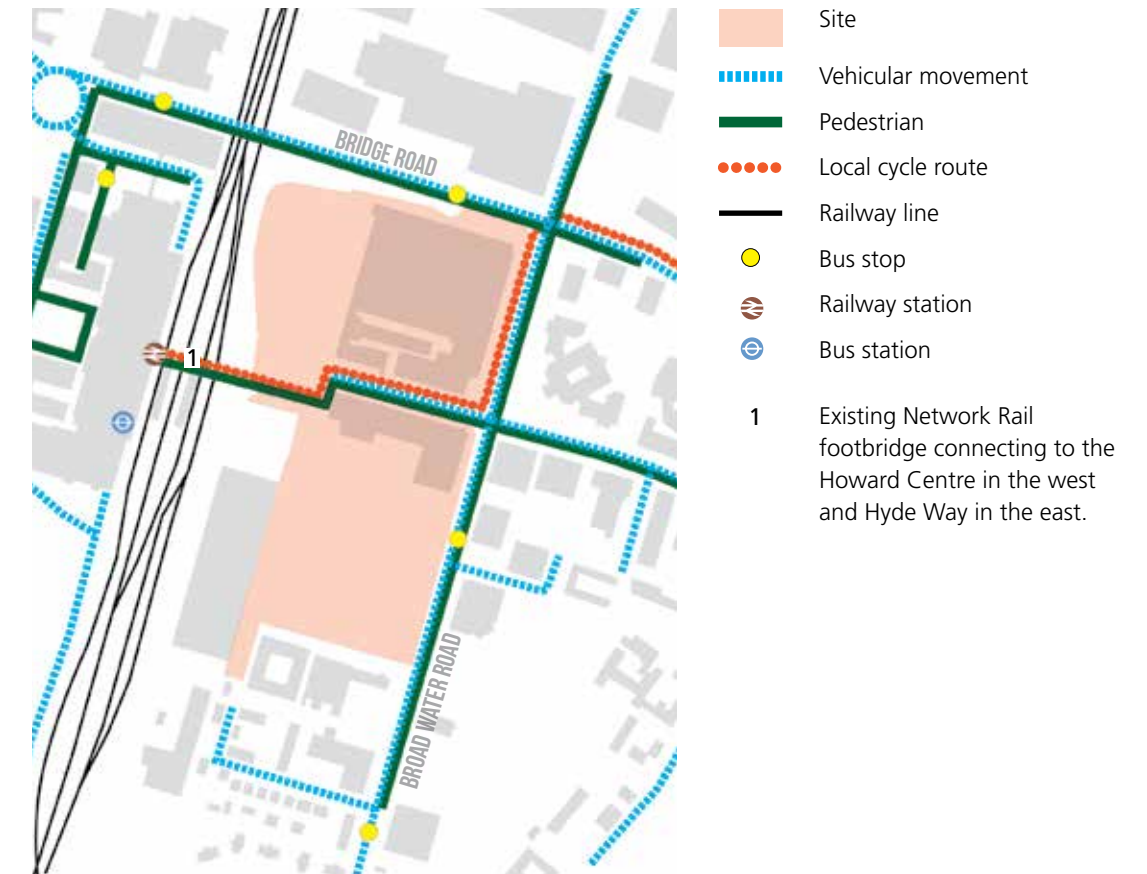


### 3.1 Site Analysis

#### HERITAGE

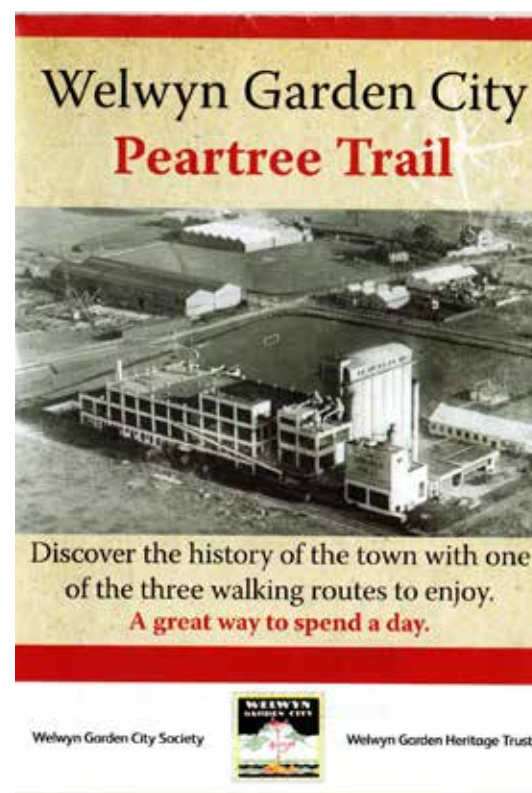


#### ACCESS & MOVEMENT



#### HERITAGE ASSETS

The original part of the Factory complex, designed by Louis de Soissons and built between 1924-1926 remains largely as built – including the main factory, boilerhouse, and first 18 wheat elevators (silos). Architecturally this element of the complex is regarded as being of the highest significance.



The site features the former Shredded Wheat Factory, grade II listed. The Heritage Statement which accompanies this planning application found the 1924 -1926 parts of the listed building to be of highest significance, architecturally, and historically. Much of the original 1920's production hall is hidden behind the later buildings, including the 1930's manufacturing hall and the 1950's administrative offices along Bridge Road. The report concludes that there is an opportunity to better reveal the most significant elements of the listed building complex by the removal of lesser significant parts and the careful adaptation of the original factory buildings. For further information on Heritage refer to the Heritage Report (KM Heritage Aug 2014).

#### CONNECTIONS

The East Coast Mainline railway forms a physical barrier between the east and west of Welwyn. A footbridge provides a connection, linking the town to the site through former industrial land. The development of the site provides the opportunity to improve this route.



The site is located in the Broadwater Road industrial area (TCA 03) on the eastern side of the railway lines. The site represents a gateway to the heart of Welwyn Garden City, particularly for those residents of Peartree ward who cross the existing 'Hyde Way' footbridge to access shops within the Howard Centre or the railway station.

There is a significant opportunity to improve pedestrian and cycle connections between the east and west of the town, providing established, safe, convenient attractive routes through the site.





## LANDSCAPE & OPEN SPACE



- Site boundary
  - Existing trees
  - Existing open space
- 1 Linear group of existing trees on site's western boundary containing various species, offering screening from railway.
  - 2 Existing street tree planting along Broadwater Road featuring Fastigate Oaks



An Arboricultural Implications Assessment (AIA) which assesses the quality of the existing trees on site has been undertaken. The majority of the trees on site are located on the western boundary and are classified as grade B and C, defined as trees of moderate - low quality and value. There are a small number of grade A trees of high quality and value and these are located on Broadwater Road. Trees of high quality and value will be retained and incorporated as part of the development proposals wherever possible. For further information on the existing arboriculture refer to the Arboricultural Implications Assessment (BMD.17.023.RP.AIA.001).



### LANDSCAPE ASSETS

The site features a small proportion of existing trees ranging in size, age and species. The trees provide an existing landscape structure along Broadwater Road (above) and along the site's western boundary which borders the railway line (opposite).

## VIEWS



- Site
- Visual corridors
- Key views
- ★ Visual landmark
- ~ Visual barriers

### VISUAL LINKS

The East Coast Mainline railway forms a physical barrier between the east and west sides of Welwyn. An existing footbridge provides a connection linking these east and west sides of the town, running through the former industrial character of the site along Hyde Way. Development of the site provides an opportunity to significantly improve and enhance the setting of this route.



Visually the site is disconnected from the town centre by the Howard Shopping Centre, although current features on the site have a strong influence on the frontage of Broadwater Road. There are localised views through the site from the existing access route along Hyde Way that links Broadwater Road with the Howard Centre, including elevated views from the Network Rail bridge. The existing buildings on site, particularly the Silos, provide a strong visual landmark. There is an opportunity to open up key vistas, revealing the original parts of the listed factory (in particular the 1920s Silos and Production Hall) in views from the north, south, east and west.

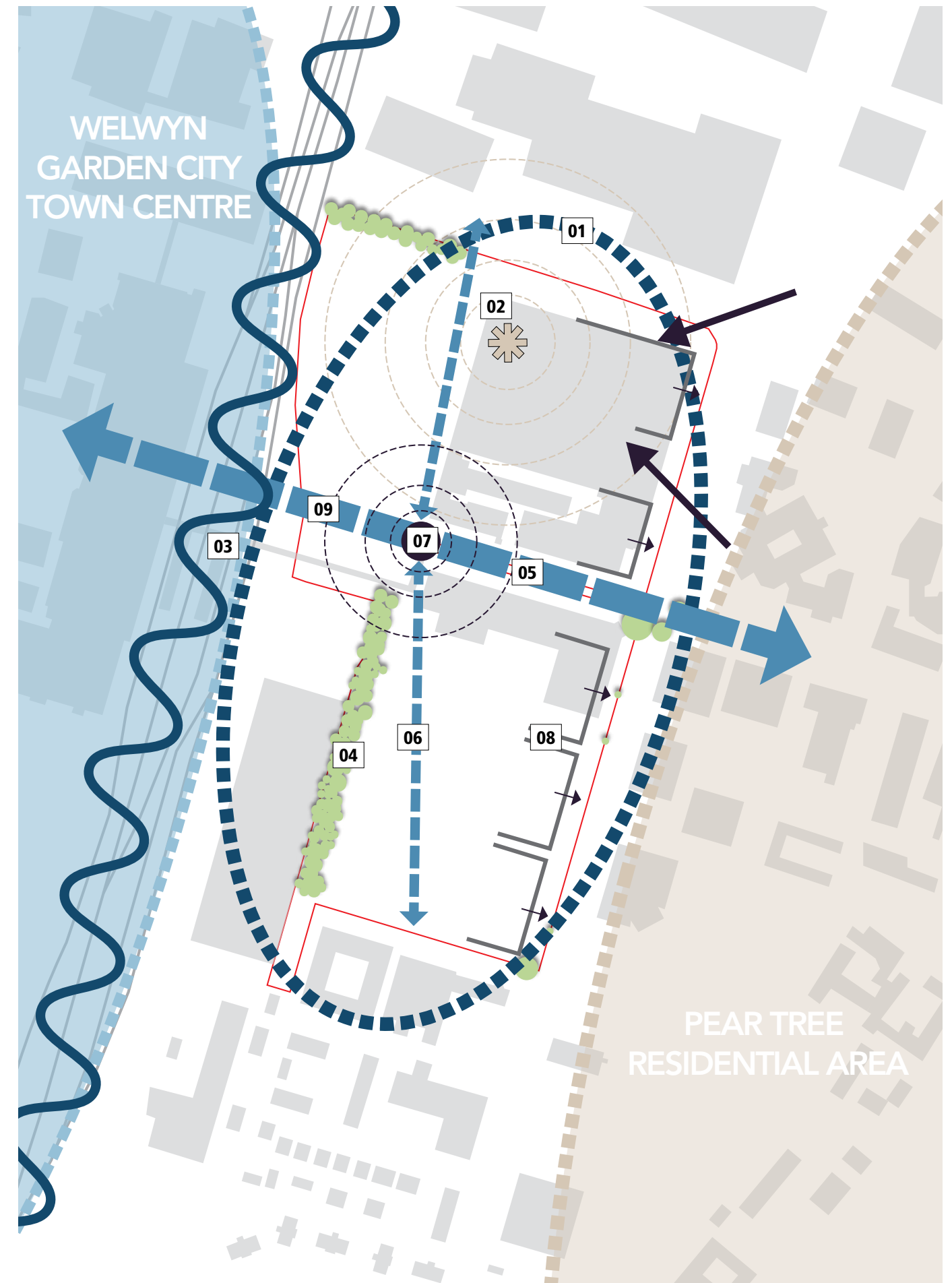
In consultation with Historic England (formerly English Heritage) and Welwyn and Hatfield Borough Council, a number of specific views have been reviewed as part of the design process to inform the height and massing of the built form. These include localised views from within the town centre, platforms of the railway station, along Broadwater Road and Bridge Road, as well as long distance views from Hatfield House. A detailed description of these views and the likely effects of development upon them is provided within the Townscape & Visual Amenity chapter of the Environmental Statement.



### 3.2 Constraints and Opportunities

Conceptual design is based on the coming together of needs; both human and site needs. Each offers unique design opportunities and constraints. Realising opportunities and resolving constraints is the beginning of conceptual design.

01. The site is strategically located between Welwyn Garden City town centre and Peartree ward. The redevelopment of the site provides the opportunity to regenerate former industrial land by providing an inclusive mixed use development.
02. The listed part of the 1920's (Louis de Soissons designed) Shredded Wheat Factory lies at the heart of the scheme currently screened by lesser significant built form. The opportunity exists to reveal the hidden heritage assets (Production Hall and Silos) through the restoration and reuse of the building and by providing an appropriate public realm setting for a more public appreciation of their architectural quality.
03. The east coast mainline railway, located to the west of the site, currently forms a physical, visual and sound barrier.
04. Existing vegetation, featuring trees and shrub, currently borders the site's western boundary, assisting in screening views from the site to the railway. An opportunity exists to retain, enhance and strengthen the existing landscape resource to further alleviate the presence of the railway and create a strong green edge for the public and wildlife to enjoy.
05. The development of the site provides the opportunity to strengthen and enhance the existing east/ west pedestrian movement through the site from Welwyn Garden City to Peartree as part of the public realm strategy.
06. Currently pedestrian and cycle movement in and out of Welwyn is restricted to the vehicular dominated routes of Bridge Road and Broadwater Road. The development of the site provides the opportunity to create a north/ south footpath/ cycle link through the site and to improve permeability further through the creation of new east west links.
07. The existing and proposed connections through the site, identified in the analysis, converge at a central point at the end of Hyde Way. An opportunity presents itself to create a central public space at the heart of the development to form a main destination and focal point for user activities.
08. The lack of built form along the site's eastern boundary currently creates a weak, inactive urban edge. The development of the site provides the opportunity to introduce built form along Broadwater Road which will create an active, positive frontage with buildings orientated out onto the road.
09. The site also represents a gateway to the heart of Welwyn Garden City, particularly for those residents of Peartree ward who cross the existing footbridge to access the shops within the Howard Centre or the railway station. There is a significant opportunity to improve how this area integrates with the rest of the town.





# 04 DESIGN AMBITION

“The advantages of the most energetic and active town life, with all the beauty and delight of the country, may be secured in perfect combination...”

Ebenezer Howard

The Broadwater Road site at Welwyn Garden City offers an opportunity to provide a high quality, mixed use scheme creating a vibrant new community at the heart of Welwyn Garden City, helping to redefine the former Shredded Wheat Factory site and provide much needed housing, community facilities and additional open space.

The landscape proposals continue to be underpinned by a coherent vision that draws upon the principles and qualities of the existing garden city and the Site's location, heritage, character and the wider setting of Welwyn Garden City. This vision formed the basis of the consented scheme and has been carried through to inform the current landscape masterplan.

The vision has four main strands:

## HERITAGE

- Retained 1920's listed buildings to provide a special heritage focus to the development

## BEAUTIFUL SPACES

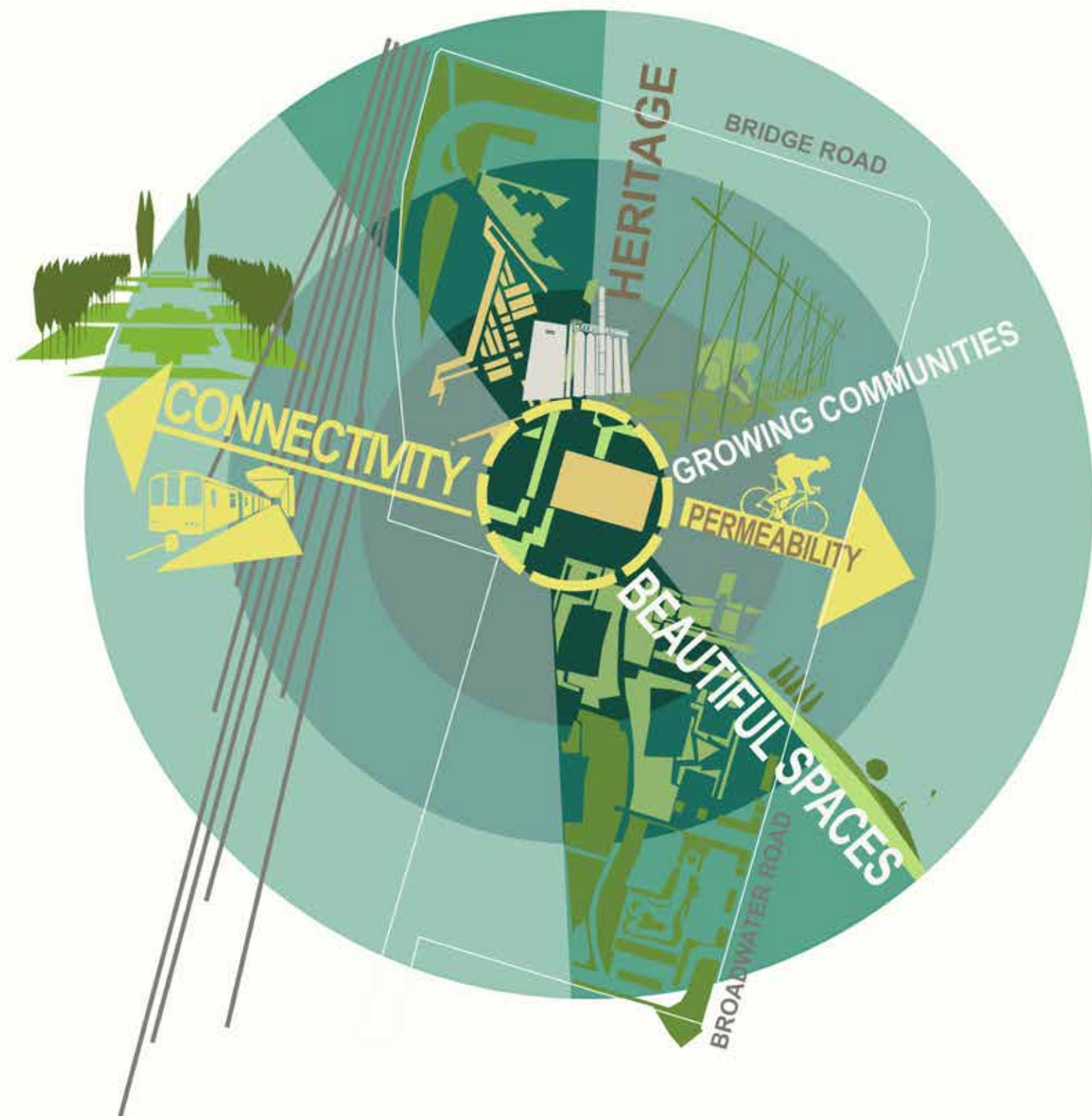
- Landscape and open space integral to characterising the development
- Creation of public open spaces offering green routes in to the development
- An urban square at the heart of the development creating a new social focal point in the town

## SUSTAINABLE COMMUNITIES

- Fostering a sense of community to allow residents to integrate and support one another to create an inclusive mixed use community

## CONNECTIVITY

- Reinforcement of connectivity across the railway and in to the town
- Forging of new links to Peartree ward and the wider footpath network in the east





## 4.1 Design Principles

The scheme presents an opportunity to create new areas of high quality amenity space and public realm as an integral part of a mixed use development.

- Recognise and respond to the character and heritage of Welwyn Garden City, the Shredded Wheat Factory and listed buildings.
- Embrace and reinterpret Ebenezer Howard and Louis de Soissons' core Garden City principles established at Welwyn Garden City
- Balance the needs of private and public vehicles, cyclists and pedestrians.
- Improve the connectivity to both the east and west of Welwyn Garden City.
- Incorporate subtle areas for community accessible productive landscapes.
- Integrate Broadwater Road site more effectively with the surrounding areas including Welwyn Garden City town centre and Peartree ward.
- Create activity, interest and multi-functional external spaces for a variety of age groups during both day and night.
- Balance the needs of different users ensuring a balance between public and private amenity space.
- Respond to the requirements of planning policy and supplementary guidance in terms of design quality, play provision, sustainability, climate change and green infrastructure.
- Provide high quality open space and landscape, reflecting the garden city principles and the interrelationship with the built form.
- Ensure buildings, public realm and private/ community amenity space are strategically located in the right place, responding to their wider surroundings, use and context.
- Ensure places and spaces are designed for all to use and promote community, inclusion and cohesion.
- Incorporate public art into key locations.

“High quality parks and public spaces are an essential feature of successful neighbourhoods where people want to live, work, play and invest. They are vital to people’s health and the local economy.”

Manifesto for Better Public Space, CABI Space, 2004





# 05 LANDSCAPE PROPOSALS

“Parks and gardens, orchards and woods, are being planted in the midst of the busy life of the people, so that they may be enjoyed in the fullest measure....”

Ebenezer Howard, To-Morrow: A Peaceful Path to Real Reform, 1898

With a new client and new brief, the underlying garden city principles that drove the design process on the consented scheme have been crucial in underpinning the masterplanning exercise that has taken place to support this fresh planning application.

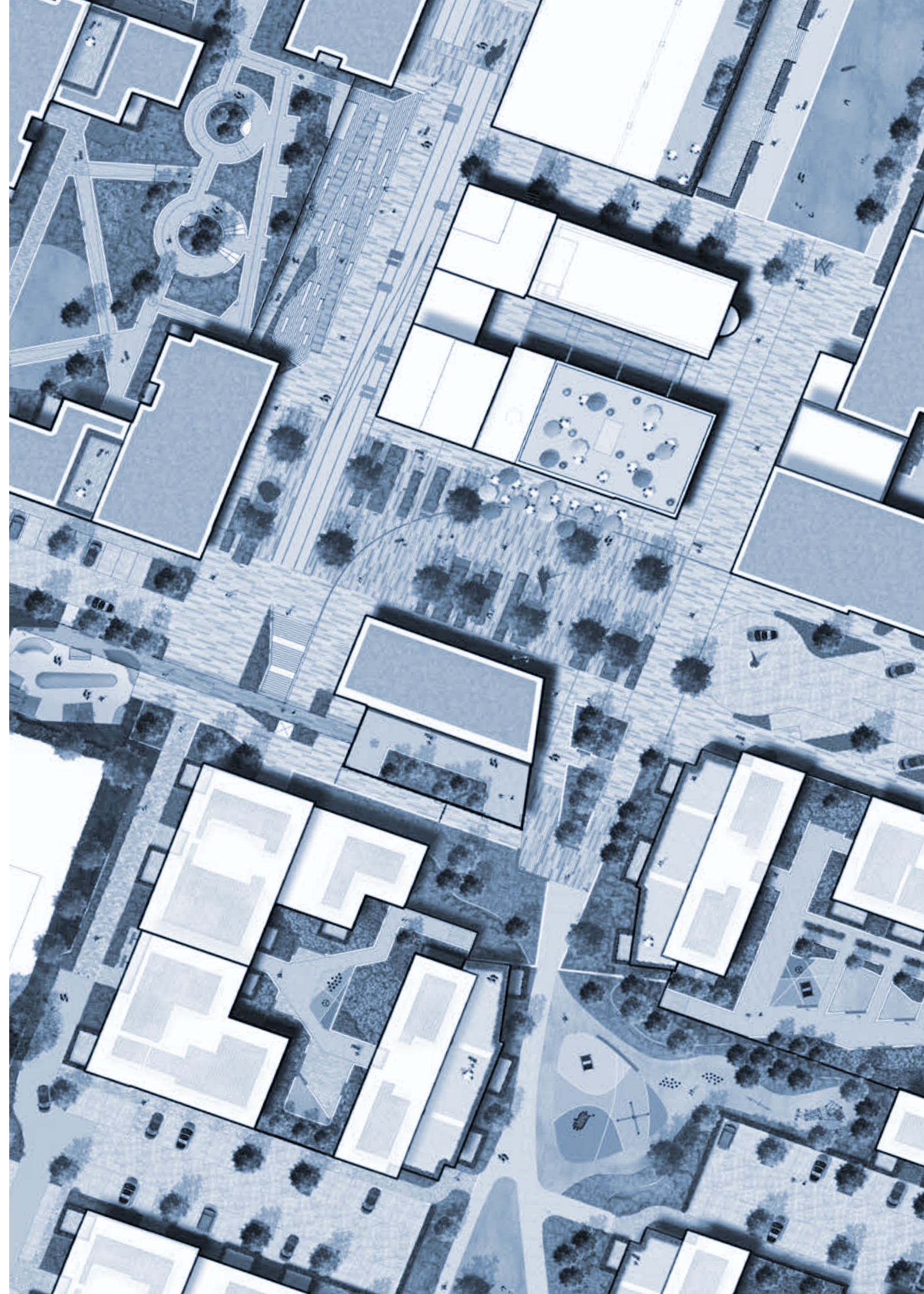
The landscape strategy has continued to evolve as part of an iterative process alongside the masterplan and built form, and works as a unifying element to the overall scheme. The proposed scheme ties together the built form through the creation of a network of open green space and green infrastructure that sits at various levels throughout the development.

The landscape masterplan comprises four main types of landscape and open space:

- Public Realm
- Green Spaces
- Streetscapes
- Play

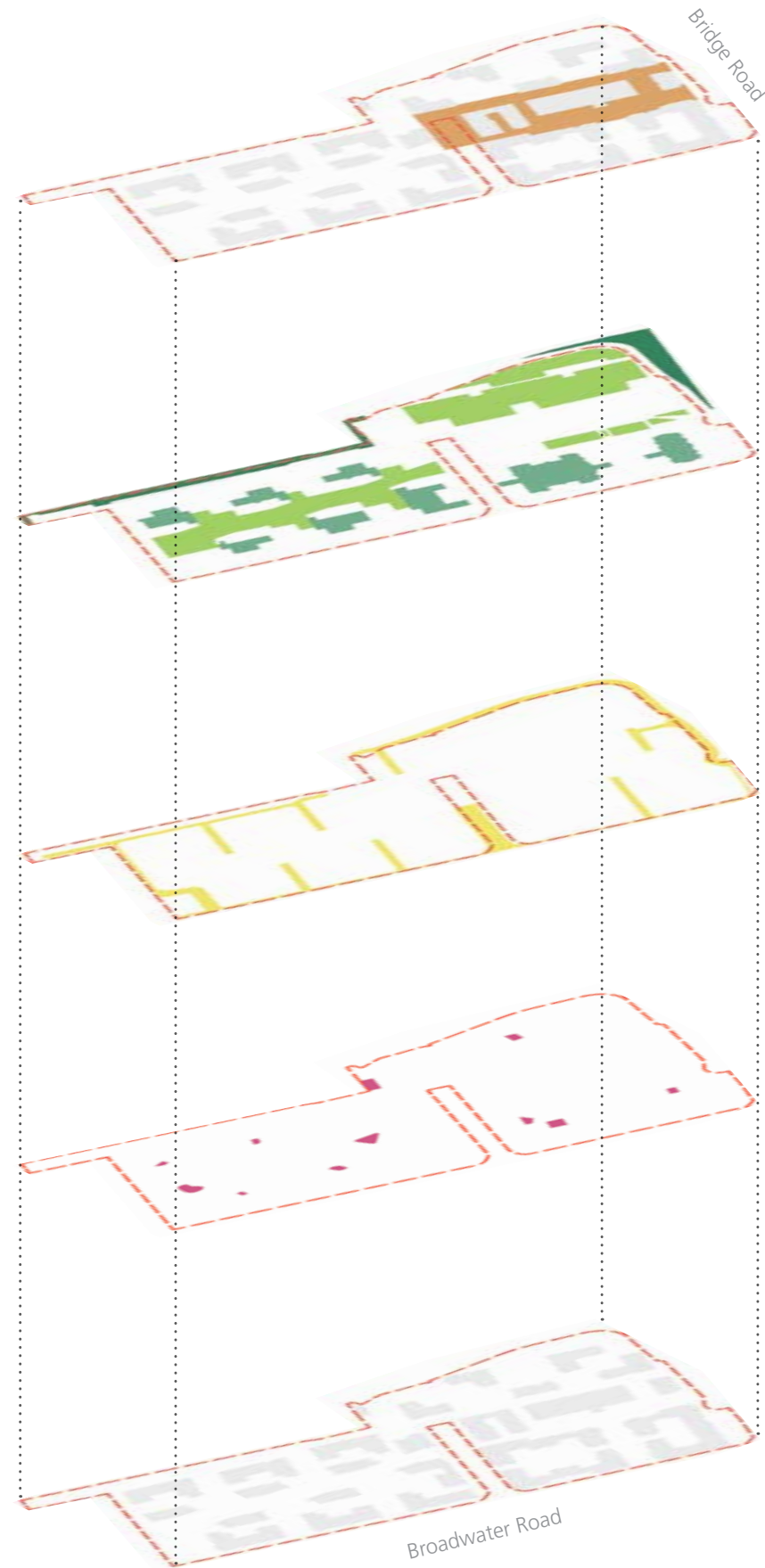
These areas have been established to develop a hierarchy of public realm and open spaces across the development, responding to the place, use, function and built form. Various locations, at key junctions have been identified for public art to aid with wayfinding and orientation, among other things, see chapter 8 Public Art Strategy.

Within each landscape typology is a series of landscape components which are explored in further detail in Chapter 6 Landscape Components.





## 5.1 Concept



### LANDSCAPE FRAMEWORK

The landscape framework has been a starting point for the overall masterplan. It is made up of four main landscape typologies that have influenced and responded to the place, use, function and built form.

#### PUBLIC REALM

- Goodman Square
- Louis de Soissons' Gardens
- Reiss Walk

#### GREEN SPACES

- The Weave
- Podium Level Residential Gardens
- Sensory Garden
- Roof Gardens
- Green Edge Infrastructure

#### STREETSCAPE

- Hyde Way
- Lind Grove
- Residential Mews Streets
- Broadwater Road

#### PLAY

- Informal Play Area
- Formal Play Area
- Integrated Doorstep Play
- Skate / Wheel Park

#### BUILT FORM

- Courtyard Blocks
- Podium Buildings
- Pavilion Buildings
- Feature Building
- Civic Building
- Listed Buildings

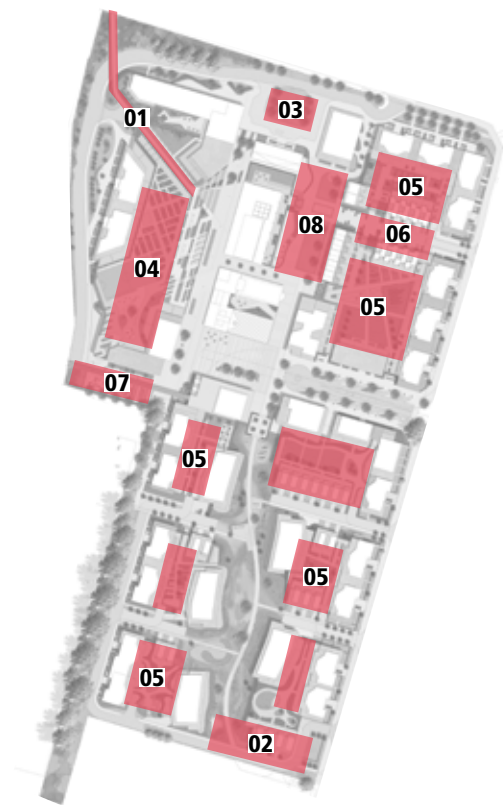




## 5.2 Design Evolution

While the scheme has evolved since the approval of the previous masterplan, the fundamental design principles remain. The proposed development will create a place that is multifaceted, with mixed uses for residential, business, entertainment, recreation and leisure. The landscape is an integral part of the scheme, ensuring that the journey through the site is welcoming and that each character area presents a safe and pleasant environment connected to the wider setting of Welwyn Garden City.

### DESIGN CHANGES BETWEEN PROPOSED & CONSENTED SCHEME

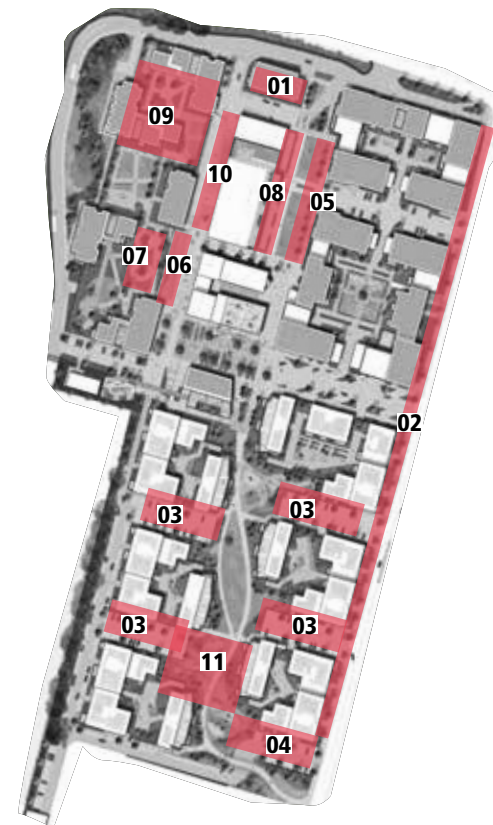


As part of the design evolution a number of changes have been made to the scheme in response to a new brief and review of the scheme as a whole.

These include: Changes to the building layout due to the uplift in unit numbers, introduction of a perimeter building layout, a relocated community centre and changes to the treatment and uses of some of the podium areas.

1. Removal of Newman Way & Hunter Bridge
2. Block 10 removed to create gateway entrance
3. Block 6 relocated to open views towards listed buildings
4. Podium level re-design to include sensory garden
5. Update to residential podium gardens
6. Mews street updated in response to change of adjacent building types
7. Skate / Wheel park relocated
8. Redesign of Louis de Soissons' Garden

### FURTHER DESIGN CHANGES IN RESPONSE TO WHDC COMMENTS



A number of pre-app meetings have been held with WHBC and stakeholders, including a two day exhibition at the Howard Centre in October '17 and November '17. As a result of consultation feedback, a number of design changes have been made as the masterplan has evolved.

Landscape Design changes include: a review and amendment to the steps and ramp on Reiss Walk, further design detailing to the Sensory garden and Louis de Soissons' gardens, additional softening and structuring of mews streets and a stronger frontage to Broadwater Road.

1. Reduction in building height
2. More planting and additional private space along Broadwater Road
3. Reduction in parking along mews streets with additional avenue planting
4. Softened entrance road with reduced amount of parking.
5. Additional structural planting added to frame listed buildings
6. Further integration of ramps and steps up to north west podium
7. Review of sensory garden and routing to front doors on podium
8. Further detail added to eastern Production Hall frontage
9. Review of the north west podium
10. Re-designed access to the western entrance to the Production Hall
11. Further integration of informal play to the lower section of the Weave



### 5.3 Landscape Masterplan

The key to delivering a successful masterplan is having an inspired and holistic approach that includes landscape systems, people and place making at its heart.



#### 01 Goodman Square

Forms a fulcrum to the development and the public realm.



#### 02 Louis de Soissons' Gardens

Creates a formal setting to the retained 1920's listed buildings.



#### 03 Reiss Walk

Routes pedestrians north / south through the development, providing access to the listed buildings and podium via a series of steps and ramps.



#### 04 The Weave

A central open space that connects the more civic public realm to the wider residential development.



#### 05 Podium level residential gardens

Offer a variety of recreational space for residents.



#### 06 Hunters Gardens

Located just off the heart of the development, easily accessible and visible at podium level.



#### 07 Sensory Garden

A publicly accessible space that provides individual and combined sensory opportunities.



#### 08 Roof Gardens

Contribute to the wider green infrastructure.



#### 09 Green Edge Infrastructure

Utilises existing vegetation as a backdrop and supplements this with new tree planting.



#### 10 Hyde Way

Formal entrance to the centre of the scheme from Broadwater Road.



#### 11 Mews Streets

Provides access to the residential development.



#### 12 Broadwater Road

Forms the interface with the wider townscape context to the east.



#### 13 Podium Level Play Area

Located within the community gardens at podium level



#### 14 Informal Play Area

Located throughout the linear park providing a range of play experiences for all ages.



#### 15 Formal Play Area

Adventure style integrated natural play located in the linear park.



#### 16 Integrated Doorstep Play

Within each residential garden will be an element of doorstep interactive play



#### 17 Skate / Wheel Park

The skate park will be brought forward in consultation with local youth groups.



#### 18 Eco Habitat

A generous area of native habitat providing biodiversity enhancement and a green backdrop to the scheme at the interface with the railway.



#### 19 Roche Garden

An informal open space with a meandering route that creates a gateway to the Weave and enhances the setting of the Roche Listed Building.





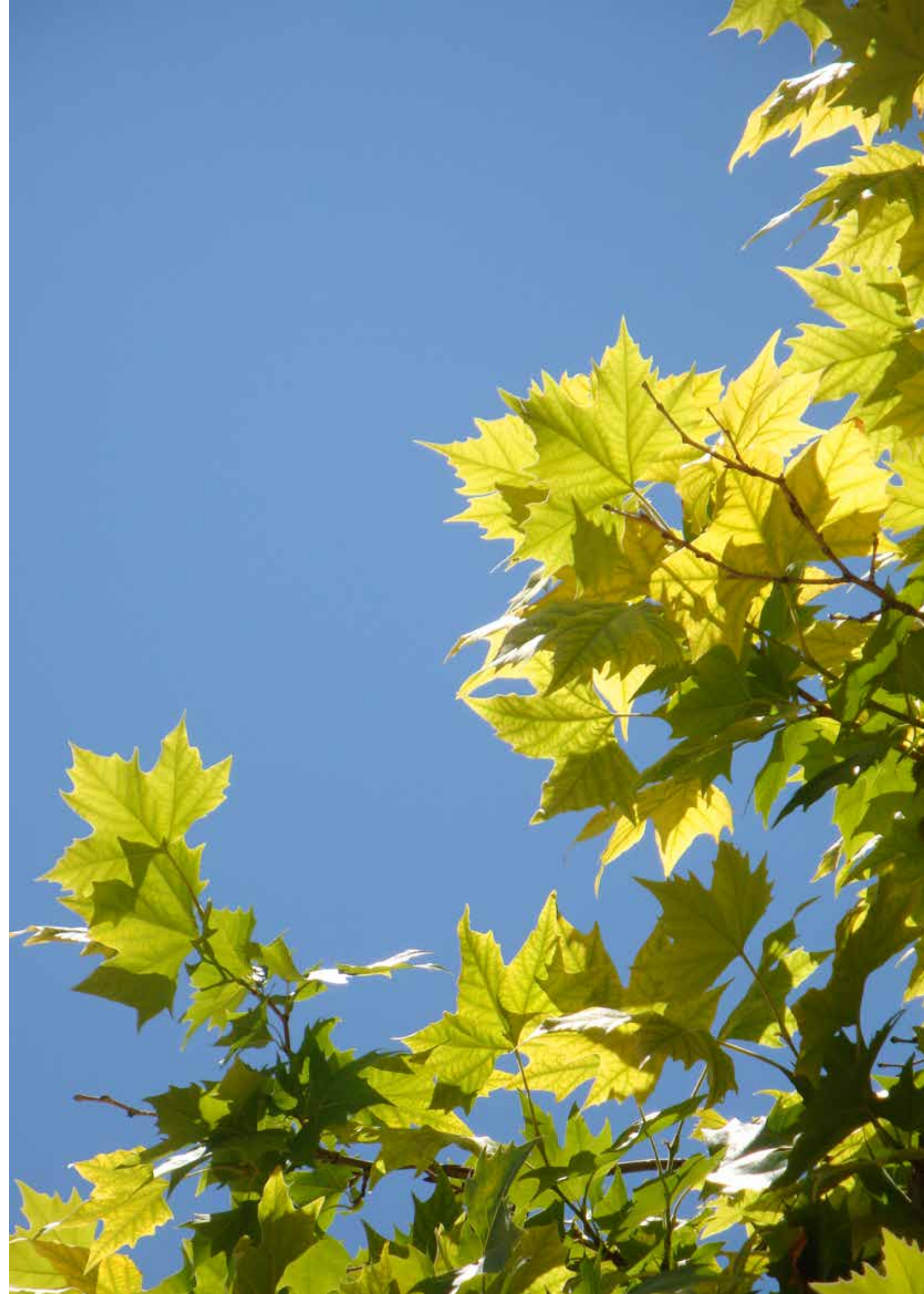
# 06 LANDSCAPE COMPONENTS

‘The end venture to now set before the people... that they should forthwith gird themselves to the task of building up clusters of beautiful home-towns’

Ebenezer Howard, To-Morrow: A Peaceful Path to Real Reform, 1898

Public space is all around us, a vital part of everyday life: the streets we pass through on the way to school or work, the places where children play, or where we encounter nature and wildlife. In research carried out for CABE, 85 per cent of people surveyed felt that the quality of public space and the built environment has a direct impact on their lives and on the way they feel. A high-quality public environment can have a significant impact on the economic life of urban centres big or small, and is therefore an essential part of any successful regeneration strategy.

The principles of the landscape strategy, set out in the design ambition, have been carried through from the consented scheme. This strategy delivers a high quality public open space network of green streets, semi private gardens and urban and landscape spaces. The hierarchy and distribution of open space has been developed with reference to the Supplementary Planning Document (SPD) and following a review of the contextual analysis carried out relating to movement, existing open space, visual context and townscape character.

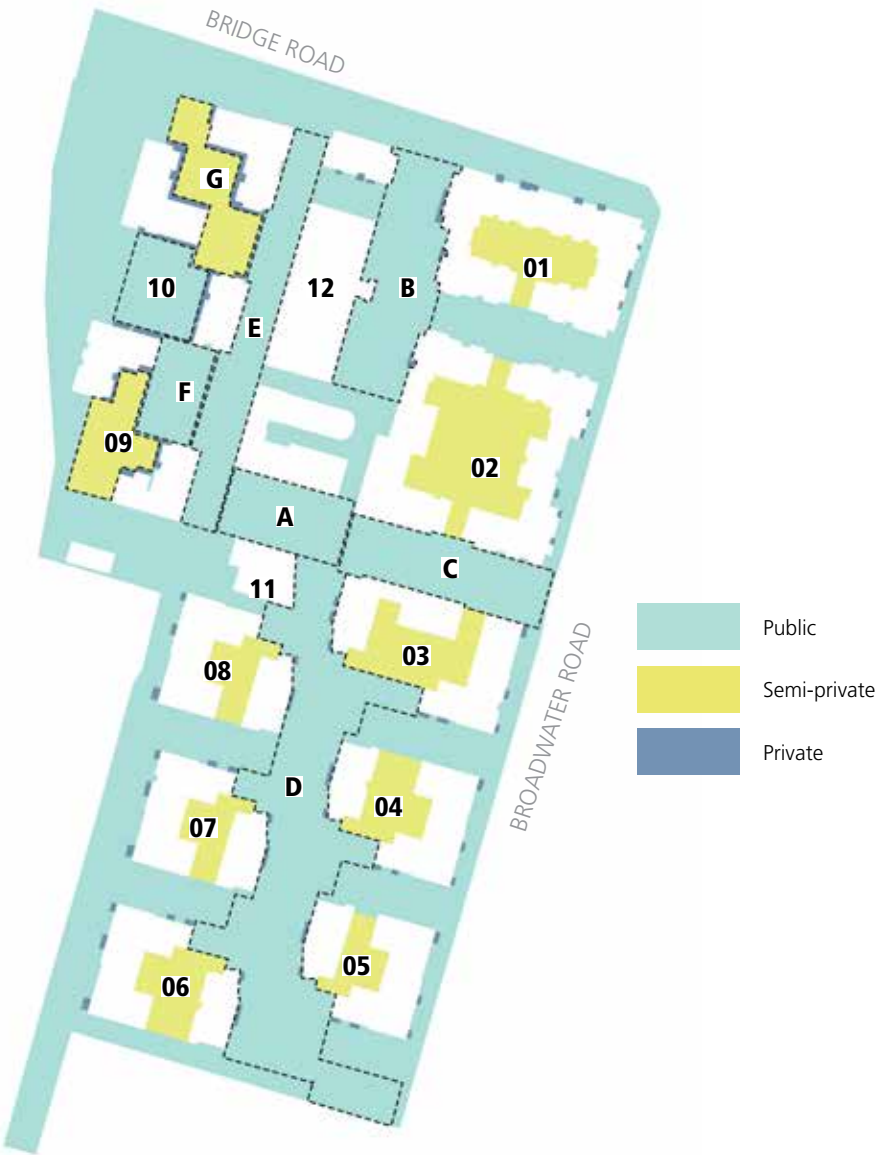




6.1 Open Space Hierarchy

The design of the landscape will create a high quality public realm offering residents, workers and visitors a variety of spaces and routes to enjoy.

The open space has been divided between publicly accessible open space, semi-private spaces and communal gardens. The publicly accessible open space is located across the development and includes formal squares and gardens as well as less formal green routes and streetscapes. A series of semi private spaces and communal gardens can be found at podium level, providing additional open space for residents. Private terraces and gardens are located at both ground floor and podium level and give added amenity space.



**OPEN SPACE HIERARCHY**  
The plan opposite illustrates the public realm and open spaces and identifies the hierarchy of public, semi-private and private spaces across the development.

PUBLIC OPEN SPACE

The spaces between the buildings are considered fundamental to the success of the overall development making up for just under half of the total developable area. These will comprise both formal and informal areas of green space and urban realm.



SEMI-PRIVATE OPEN SPACE

Semi-private spaces include the podium gardens and communal roof terraces which are designed to be managed as communal gardens for residents facing on to each garden. Access to the public will be restricted through secure measures.



PRIVATE OPEN SPACE

These include the residential gardens at both ground floor and podium level, which will be for private use by the residents.



| Public                                     | Area (m <sup>2</sup> )     |
|--------------------------------------------|----------------------------|
| Goodmans Square                            | A. 1603m <sup>2</sup>      |
| Louis de Soissons Gardens                  | B. 2708m <sup>2</sup>      |
| Hyde Way                                   | C. 2306m <sup>2</sup>      |
| The Weave                                  | D. 9211m <sup>2</sup>      |
| Reiss Walk                                 | E. 3156m <sup>2</sup>      |
| Sensory Garden                             | F. 950m <sup>2</sup>       |
| Assisted Living                            | G. 1700m <sup>2</sup>      |
| <b>Designated public open space total:</b> | <b>21,634m<sup>2</sup></b> |
| Semi Private                               | Area (m <sup>2</sup> )     |
| Podium gardens                             | 1. 1192m <sup>2</sup>      |
|                                            | 2. 2822m <sup>2</sup>      |
|                                            | 3. 1437m <sup>2</sup>      |
|                                            | 4. 948m <sup>2</sup>       |
|                                            | 5. 598m <sup>2</sup>       |
|                                            | 6. 956m <sup>2</sup>       |
|                                            | 7. 688m <sup>2</sup>       |
|                                            | 8. 680m <sup>2</sup>       |
|                                            | 9. 1502m <sup>2</sup>      |
|                                            | 10. 1404m <sup>2</sup>     |
|                                            | 11. 276m <sup>2</sup>      |
|                                            | 12. 736m <sup>2</sup>      |
| Roof Gardens                               | 13. 9430m <sup>2</sup>     |
| <b>Semi private open space total:</b>      | <b>22,669m<sup>2</sup></b> |
|                                            | Area (m <sup>2</sup> )     |
| <b>Designated open space total:</b>        | <b>44,303m<sup>2</sup></b> |
| <b>Site area total</b>                     | <b>85,027m<sup>2</sup></b> |



## 6.2 Public Realm



### GOODMAN SQUARE

Illustrative visual of Goodman Square creating an animated people friendly space at the heart of the development.



## GOODMAN SQUARE

- Function**
- Offers a new urban square for Welwyn Garden City that will complement the formality of the townscape layout seen to the west.
  - A key civic space providing a point of orientation, an inviting threshold to the wider site and a fulcrum to the development for people moving east-west and north-south.
  - The square would create a new social focal point in the town providing a complementary night time economy to that of the town centre to the west.
- Activities**
- A flexible, inclusive and varied public realm space that provides a functional area of hardstanding for events such as street markets, outdoor performances and additional space art exhibitions.
  - A place for people to gather, meet friends, pick up daily essentials.
  - A selection of cafés, bars and restaurants to help relax in a formal environment and dine externally during the day and at night.



Flexible space



Interactive play



Framing vistas



Thoroughfare



Events area - street markets / performances



Outdoor dining



01 Flexible Urban Square

02 External Dining

03 Informal Seating

04 Raised Planting Beds

05 Tree avenue

06 Sculptural feature

07 Retained Railway Tracks

08 Link To Railway Station

09 Terrace Garden

 Visual Location



GOODMAN SQUARE

- Features**
- Paving and lighting have been designed to respond to pedestrian movement and desire lines.
  - Seating is orientated to view the silos as well as taking advantage of southerly aspect.
  - Opportunity for public art both integrated as part of a palette of street furniture and paving, but also featuring more traditional pieces of sculpture used to frame views.
  - Water feature provides a visual focus and interactive play element within the square.
  - Large formal trees frame the square with lower formal planting blocks in between.
  - Single species of ornamental planting in the raised beds, subtly linking to the heritage of the site, replicating wheat fields.



Plank style stone paving units



Dual aspect seating



Interactive water feature / play



Large formal street trees



Sculptural planting



Sculptural lighting / recessed



Podium level birch grove



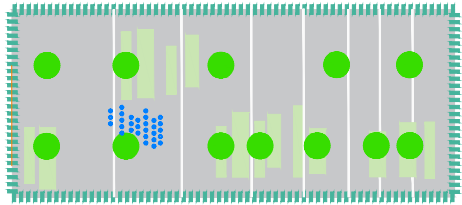
Sculptural feature

LOUIS DE SOISSONS' BUILDING TERRACE GARDEN

- Function**
- Rail bridge landing point
  - Viewing area towards the Weave
  - Linking the landscape from ground to podium level
- Activities**
- Building breakout space
  - External seating space



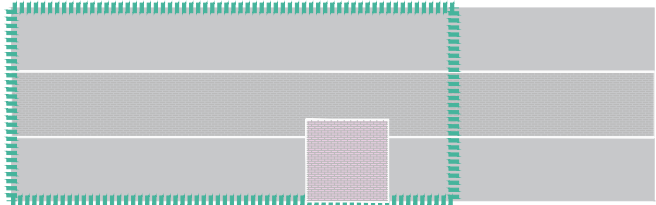
GOODMAN SQUARE - COMPARATIVE STUDY PRECEDENTS



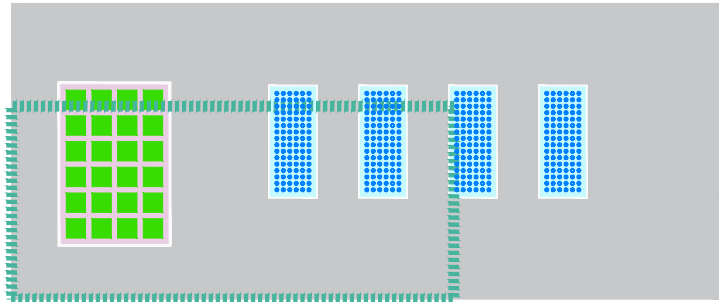
Goodman Square  
L 68m x W 30m



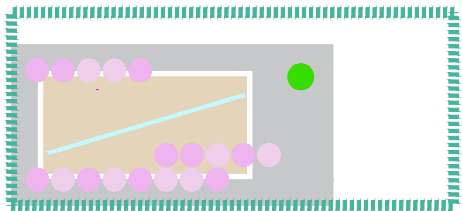
Howardsgate, Welwyn Garden City  
L 35m x W 15m (2 x squares on either side of road)



Covent Garden, London  
L 100m x W 30m



Granary Square, London  
L 110m x W 46m



Oozells Square, Birmingham  
L 50m x W 25m





**LOUIS DE SOISSONS GARDENS**

Illustrative visual of Louis de Soissons' Gardens creating a formal garden area that complements and reflects the listed building setting.





## LOUIS DE SOISSONS GARDENS

- Function**
- Forms part of the formal setting for the listed buildings and references the original 1920's recreational space.
  - The gardens will provide an apt setting for the reinstated grand entrance of Louis de Soissons' revitalised 1920's production building.
  - Provides a contrast to Goodman Square, through the creation of a formal garden space adjacent to the retained Shredded Wheat Production Hall.
- Activities**
- A formal, inclusive public realm space that provides raised lawns, seating and recreational space for workers, residents and visitors to gather during the day.
  - Opportunity for associated uses of the building to spill out onto the space, providing activity and strong sense of community.
  - Opportunities for external art installations to show case both International and local artists changing works.



Formal landscape in commercial area



Public open space for office workers



External art exhibition space



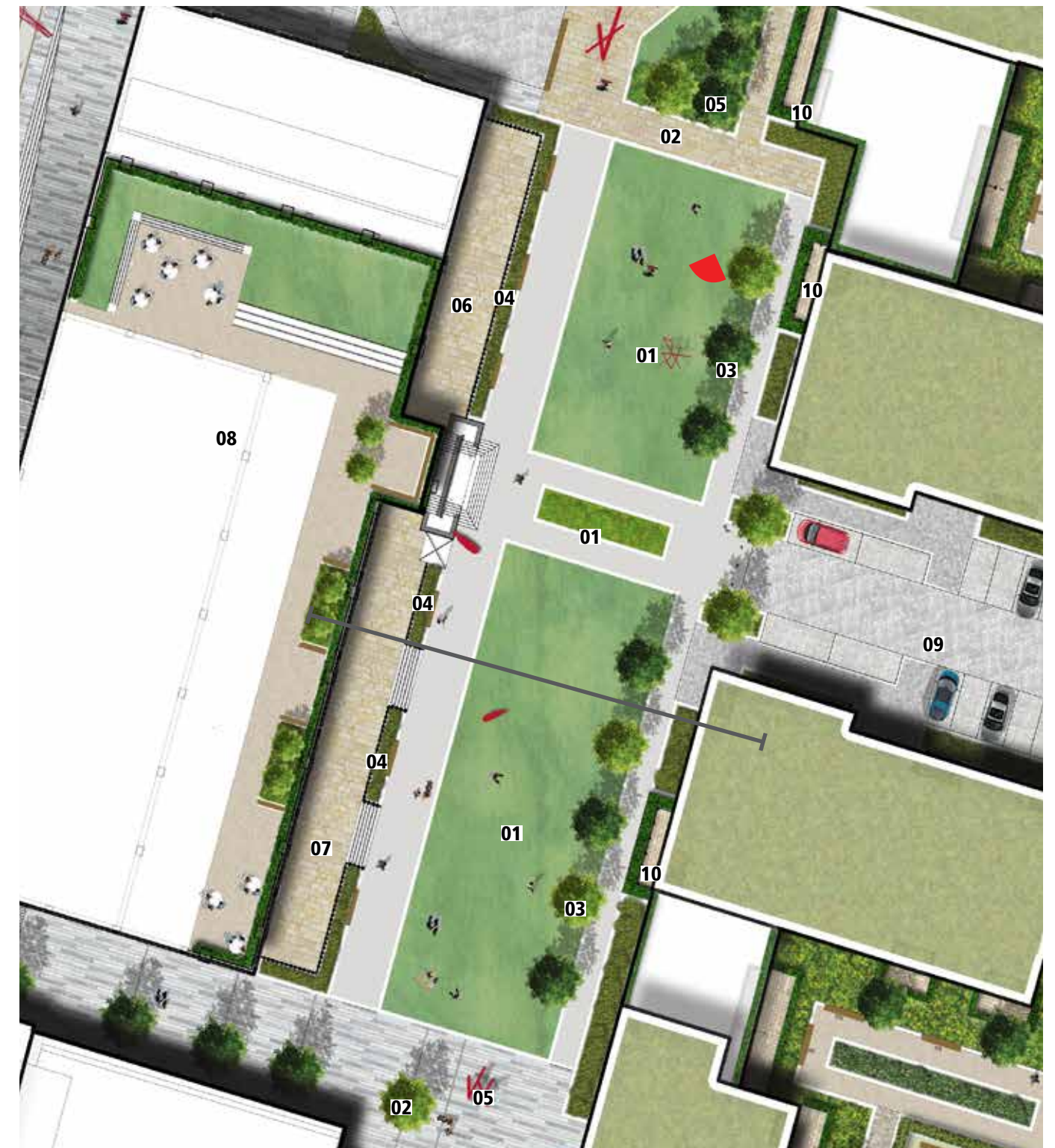
Landscape setting for listed buildings



Formal garden



Framing views / vistas



- 01** Formal raised lawn
- 02** Feature Trees
- 03** Tree Avenue
- 04** Ornamental planting

 Visual Location

- 05** Sculpture Locations
- 06** Outdoor space to creche
- 07** Breakout space

 Section Location

- 08** Production Hall
- 09** Lind Grove
- 10** Private Amenity Space





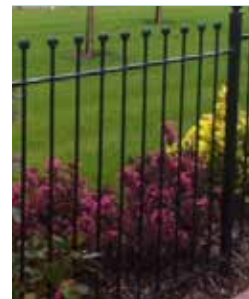
## LOUIS DE SOISSONS GARDENS

## Features

- Formal clear stem trees framing the space and views.
- Sculpture to terminate views into the space from Goodman Square.
- Steps and planted terraces in front of the Production Hall provide access to break out spaces for workers and provide open space for a creche.
- Raised lawns soften the area, whilst providing informal seating areas.
- Opportunity to show case international and local artists.



Terraced planting down to breakout space with seating at lower level



Balustrade boundary treatment allows for intervisibility & definition of space



Flag paving evokes a civic quality to the space



Raised formal lawn with edge offering informal seating



Semi-mature limes create a formal avenue of trees framing lawn



Formal hedge to private frontages forms defensible planting





### REISS WALK

Illustrative visual of the physical and visual relationship between Reiss Walk and Hunter Gardens which includes the Sensory Garden