

BROADWATER GARDENS, WELWYN GARDEN CITY

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1.0 Introduction

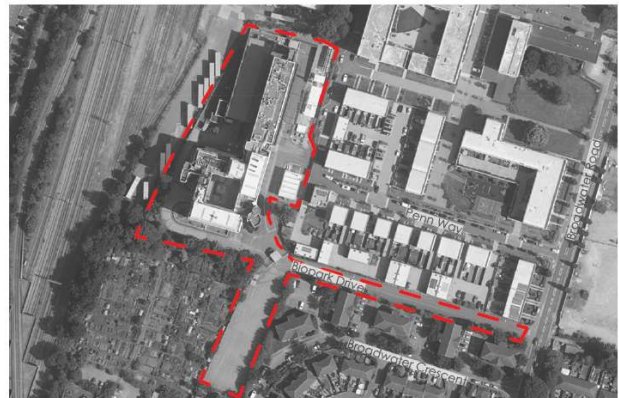
- 1.1 This Heritage, Townscape and Visual Impact Assessment has been prepared by Bidwells on behalf of HG Group to provide an assessment of the potential impacts of the proposed Broadwater Gardens upon the historic environment and surrounding townscape in support of a full planning application. The proposals are for the demolition of existing buildings and construction of 289 residential units (Use Class C3) and community hub (Use Class E/F.2), with public realm and open space, landscaping, access, associated car and cycle parking, refuse and recycling storage and supporting infrastructure.
- 1.2 The site presently comprises the Bio-Park building located at Broadwater Road, Welwyn Garden City. The site is located adjacent to the railway line within Welwyn Garden City, within a former industrial park, now a regeneration area. The immediate surroundings comprise the full extent of the former industrial area which continues to the north and residential suburbs to the south, east and west. At present there is considerable re-development underway to the north with the clearance of a large area of land. This reflects the consented Shredded Wheat Quarter. To the west of the site, the railway line and a lorry trailer park divorces the site from the Town Centre, an area defined in local policy and separately as the Welwyn Town Centre Conservation Area, a designated heritage asset. Within the same former industrial park to the north is the Grade II listed Former Office Block of the Roche Products Factory and Shredded Wheat Factory. Over four kilometres to the south is the Grade I listed Hatfield House and the Grade I listed Hatfield House Park and Garden. These are all designated heritage assets and the site falls within these heritage assets' respective wider and extended settings.
- 1.3 The buildings on site have not been identified as designated or non-designated heritage assets, nor are they located within a Conservation Area. However due to proximity to and potential intervisibility between the designated heritage assets noted above, in accordance with paragraphs 189-202 of the NPPF (2019) this report will include an assessment of the significance of these assets, and the impact of the proposals upon that significance. These assets have been identified through consultation with the Historic Environment Record as well as an on-site survey and historic mapping assessment. It is acknowledged that additional heritage assets are located within the wider surroundings of the site, including within Hatfield Park and Garden, Hatfield Old Village and surrounding Mill Green but due to intervening development, distance and a lack of intervisibility these have been scoped out of assessment. This includes the Peartree Conservation Area located to the south east, St Etheldreda's Church as well as Hatfield Old Palace, both designated at Grade I and located over 4 km south of the site. This is in line with paragraph 189 of the NPPF which requires a proportionate level of assessment no more than is sufficient to understand the potential impact of any proposals.
- 1.4 This statement includes a Significance Assessment which identifies the relative heritage value of the assets which may be affected by the proposals, as well as an analysis of surrounding townscape character areas. It also contains an Impact Assessment which considers the potential impact of the proposed development on the significance of the heritage assets identified, including the contribution made by setting, as well as the impact to the surrounding townscape character areas and identified view-points. This approach to impact-assessment is required in order to satisfy the provisions of Sections 66 (1) and 72 (1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 and the National Planning Policy Framework (NPPF) where the impact of development on a heritage asset is being considered.
- 1.5 The findings of this report have found the proposals to be moderate to minor beneficial introduction to the setting of the nearby heritage assets and townscape character areas, posing no harm to their significance as well as the overall townscape character. As such the proposals are considered to comply to Sections 66(1) of the Planning (Listed Buildings & Conservation Areas) Act 1990 and we see no heritage or townscape reason why the application should not be viewed favourably from a townscape and heritage perspective.



^ Site Aerial View



^ Site Aerial View



^ Site Aerial View

Figure 1 Aerial view of site (highlighted in red).

2.0 Heritage Policy and Guidance Summary

Legislation

- 2.1 The primary legislation relating to Listed Buildings and Conservation Areas is set out in the Planning (Listed Buildings & Conservation Areas) Act 1990.
- Section 66(1) reads: *“In considering whether to grant planning permission for development which affects a listed building or its setting, the local planning authority or, as the case may be, the Secretary of State shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.”*
 - In relation to development within Conservation Areas, Section 72(1) reads: *“Special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area.”*

National Planning Policy Framework

- 2.2 The revised National Planning Policy Framework (NPPF) was published on 19th February 2019, replacing the previously-published 2012 and 2018 Frameworks. With regard to the historic environment, the over-arching aim of the policy remains in line with philosophy of the 2012 framework, namely that *“our historic environments... can better be cherished if their spirit of place thrives, rather than withers.”* The relevant policy is outlined within chapter 16, ‘Conserving and Enhancing the Historic Environment’.
- 2.3 This chapter reasserts that heritage assets can range from sites and buildings of local interest to World Heritage Sites considered to have an Outstanding Universal Value. The NPPF subsequently requires these assets to be conserved in a *“manner appropriate to their significance”* (Paragraph 184).
- 2.4 NPPF directs local planning authorities to require an applicant to *“describe the significance of any heritage assets affected, including any contribution made by their setting”* and the level of detailed assessment should be *“proportionate to the assets’ importance”* (Paragraph 189).
- 2.5 Paragraph 190 states that the significance any heritage asset that may be affected by a proposal should be identified and assessed. This includes any assets affected by development within their settings. This Significance Assessment should be taken into account when considering the impact of a proposal, *“to avoid conflict between the heritage asset’s conservation and any aspect of the proposal”*. This paragraph therefore results in the need for an analysis of the impact of a proposed development on the asset’s relative significance, in the form of a Heritage Impact Assessment.
- 2.6 Paragraph 193 requires 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 (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance.”*
- 2.7 It is then clarified that any harm to the significance of a designated heritage asset, either through alteration, destruction or development within its setting, should require, *“clear and convincing justification”* (Paragraph 194). This paragraph outlines that substantial harm to grade II listed heritage assets should be exceptional, rising to ‘wholly exceptional’ for those assets of the highest significance such as scheduled monuments, Grade I and grade II* listed buildings or registered parks and gardens as well as World Heritage Sites.

- 2.8 In relation to harmful impacts or the loss of significance resulting from a development proposal, Paragraph 195 states the following:

“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 total loss is necessary to achieve substantial public benefits that outweigh that harm or loss, or all of the following apply:

- a. the nature of the heritage asset prevents all reasonable uses of the site; and*
- b. no viable use of the heritage asset itself can be found in the medium term through appropriate marketing that will enable its conservation; and*
- c. conservation by grant-funding or some form of not for profit, charitable or public ownership is demonstrably not possible; and*
- d. the harm or loss is outweighed by the benefit of bringing the site back into use.”*

- 2.9 The NPPF therefore requires a balance to be applied in the context of heritage assets, including the recognition of potential benefits accruing from a development. In the case of proposals which would result in *“less than substantial harm”*, paragraph 196 provides the following:

“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, where appropriate, securing its optimum viable use.”

- 2.10 It is also possible for proposals, where suitably conceived and designed, to result in no harm to the significance of heritage assets.
- 2.11 In the case of non-designated heritage assets, Paragraph 197 requires a Local Planning Authority to make a *“balanced judgement”* having regard to the scale of any harm or loss and the significance of the heritage asset.
- 2.12 The NPPF therefore recognises the need to clearly identify relative significance at an early stage and then to judge the impact of development proposals in that context.
- 2.13 With regard to Conservation Areas and the settings of heritage assets, paragraph 200 requires Local Planning Authorities to look for opportunities for new development, enhancing or better revealing their significance. Whilst it is noted that not all elements of a Conservation Area will necessarily contribute to its significance, this paragraph states that *“proposals that preserve those elements of a setting that make a positive contribution to the asset (or better reveal its significance) should be treated favourably.”*

Planning Practice Guidance (PPG)

- 2.14 The Planning Practice Guidance (PPG) was updated on 23 July 2019 and is a companion to the NPPF, replacing a large number of foregoing Circulars and other supplementary guidance. It is planned that this document will be updated to reflect the revised NPPF in due course however the following guidance remains relevant.
- 2.15 In relation to non-designated heritage assets, the PPG explains the following:
- “Non-designated heritage assets are buildings, monuments, sites, places, areas or landscapes identified by plan-making bodies as having a degree of heritage significance meriting consideration in planning decisions, but which do not meet the criteria for designated heritage assets.” (Paragraph: 039 Reference ID: 18a-039-20190723)*

- 2.16 It goes on to clarify that: “A substantial majority of buildings have little or no heritage significance and thus do not constitute heritage assets. Only a minority have enough heritage significance to merit identification as non-designated heritage assets.”
- 2.17 This statement explains the need to be judicious in the identification of value and the extent to which this should be applied as a material consideration and in accordance with Paragraph 197.

Historic England ‘Conservation Principles: Policies and Guidance’ 2008



- 2.18 Historic England sets out in this document a logical approach to making decisions and offering guidance about all aspects of England’s historic environment, including changes affecting significant places. The guide sets out six high-level principles:
- *“The historic environment is a shared resource*
 - *Everyone should be able to participate in sustaining the historic environment*
 - *Understanding the significance of places is vital*
 - *Significant places should be managed to sustain their values*
 - *Decisions about change must be reasonable, transparent and consistent*
 - *Documenting and learning from decisions is essential”*
- 2.19 ‘Significance’ lies at the core of these principles, the sum of all the heritage values attached to a place, be it a building, an archaeological site or a larger historic area such as a whole village or landscape. The document sets out how heritage values can be grouped into four categories:
- **Evidential value:** *the potential of a place to yield evidence about past human activity*
 - **Historic value:** *the ways in which past people, events and aspects of life can be connected through a place to the present – it tends to be illustrative or associative.*
 - **Aesthetic value:** *the ways in which people draw sensory and intellectual stimulation from a place*
 - **Communal value:** *the meanings of a place for the people who relate to it, or for whom it figures in their collective experience or memory”.*
- 2.20 It states that:
- “New work or alteration to a significant place should normally be acceptable if:*

- a. There is sufficient information comprehensively to understand the impacts of the proposal on the significance of the place;*
- b. the proposal would not materially harm the values of the place, which, where appropriate, would be reinforced or further revealed;*
- c. the proposals aspire to a quality of design and execution which may be valued now and in the future;*
- d; the long-term consequences of the proposals can, from experience, be demonstrated to be benign, or the proposals are designed not to prejudice alternative solutions in the future” (Page 58)”.*

Historic England The Historic Environment and Site Allocations in Local Plan Advice Note 3 (October 2015)

- 2.21 This advice note provides information on evidence gathering and site allocation policies to ensure that heritage considerations are fully integrated into site allocation processes.
- 2.22 It provides a site selection methodology in stepped stages:

“STEP 1 Identify which heritage assets are affected by the potential site allocation

- *Informed by the evidence base, local heritage expertise and, where needed, site surveys*
- *Buffer zones and set distances can be a useful starting point but may not be appropriate or sufficient in all cases Heritage assets that lie outside of these areas may also need identifying and careful consideration.*

STEP 2 Understand what contribution the site (in its current form) makes to the significance of the heritage asset(s) including:

- *Understanding the significance of the heritage assets, in a proportionate manner, including the contribution made by its setting considering its physical surroundings, the experience of the asset and its associations (e.g. cultural or intellectual)*
- *Understanding the relationship of the site to the heritage asset, which is not solely determined by distance or inter-visibility (for example, the impact of noise, dust or vibration)*
- *Recognising that additional assessment may be required due to the nature of the heritage assets and the lack of existing information*
- *For a number of assets, it may be that a site makes very little or no contribution to significance.*

STEP 3 Identify what impact the allocation might have on that significance, considering:

- *Location and siting of development e.g. proximity, extent, position, topography, relationship, understanding, key views*

- *Form and appearance of development e.g. prominence, scale and massing, materials, movement*
- *Other effects of development e.g. noise, odour, vibration, lighting, changes to general character, access and use, landscape, context, permanence, cumulative impact, ownership, viability and communal use*
- *Secondary effects e.g. increased traffic movement through historic town centres as a result of new development*

STEP 4 Consider maximising enhancements and avoiding harm through:

- *Maximising enhancement*
- *Public access and interpretation*
- *Increasing understanding through research and recording*
- *Repair/regeneration of heritage assets*
- *Removal from Heritage at Risk Register*
- *Better revealing of significance of assets e.g. through introduction of new viewpoints and access routes, use of appropriate materials, public realm improvements, shop front design*
- *Avoiding Harm*
- *Identifying reasonable alternative sites*
- *Amendments to site boundary, quantum of development and types of development*
- *Relocating development within the site*
- *Identifying design requirements including open space, landscaping, protection of key views, density, layout and heights of buildings*
- *Addressing infrastructure issues such as traffic management*

STEP 5 Determine whether the proposed site allocation is appropriate in light of the NPPF's tests of soundness

- *Positively prepared in terms of meeting objectively assessed development and infrastructure needs where it is reasonable to do so, and consistent with achieving sustainable development (including the conservation of the historic environment)*
- *Justified in terms of any impacts on heritage assets, when considered against reasonable alternative sites and based on proportionate evidence*
- *Effective in terms of deliverability, so that enhancement is maximised and harm minimised*
- *Consistent with national policy in the NPPF, including the need to conserve heritage assets in a manner appropriate to their significance*

Decisions should be clearly stated and evidenced within the Local Plan, particularly where site allocations are put forward where some degree of harm cannot be avoided, and be consistent with legislative requirement."

Historic England The Historic Environment in Local Plans Historic Environment Good Practice Advice (GPA) in Planning Note 1 (March 2015)

- 2.23 This advice note “emphasises that all information requirements and assessment work in support of plan-making and heritage protection needs to be proportionate to the significance of the heritage assets affected and the impact on the significance of those heritage assets. At the same time, those taking decisions need sufficient information to understand the issues and formulate balanced policies” (Page 1).

Historic England Advice Note 2 ‘Making Changes to Heritage Assets’ (February 2016)

- 2.24 This document provides advice in relation to aspects of addition and alteration to heritage assets:

“The main issues to consider in proposals for additions to heritage assets, including new development in conservation areas, aside from NPPF requirements such as social and economic activity and sustainability, are proportion, height, massing, bulk, use of materials, durability and adaptability, use, enclosure, relationship with adjacent assets and definition of spaces and streets, alignment, active frontages, permeability and treatment of setting” (paragraph 41).

Historic England: Historic Environment Good Practice Advice (GPA) in Planning Note 2 ‘Managing Significance in Decision-Taking in the Historic Environment’ (March 2015)

- 2.25 This advice note sets out clear information to assist all relevant stake holders in implementing historic environment policy in the NPPF (NPPF) and the related guidance given in the Planning Practice Guidance (PPG). These include: *“assessing the significance of heritage assets, using appropriate expertise, historic environment records, recording and furthering understanding, neglect and unauthorised works, marketing and design and distinctiveness” (para 1).*
- 2.26 Paragraph 52 discusses ‘Opportunities to enhance assets, their settings and local distinctiveness’ that encourages development: *“Sustainable development can involve seeking positive improvements in the quality of the historic environment. There will not always be opportunities to enhance the significance or improve a heritage asset but the larger the asset the more likely there will be. Most conservation areas, for example, will have sites within them that could add to the character and value of the area through development, while listed buildings may often have extensions or other alterations that have a negative impact on the significance. Similarly, the setting of all heritage assets will frequently have elements that detract from the significance of the asset or hamper its appreciation”.*

Historic England The Setting of Heritage Assets Historic Environment Good Practice Advice (GPA) in Planning (second Edition) Note 3 (December 2017)

- 2.27 This document presents guidance on managing change within the settings of heritage assets, including archaeological remains and historic buildings, sites, areas and landscapes. It gives general advice on understanding setting, and how it may contribute to the significance of heritage assets and allow that significance to be appreciated, as well as advice on how views contribute to setting. The suggested staged approach to taking decisions on setting can also be used to assess the contribution of views to the significance of heritage assets.
- 2.28 Page 2, states that *“the extent and importance of setting is often expressed by reference to visual considerations. Although views of or from an asset will play an important part, the way in which we experience an asset in its setting is also influenced by other environmental*

factors such as noise, dust and vibration from other land uses in the vicinity, and by our understanding of the historic relationship between places.”

- 2.29 The document goes on to set out ‘A staged approach to proportionate decision taking’ provides detailed advice on assessing the implications of development proposals and recommends the following broad approach to assessment, undertaken as a series of steps that apply equally to complex or more straightforward cases:
- “Step 1 - identify which heritage assets and their settings are affected;
 - Step 2 - Assess the degree to which these settings make a contribution to the significance of the heritage asset(s) or allow significance to be appreciated;
 - Step 3 - assess the effects of the proposed development, whether beneficial or harmful, on that significance or on the ability to appreciate it;
 - Step 4 - explore ways to maximise enhancement and avoid or minimizing harm;
 - Step 5 - make and document the decision and monitor outcomes.” (page 8)

Historic England Analysing Significance in Heritage Assets Advice Note 12 (October 2019)

- 2.30 This document provides guidance on the NPPF requirement for applicants to describe heritage significance in order to aid local planning authorities’ decision making. It reiterates the importance of understanding the significance of heritage assets, in advance of developing proposals. This advice note outlines a staged approach to decision-making in which assessing significance precedes the design and also describes the relationship with archaeological desk-based assessments and field evaluations, as well as with Design and Access Statements.
- 2.31 The advice in this document, in accordance with the NPPF, emphasises that the level of detail in support of applications for planning permission and listed building consent should be no more than is necessary to reach an informed decision, and that activities to conserve the asset(s) need to be proportionate to the significance of the heritage asset(s) affected and the impact on that significance. This advice also addresses how an analysis of heritage significance could be set out before discussing suggested structures for a statement of heritage significance.

Town and Country Planning Association, Policy Advice Note: Garden City Settlements (October 2008)

- 2.32 This document seeks to outline the pressures on Garden Cities in terms of development, advocating for clarity from local planning authorities setting out specific and detailed conservation area appraisals and management plans to guide proposals.

Local Policy

Welwyn Hatfield District Plan

Policy R25-Works to Listed Building

- 2.33 Permission will be refused for any proposal which would adversely affect the historic character or architectural quality of a Listed Building or its setting. Listed Building Consent will not be granted for any extensions or external or internal alterations to buildings of special architectural or historic importance unless all of the following criteria are satisfied:

- (i) New works respect the character, appearance, and setting of the building in terms of design, scale and materials;
- (ii) Architectural or historic features which are important to the character and appearance of the building (including internal features) are retained unaltered;
- (iii) The historic form and structural integrity of the building are retained; and
- (iv) Full detailed drawings of the proposed works are submitted with the application.

Policy D1: Quality of Design

- 2.34 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.

Policy D2: Character and Context

- 2.35 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, should enhance or improve the character of the existing area.

Policy D6: Legibility

- 2.36 The Council will require all new development to enhance and contribute to the legibility of the development itself and of the area in which it is located.

Broadwater Road West Supplementary Planning Document (December 2008)

- 2.37 This Supplementary Planning Document (SPD) outlines the Council's vision for the future of Broadwater Road West and sets out a masterplan to guide and promote the comprehensive redevelopment of this key site. It should be noted that the site itself was not assessed as part of the proposed areas for redevelopment.
- 2.38 The Council's vision for Broadwater Road West is, "To deliver an energetic and pioneering scheme of development which integrates the spirit of the garden city with the very best of high quality 21st Century design, seizing the opportunity to enhance the local environment and create a sustainable, supported neighbourhood of an appropriate scale, which successfully integrates with the local community."
- 2.39 "opportunities exist to: Improve the bridge link to the Howard Centre to improve pedestrian links with the town centre; Enhance the East/West link across the site via Hyde Way; Maximise the site's accessible location and good road and public transport connections; Redevelop the Cereal Partners site using the silos as a landmark feature; Provide a network of usable green spaces on the site; Support business incubation at the Bio Park through adjacent new space; Emphasise the site's industrial character and develop taller buildings on the site; Incorporate mixed use blocks; Create new hub around public space; Create a highly sustainable 21st century development; Provide renewables and a CHP on the site; Provide a safe and crime free environment; Improve the current access route to the railway

line used by Network Rail for maintenance work; Uplift the quality of development in Welwyn Garden City; Provide for the leisure/ cultural and community needs/ demands in the town; Emphasise the landmark buildings on the site to promote legibility; and Integrate the site into the surrounding area.”

Building Height

- 2.40 “Buildings on the site should be of excellent architectural quality and designed in full cognisance of their likely impact on their immediate surroundings as well as the wider setting. The main two listed structures of the CPUT silos and the Roche reception building should be incorporated as landmarks in the overall structure of development and the building heights of all blocks should have regard to the setting of these buildings. The silos, in particular, should stand out as the main landmark on the skyline and therefore no new development should adversely affect this role.
- 2.41 It is considered that lower rise buildings should generally be accommodated at the southern end of the site, responding to the adjacent residential character areas that the development will need to respect. Medium rise buildings should make up the majority of the site, particularly through the central band of the site and where located adjacent to the railway should provide an element of screening whilst seeking to retain views to the silos.
- 2.42 Given the context of the listed buildings, it is generally considered that buildings on the site should not be more than 5 storeys in height. Furthermore, where new build development on the site is proposing development of 5 storeys (or more) the resulting scheme will be assessed with regards to both the contribution that such height could bring and any adverse impacts. In reviewing schemes that include development of 5 storeys (or more) the Council will consider the following criteria - Relationship to context of the site and the wider area Effect on historic context of the site and the wider area Relationship to transport infrastructure Architectural quality of the building Design credibility of the building Sustainable design and construction Contribution to public space and facilities Effect on the local environment and amenity of those in the vicinity of the building Contribution to permeability Provision of a well designed environment including fitness for purpose.”

Other Material Considerations

Emerging Local Policy

Welwyn Hatfield Borough Council - Draft Local Plan Proposed Submission August 2016

Policy SADM 15 - Heritage

- 2.43 “Proposals which affect designated heritage assets and the wider historic environment should consider the following:
- 2.44 The potential to sustain and enhance the heritage asset and historic environment in a manner appropriate to its function and significance. Successive small scale changes that lead to a cumulative loss or harm to the significance of the asset or historic environment should be avoided. Proposals should respect the character, appearance and setting of the asset and historic environment in terms of design, scale, materials and impact on key views.
- 2.45 Architectural or historic features which are important to the character and appearance of the asset (including internal features) should be retained unaltered. The historic form and

structural integrity of the asset are retained; and Appropriate recording of the fabric or features that are to be lost or compromised takes place and is deposited into the Historic Environment Record.

- 2.46 A Heritage Statement, Heritage Impact Assessment and/or Archaeological Assessment will be required if the scale and nature of the proposal are likely to have an impact on the significance of all or part of the asset. Permission for proposals that result in substantial harm to the significance of a designated heritage asset, including Conservation Areas, will be exceptional or wholly exceptional in accordance with national policy and guidance.
- 2.47 Proposals that result in less than substantial harm to the significance of a designated heritage asset will also be refused unless the need for, and benefits of, the development in that location significantly outweigh that harm and the desirability of preserving the asset, and all feasible solutions to avoid and mitigate that harm have been fully implemented.
- 2.48 Proposals that result in harm to the significance of other heritage assets will be resisted unless the need for, and benefits of, the development in that location clearly outweigh that harm, taking account of the asset's significance and importance, and all feasible solutions to avoid and mitigate that harm have been fully implemented.

Shredded Wheat Factory Consented applications (6/2018/0171/MAJ, 6/2019/1347/FULL, 6/2019/0826/LB)

- 2.49 Consented applications for the redevelopment of the Shredded Wheat Factory and surrounding area have been granted. This includes Listed Building Consent for alterations to the Grade II listed building. Proposals within the consented scheme include the demolition of later additions as well additional height in the form of circulation space. The proposals included a mixed height across the site going up to nine storeys. These alterations were supported by Historic England, who referenced the need to preserve the 'clarity' of the original design.

Former Roche Products Site (ref. N6/2010/01776/MA) and conversion of the listed Roche building to residential (ref. N6/2016/1882/FUL).

- 2.50 A consented application saw the clearance around the listed Roche building and conversion of the listed building to residential.

3.0 Methodology

Heritage Assets

- 3.1 A heritage asset is defined within the National Planning Policy Framework as *“a building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. It includes designated heritage assets and assets identified by the local planning authority (including local listing)”* (NPPF Annex 2: Glossary).
- 3.2 To be considered a heritage asset *“an asset must have some meaningful archaeological, architectural, artistic, historical, social or other heritage interest that gives it value to society that transcends its functional utility. Therein lies the fundamental difference between heritage assets and ordinary assets; they stand apart from ordinary assets because of their significance – the summation of all aspects of their heritage interest.”* (‘Managing Built Heritage: The Role of Cultural Values and Significance’ Stephen Bond and Derek Worthing, 2016.)
- 3.3 ‘Designated’ assets have been identified under the relevant legislation and policy including, but not limited to: World Heritage Sites, Scheduled Monuments, Listed Buildings, and Conservation Areas. ‘Non-designated’ heritage assets are assets which fall below the national criteria for designation.
- 3.4 The absence of a national designation should not be taken to mean that an asset does not hold any heritage interest. The Planning Policy Guidance (PPG) states that *“non-designated heritage assets are buildings, monuments, sites, places, areas or landscapes identified by plan-making bodies as having a degree of heritage significance meriting consideration in planning decisions, but which do not meet the criteria for designated heritage assets.”* (Paragraph: 039 Reference ID: 18a-039-20190723)
- 3.5 The PPG goes on to clarify that *“a substantial majority of buildings have little or no heritage significance and thus do not constitute heritage assets. Only a minority have enough heritage significance to merit identification as non-designated heritage assets.”*

Meaning of Significance

- 3.6 The concept of significance was first expressed within the 1979 Burra Charter (Australia ICOMOS, 1979). This charter has periodically been updated to reflect the development of the theory and practice of cultural heritage management, with the current version having been adopted in 2013. It defines cultural significance as the *“aesthetic, historic, scientific, social or spiritual value for past, present or future generations. Cultural significance is embodied in the place itself, its fabric, setting, use, associations, meanings, records, related places and related objects. Places may have a range of values for different individuals or groups”* (Page 2, Article 1.2)
- 3.7 The NPPF (Annex 2: Glossary) also defines significance as *“the value of a heritage asset to this and future generations because of its heritage interest. The interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset’s physical presence, but also from its setting.”*
- 3.8 Significance can therefore be considered to be formed by *“the collection of values associated with a heritage asset.”* (‘Managing Built Heritage: The Role of Cultural Values and Significance’ Stephen Bond and Derek Worthing, 2016.)

Assessment of Significance/Value

- 3.9 It is important to be proportionate in assessing significance as required in both national policy and guidance as set out in paragraph 189 of NPPF.
- 3.10 The Historic England document 'Conservation Principles' states that "*understanding a place and assessing its significance demands the application of a systematic and consistent process, which is appropriate and proportionate in scope and depth to the decision to be made, or the purpose of the assessment.*"
- 3.11 The document goes on to set out a process for assessment of significance, but it does note that not all of the stages highlighted are applicable to all places/ assets.
- Understanding the fabric and evolution of the asset;
 - Identify who values the asset, and why they do so;
 - Relate identified heritage values to the fabric of the asset;
 - Consider the relative importance of those identified values;
 - Consider the contribution of associated objects and collections;
 - Consider the contribution made by setting and context;
 - Compare the place with other assets sharing similar values;
 - Articulate the significance of the asset.
- 3.12 At the core of this assessment is an understanding of the value/significance of a place. There have been numerous attempts to categorise the range of heritage values which contribute to an asset's significance. Historic England's 'Conservation Principles' sets out a grouping of values as follows:

Evidential value – '*derives from the potential of a place to yield evidence about past human activity...Physical remains of past human activity are the primary source of evidence about the substance and evolution of places, and of the people and cultures that made them...The ability to understand and interpret the evidence tends to be diminished in proportion to the extent of its removal or replacement.*' (Page 28)

Aesthetic Value – '*Aesthetic values can be the result of the conscious design of a place, including artistic endeavour. Equally, they can be the seemingly fortuitous outcome of the way in which a place has evolved and been used over time. Many places combine these two aspects... Aesthetic values tend to be specific to a time cultural context and appreciation of them is not culturally exclusive.*' (Pages 30-31)

Historic Value – '*derives from the ways in which past people, events and aspects of life can be connected through a place to the present. It tends to be illustrative or associative... Association with a notable family, person, event, or movement gives historical value a particular resonance...The historical value of places depends upon both sound identification and direct experience of fabric or landscape that has survived from the past, but is not as easily diminished by change or partial replacement as evidential value. The authenticity of a place indeed often lies in visible evidence of change as a result of people responding to changing circumstances. Historical values are harmed only to the extent that adaptation has obliterated or concealed them, although completeness does tend to strengthen illustrative value.*' (Pages 28-30)

Communal Value – “Commemorative and symbolic values reflect the meanings of a place for those who draw part of their identity from it, or have emotional links to it... Social value is associated with places that people perceive as a source of identity, distinctiveness, social interaction and coherence. Some may be comparatively modest, acquiring communal significance through the passage of time as a result of a collective memory of stories linked to them... They may relate to an activity that is associated with the place, rather than with its physical fabric... Spiritual value is often associated with places sanctified by longstanding veneration or worship, or wild places with few obvious signs of modern life. Their value is generally dependent on the perceived survival of the historic fabric or character of the place, and can be extremely sensitive to modest changes to that character, particularly to the activities that happen there”. (Pages 31-32)

- 3.13 Value-based assessment should be flexible in its application, it is important not to oversimplify an assessment and to acknowledge when an asset has a multi-layered value base, which is likely to reinforce its significance.

Contribution of Setting/context to Significance

- 3.14 In addition to the above values, the setting of a heritage asset can also be a fundamental contributor to its significance - although it should be noted that ‘setting’ itself is not a designation. The value of setting lies in its contribution to the significance of an asset. For example, there may be instances where setting does not contribute to the significance of an asset at all.
- 3.15 Historic England’s Conservation Principles defines *setting* as “an established concept that relates to the surroundings in which a place is experienced, its local context, embracing present and past relationships to the adjacent landscape.”
- 3.16 It goes on to state that “context embraces any relationship between a place and other places. It can be, for example, cultural, intellectual, spatial or functional, so any one place can have a multi-layered context. The range of contextual relationships of a place will normally emerge from an understanding of its origins and evolution. Understanding context is particularly relevant to assessing whether a place has greater value for being part of a larger entity, or sharing characteristics with other places” (page 39).
- 3.17 In order to understand the role of setting and context to decision-making, it is important to have an understanding of the origins and evolution of an asset, to the extent that this understanding gives rise to significance in the present. Assessment of these values is not based solely on visual considerations but may lie in a deeper understanding of historic use, ownership, change or other cultural influence – all or any of which may have given rise to current circumstances and may hold a greater or lesser extent of significance.
- 3.18 The importance of setting depends entirely on the contribution it makes to the significance of the heritage asset or its appreciation. It is important to note that impacts that may arise to the setting of an asset do not, necessarily, result in direct or equivalent impacts to the significance of that asset(s).

Assessing Impact

- 3.19 It is evident that the significance/value of any heritage asset(s) requires clear assessment to provide a context for, and to determine the impact of, development proposals. Impact on that value or significance is determined by first considering the sensitivity of the receptors identified which is best expressed by using a hierarchy of value levels.

- 3.20 There are a range of hierarchical systems for presenting the level of significance in use; however, the method chosen for this project is based on the established 'James Semple Kerr method' which has been adopted by Historic England, in combination with the impact assessment methodology for heritage assets within the *Design Manual for Roads and Bridges* (DMRB: HA208/13) published by the Highways Agency, Transport Scotland, the Welsh Assembly Government and the department for Regional Development Northern Ireland. This 'value hierarchy' has been subject to scrutiny in the UK planning system, including Inquiries, and is the only hierarchy to be published by a government department.
- 3.21 The first stage of our approach is to carry out a thoroughly researched assessment of the significance of the heritage asset, in order to understand its value:

| SIGNIFICANCE | EXAMPLES |
|-----------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Very High | World Heritage Sites, Listed Buildings, Scheduled Monuments and Conservation Areas of outstanding quality, or built assets of acknowledged exceptional or international importance, or assets which can contribute to international research objectives. Registered Parks & Gardens, historic landscapes and townscapes of international sensitivity. |
| High | World Heritage Sites, Listed Buildings, Scheduled Monuments, Conservation Areas and built assets of high quality, or assets which can contribute to international and national research objectives. Registered Parks & Gardens, historic landscapes and townscapes which are highly preserved with excellent coherence, integrity, time-depth, or other critical factor(s). |
| Good | Listed Buildings, Scheduled Monuments, Conservation Areas and built assets (including locally listed buildings and non-designated assets) with a strong character and integrity which can be shown to have good qualities in their fabric or historical association, or assets which can contribute to national research objectives. Registered Parks & Gardens, historic landscapes and townscapes of good level of interest, quality and importance, or well preserved and exhibiting considerable coherence, integrity time-depth or other critical factor(s). |
| Medium/ Moderate | Listed Buildings, Scheduled Monuments, Conservation Areas and built assets (including locally listed buildings and non-designated assets) that can be shown to have moderate qualities in their fabric or historical association. Registered Parks & Gardens, historic landscapes and townscapes with reasonable coherence, integrity, time-depth or other critical factor(s). |
| Low | Listed Buildings, Scheduled Monuments and built assets (including locally listed buildings and non-designated assets) compromised by poor preservation integrity and/or low original level of quality of low survival of contextual associations but with potential to contribute to local research objectives. Registered Parks & Gardens, historic landscapes and townscapes with modest sensitivity or whose sensitivity is limited by poor preservation, historic integrity and/or poor survival of contextual associations. |
| Negligible | Assets which are of such limited quality in their fabric or historical association that this is not appreciable. Historic landscapes and townscapes of limited sensitivity, historic integrity and/or limited survival of contextual associations. |
| Neutral/ None | Assets with no surviving cultural heritage interest. Buildings of no architectural or historical note. |

| | |
|--|---------------------------------------------------------------------------------------------------------------------|
| | Landscapes and townscape with no surviving legibility and/or contextual associations, or with no historic interest. |
|--|---------------------------------------------------------------------------------------------------------------------|

- 3.22 Once the value/ significance of an asset has been assessed, the next stage is to determine the assets 'sensitivity to change'. The following table sets out the levels of sensitivity to change, which is based upon the vulnerability of the asset, in part or as a whole, to loss of value through change. Sensitivity to change can be applied to individual elements of a building, or its setting, and may differ across the asset.
- 3.23 An asset's sensitivity level also relates to its capacity to absorb change, either change affecting the asset itself or change within its setting (remembering that according to Historic England The Setting of Heritage Assets – Planning Note 3, 'change' does not in itself imply harm, and can be neutral, positive or negative in effect).
- 3.24 Some assets are more robust than others and have a greater capacity for change and therefore, even though substantial changes are proposed, their sensitivity to change or capacity to absorb change may still be assessed as low.

| SENSITIVITY | EXPLANATION OF SENSITIVITY |
|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| High | High Sensitivity to change occurs where a change may pose a major threat to a specific heritage value of the asset which would lead to substantial or total loss of heritage value. |
| Moderate | Moderate sensitivity to change occurs where a change may diminish the heritage value of an asset, or the ability to appreciate the heritage value of an asset. |
| Low | Low sensitivity to change occurs where a change may pose no appreciable threat to the heritage value of an asset. |

- 3.25 Once there is an understanding of the sensitivity an asset holds, the next stage is to assess the 'magnitude' of the impact that any proposed works may have. Impacts may be considered to be adverse, beneficial or neutral in effect and can relate to direct physical impacts, impacts on its setting, or both. Impact on setting is measured in terms of the effect that the impact has on the significance of the asset itself – rather than setting itself being considered as the asset.

| MAGNITUDE OF IMPACT | TYPICAL CRITERIA DESCRIPTORS |
|---------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Very High | <u>Adverse</u> : Impacts will destroy cultural heritage assets resulting in their total loss or almost complete destruction. <u>Beneficial</u> : The proposals would remove or successfully mitigate existing and significant damaging and discordant impacts on assets; allow for the substantial restoration or enhancement of characteristic features. |
| High | <u>Adverse</u> : Impacts will damage cultural heritage assets; result in the loss of the asset's quality and integrity; cause severe damage to key characteristic features or elements; almost complete loss of setting and/or context of the asset. The assets integrity or setting is almost wholly destroyed or is severely compromised, such that the resource can no longer be appreciated or understood. |

| | |
|-------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | <p><u>Beneficial:</u> The proposals would remove or successfully mitigate existing damaging and discordant impacts on assets; allow for the restoration or enhancement of characteristic features; allow the substantial re-establishment of the integrity, understanding and setting for an area or group of features; halt rapid degradation and/or erosion of the heritage resource, safeguarding substantial elements of the heritage resource.</p> |
| Medium | <p><u>Adverse:</u> Moderate impact on the asset, but only partially affecting the integrity; partial loss of, or damage to, key characteristics, features or elements; substantially intrusive into the setting and/or would adversely impact upon the context of the asset; loss of the asset for community appreciation. The assets integrity or setting is damaged but not destroyed so understanding and appreciation is compromised.</p> <p><u>Beneficial:</u> Benefit to, or partial restoration of, key characteristics, features or elements; improvement of asset quality; degradation of the asset would be halted; the setting and/or context of the asset would be enhanced and understanding and appreciation is substantially improved; the asset would be brought into community use.</p> |
| Minor/Low | <p><u>Adverse:</u> Some measurable change in assets quality or vulnerability; minor loss of or alteration to, one (or maybe more) key characteristics, features or elements; change to the setting would not be overly intrusive or overly diminish the context; community use or understanding would be reduced. The assets integrity or setting is damaged but understanding and appreciation would only be diminished not compromised.</p> <p><u>Beneficial:</u> Minor benefit to, or partial restoration of, one (maybe more) key characteristics, features or elements; some beneficial impact on asset or a stabilisation of negative impacts; slight improvements to the context or setting of the site; community use or understanding and appreciation would be enhanced.</p> |
| Negligible | <p>Barely discernible change in baseline conditions and/or slight impact. This impact can be beneficial or adverse in nature.</p> |
| Neutral | <p>Some changes occur but the overall effect on the asset and its significance is neutral.</p> |
| Nil | <p>No change in baseline conditions.</p> |

4.0 Townscape Policy and Planning Guidance Background

- 4.1 The Townscape Assessment is prepared with regard to the current best practice documentation including:
- Guidelines for Landscape and Visual Impact Assessment (3rd Edition, 2013), Landscape Institute / Institute of Environmental Management and Assessment;
 - Advice Note 01/11: Photography and photomontage in landscape and visual impact assessment, Landscape Institute;
 - Topic Paper 6, Techniques and Criteria for Judging Capacity and Sensitivity (2003), Countryside Agency / Scottish Natural Heritage;
 - Landscape Character Assessment Guidance for England and Scotland (2002), Countryside Agency / Scottish Natural Heritage;
 - An Approach to Landscape Character Assessment (2014) - Natural England; and
 - Advice Note 4: Tall Buildings (2015), Historic England.
- 4.2 At paragraph 2.7, the Guidelines for Landscape and Visual Impact Assessment (GLVIA3) states that 'Townscape' refers to areas where built form is dominant, and in particular that "townscape means the landscape within the built-up area, including the buildings, the relationship between them, the different types of urban open spaces, including green spaces, and the relationship between buildings and open spaces."
- 4.3 GLVIA3 clarifies that references to the term 'landscape' are synonymous with the term 'townscape'. This Townscape Assessment therefore considers the national, strategic and local planning policy context and accompanying guidance insofar as it relates to townscape and visual matters. This includes:
- National Planning Policy Framework and Planning Practice Guidance**
- 4.4 In order to describe the character of the site and its setting, desk and field survey work is used to identify the key characteristics of the areas identified as being of particular importance, and to describe them as perceived from a number of route corridors.
- 4.5 Townscape elements and features understood and defined as 'character areas' within the environs of the application site are then assessed as appropriate through use of the following criteria:
- Building enclosure and scale (street and block pattern/grain, heights/3D massing, scale and density of buildings, enclosure and street proportions, and boundaries);
 - Movement (accessibility, pedestrianisation, cycle routes, public transport, choice of routes, wayfinding, nodes, gateways, defined paths, edges and mobility for disabled or elderly);

- Buildings (style and condition/quality of architecture, vernacular style, materials, and building frontages);
- Public realm (streetscape materials, street furniture, streetscape clutter, visual contrasts and evidence of vandalism);
- Landmarks (building contextual cues, landmark buildings and focal points);
- Townscape elements (vegetation types, their condition and overall contribution to character,
- Private gardens/street trees and their contribution to streetscape and open spaces).

4.6 Typically, townscape character areas comprise designated areas, townscape features, public open spaces, transport routes and distinct land use areas. These character areas are then understood as 'receptors', and their overall value determined using the matrix within the below table. The impact of a proposal can be assessed against this baseline value.

4.7 Viewpoints have also been identified and agreed with the council as individual visual receptors. This impact of the proposals upon these views will be assessed as part of this report, using the 'impact on visual amenity' matrix outlined in Table 2 below.

4.8 The existing and proposed contribution that structures within the site make to the local townscape character, including that of the receptors identified, are then determined using the following matrix as well as described in terms of scale and massing.

| VALUE | TYPICAL CRITERIA | TYPICAL SCALE OF IMPORTANCE/ RARITY | TYPICAL EXAMPLES |
|-------------|-------------------------------------------------------------------------|----------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|
| Exceptional | High importance and rarity. No or limited potential for substitution | International, National | World Heritage site, National Park, AONB, and/or typically a number of Grade I and Grade II* listed buildings or Registered Park and Garden |
| Major | High importance and rarity. Limited potential for substitution | National, Regional, Local | AONB, Scheduled Monuments, Conservation Area, typically a number of Grade II listed buildings, and/or Registered Park and Gardens |
| Moderate | Moderate importance and rarity. Limited potential for substitution | Regional, Local | Conservation Area with some negative features, or an undesignated area but value perhaps expressed through non-official publications or demonstrable use |

| | | | |
|-------|----------------------------------------------------------------------|-------|-------------------------------------------------------------------------------------------------------|
| | | | |
| Minor | Minor importance and rarity. Considerable potential for substitution | Local | Areas identified as having some redeeming feature or features and possibly identified for improvement |
| Poor | Minor importance and rarity | Local | Areas identified for recovery |

4.9 The below table shows townscape character and visual amenity magnitude of effect

| Magnitude of Effect | Definition |
|-------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Substantial adverse | The scheme proposal has a significant detrimental effect on the identified visual receptors or results in a major deterioration of the identified townscape character area |
| Moderate adverse | The scheme proposal has a moderate detrimental effect on the identified visual receptors or fails to contribute to the identified townscape character area |
| Minor adverse | The scheme proposal has a slight detrimental effect on the identified visual receptors or fails to fully contribute to the identified townscape character area |
| Negligible/ neutral | The scheme proposal neither contributes to nor detracts from the identified visual receptors or identified townscape character area |
| Minor beneficial | The scheme proposal has a slight beneficial effect on the identified visual receptors or partly contributes to the identified townscape character area |
| Moderate beneficial | The scheme proposal has a moderate beneficial effect on the identified visual receptors or contributes to the identified townscape character area |
| Substantial beneficial | The scheme proposal has a significant beneficial effect on the identified visual receptors or results in a major contribution to the identified townscape character area |

5.0 Historic Context

Initial Development

- 5.1 The Garden City movement was founded by Sir Ebenezer Howard in the 1920s following his earlier trial town at Letchworth Garden City.
- 5.2 Creating new towns was a passion of Howard who in the late 19th century felt that he could design a settlement of limited size, planned in advance, surrounded by a permeant belt of agricultural land as a future model for urban development. His main goal was to create 'Garden Cities' that were a cooperative blend of city and nature. The root of Howard's idea was to combine 'the advantages of town and countryside to create a pleasant egalitarian environment.'
- 5.3 These principles underpinned the design for Welwyn Garden City. A key theme throughout the design and planning of Welwyn Garden City was the idea that everything could be accessed within the town; an idea of self-containment. As such Howard planned the town with jobs, services, leisure facilities and housing within a single settlement. This idea was carried through to other "new towns" within the country such a Stevenage, Harlow and Milton Keynes.
- 5.4 Welwyn Garden City however was one of the earlier iterations of the movement and was born from Howard purchasing 1500 acres of farmland near Welwyn in 1919. Following on from this Howard appointed the French-Canadian architect Louis de Soissons as planner and designer in April 1920. Within six weeks De Soissons produced the master plan which was ultimately constructed with slight alterations over the decades.

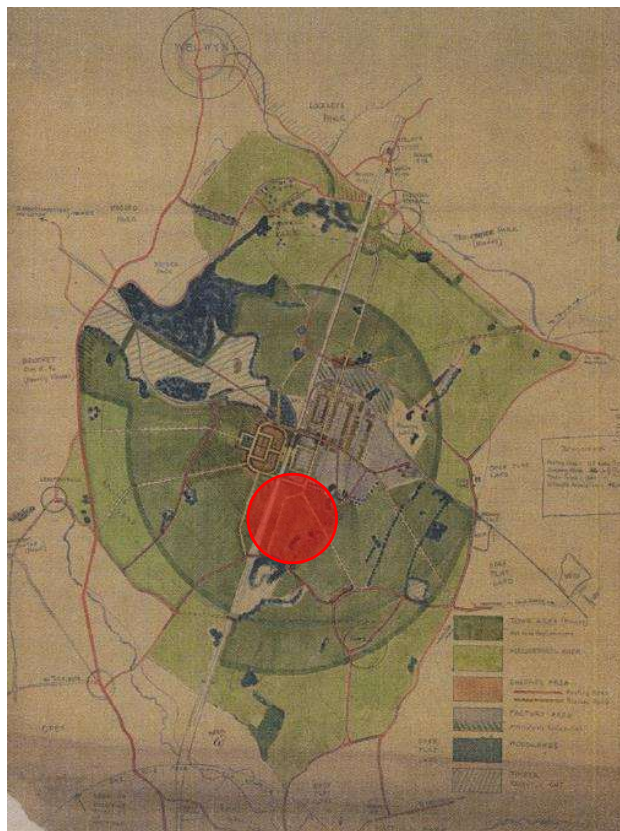


Figure 2- Welwyn Garden City sketch plan by Sir Frederic Osborn (1919). The approximate location of the site is reflected by the red transparency.

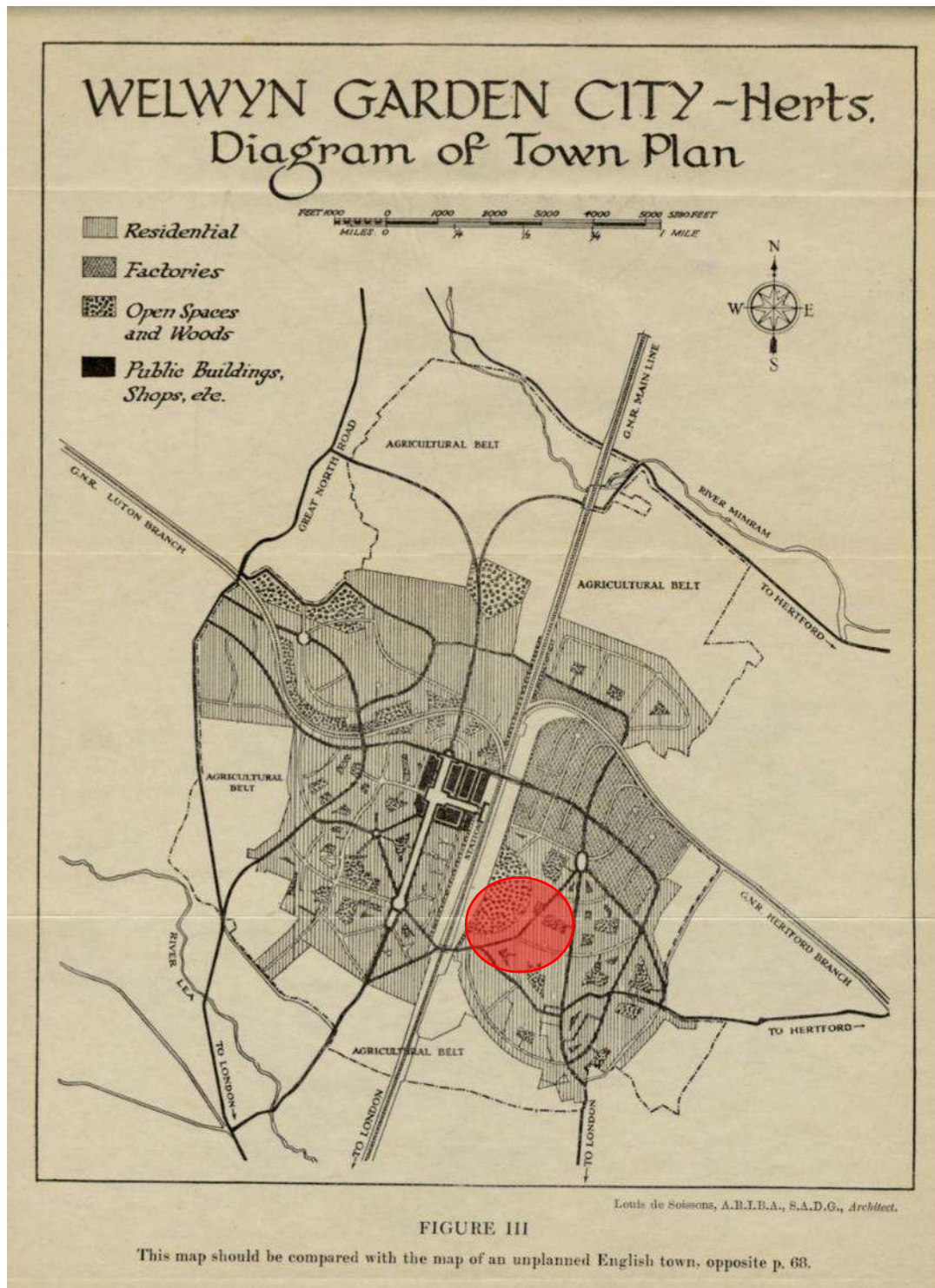


Figure 3- Diagram of Welwyn Garden City Town Plan by Louis de Soissons (1920). Note the zoned area for 'factories' to the east of the railway. The approximate location of site highlighted in red.

- 5.5 The style of the houses and public buildings throughout the Garden City are Neo-Georgian which is a contrary to the Art and Crafts style which was favoured by Unwin and Parker at Letchworth. It is thought that De Soissons and his associate Arthur Kenyon designed over half the houses within the town, the majority of which are in red brick, but many were constructed of concrete and flat roofs.

- 5.6 The town is laid out in a 'Grand Beaux Arts' tradition with a greensward avenue known as Parkway which at over 60m wide runs through the central area of the town, providing the central axis. The residential streets that surround this central core follow the contours of the land in order to minimise the cost of installing water and sewage services. These streets were carefully landscaped with no more than 12 houses per acre however De Soissons creatively reimagined the cul-de-sac to create singular communities with shared decorative detailing creating identities at street level.

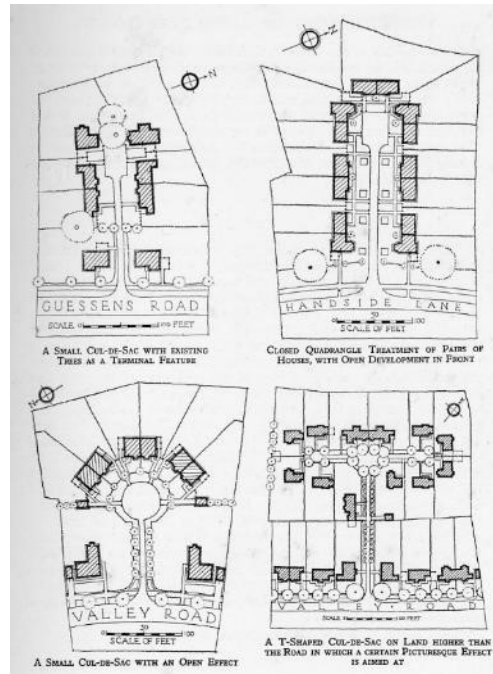


Figure 4-Street layout plan illustrating types of cul-de-sac taken from *The Building of Satellite Towns* by C.B. Purdom

- 5.7 De Soissons planned that all residents would shop in one place and though 'Welwyn Stores' provided initial amenity however commercial pressures of the 20th century have altered this original arrangement. He was also passionate about the reinstatement of trees and green spaces between each of the developments. De Soissons was still on the city board in 1948 when Welwyn Garden City was overtaken by the state and designated as a New Town under the New Towns Act 1946 with neighbouring Hatfield. He remained a key part of the development until his death in 1962.
- 5.8 Over the coming decades various development took place within the town which resulted in the creation of 8 distinct neighbourhoods; Howardsgate, Handside, Panshanger, Hatfield Hyde and Woodall, Digswell, Howlands, Lemsford, Monkswood, Haldens, Parkway and the Town Centre.

The Industrial Zone

- 5.9 A key part of the town's initial design was the desire to allow residents to live close to where they worked. In 1924 De Soissons designed the first and arguably the most important factory in the town for Shredded Wheat which was the first of its kind in England being a mixture of concrete and glass. In 1981 the factory and adjoining silos were listed at Grade II by Historic England.
- 5.10 Other factories were constructed within this expanding 'industrial zone', all approved by De Soissons before they were constructed. This included the International Modernist Grade II Listed Roche Factory, built by Otto Salvisberg in 1937.

5.11

The growth of industries in Welwyn Garden City depended on the growth and expansion of the town and population. Apart from the purpose-built factories such as Shredded Wheat and Roche Factory the majority of new factories were housed in Sectional Factory Units built in Bridge Road East, Broadwater Road, Hyde Way and Tewin Road.

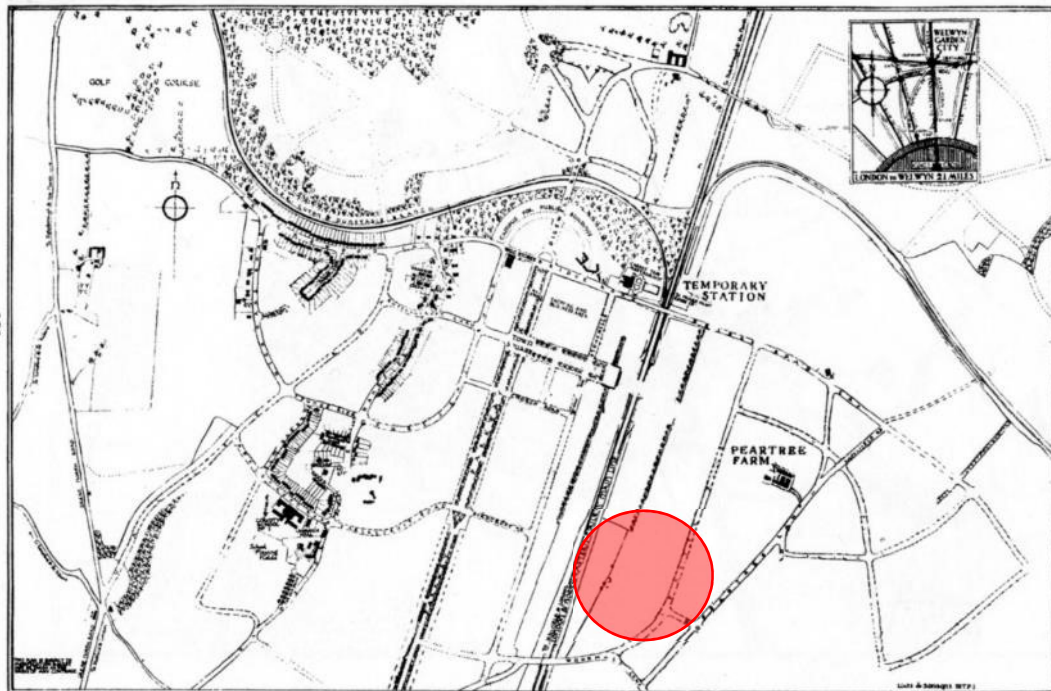


Figure 5 (Above) Map showing development of the factory area of Welwyn Garden City 1922 (approximate location of site outlined in red)

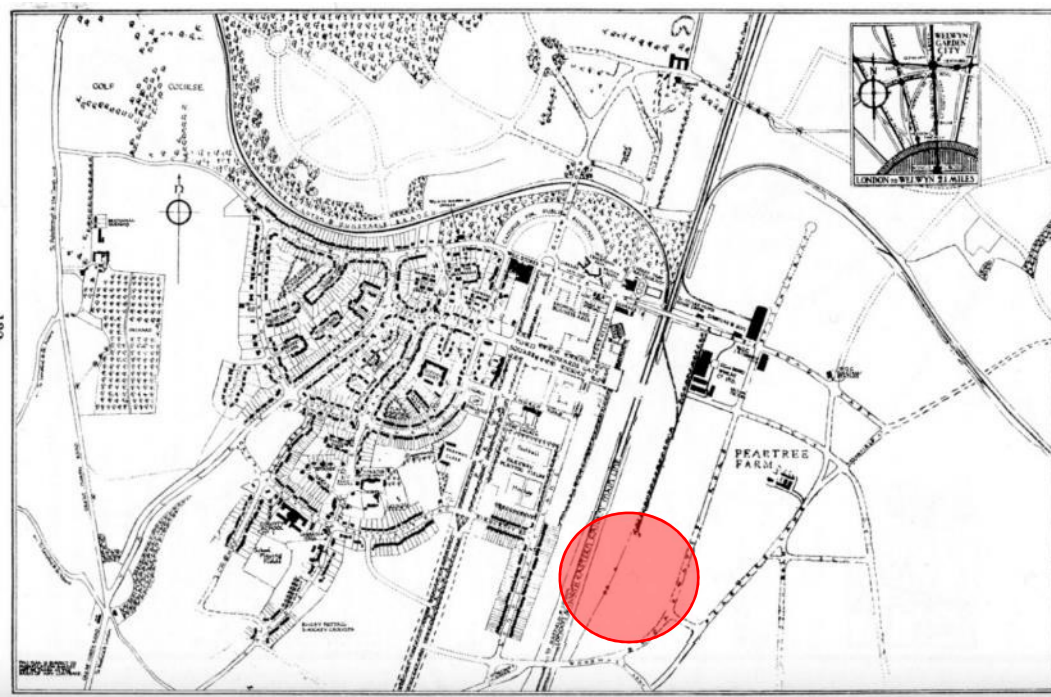


Figure 6 (Below) Map showing development of the factory area of Welwyn Garden City 1926. Residential development is starting to emerge on the west side of the railway line. The first factory (Shredded Wheat) is now present on the map north of the site (approximate location outlined in red)

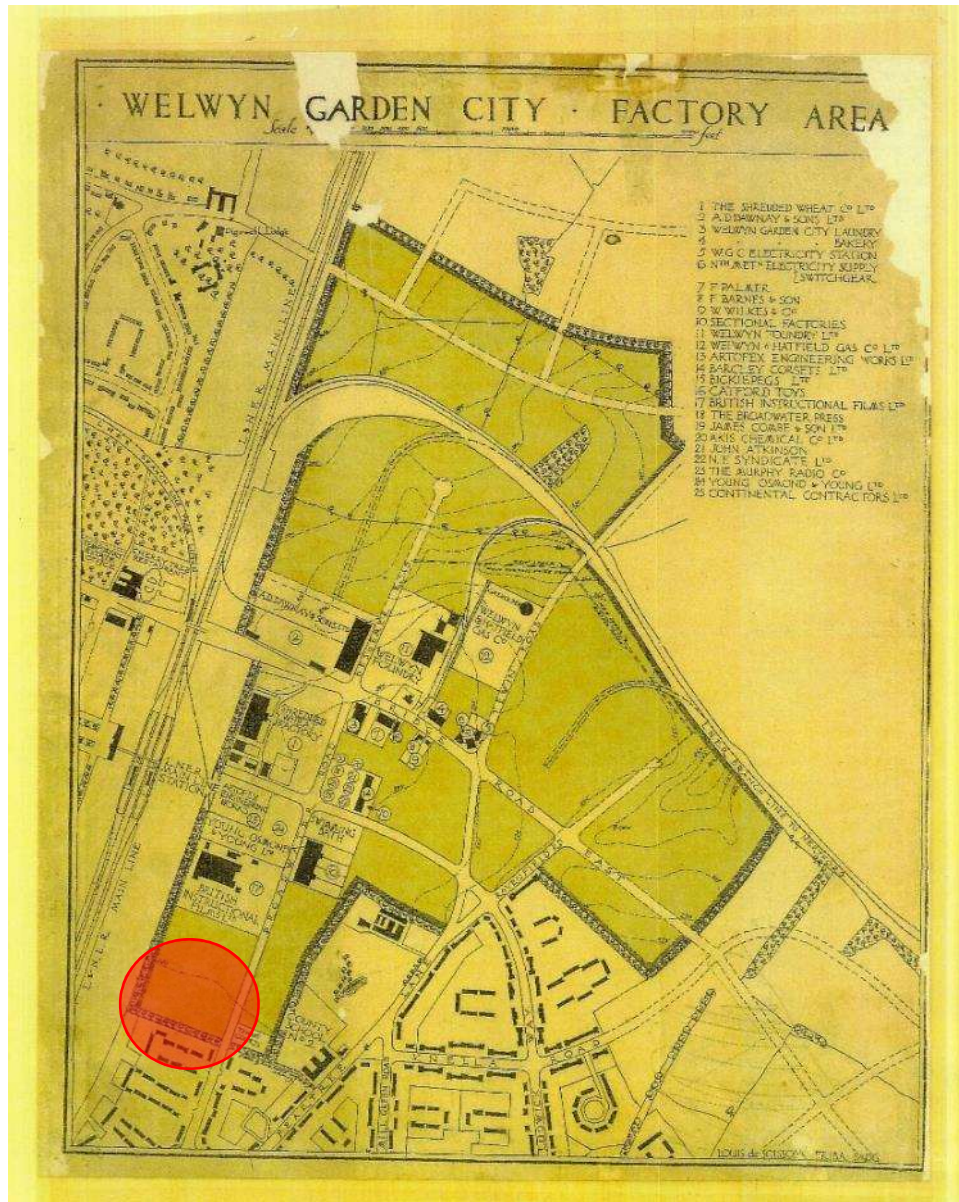


Figure 7- Late 1920s Map of Factory Area (approximate location of the site highlighted in red).

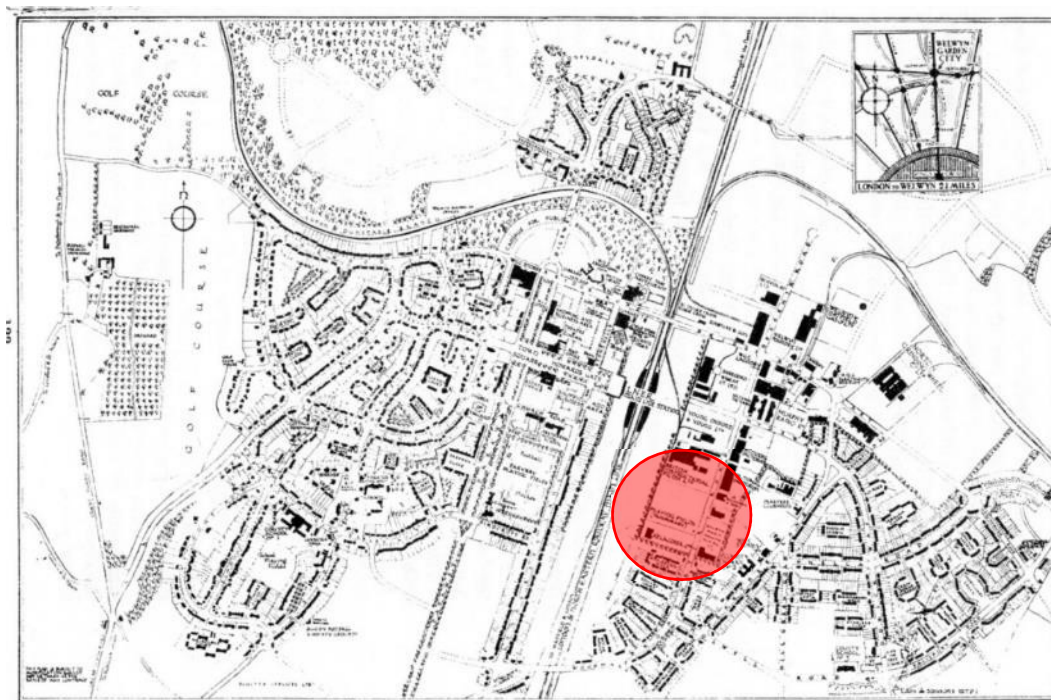


Figure 8- Map showing development of the factory area of Welwyn Garden City 1933. Further factories start to develop around the Shredded Wheat Factory with residential development starting to take form to the east and south of the site (approximate location highlighted in red).

5.12 The following is a quote taken from the Welwyn Garden City Directory 1926;

'The town is planned with an industrial area, which is specially laid out with railway sidings, roads, and public services.

The factory conditions are claimed to be ideal, and the factories are so placed that they have plenty of light and air with convenient access to the residential parts of the town and yet do not interfere with the town's amenities. Indiscriminate factory development will not be permitted in Welwyn Garden City.

The Shredded Wheat Factory is a type of the handsome factory premises of the town. This factory may be visited at certain times.'

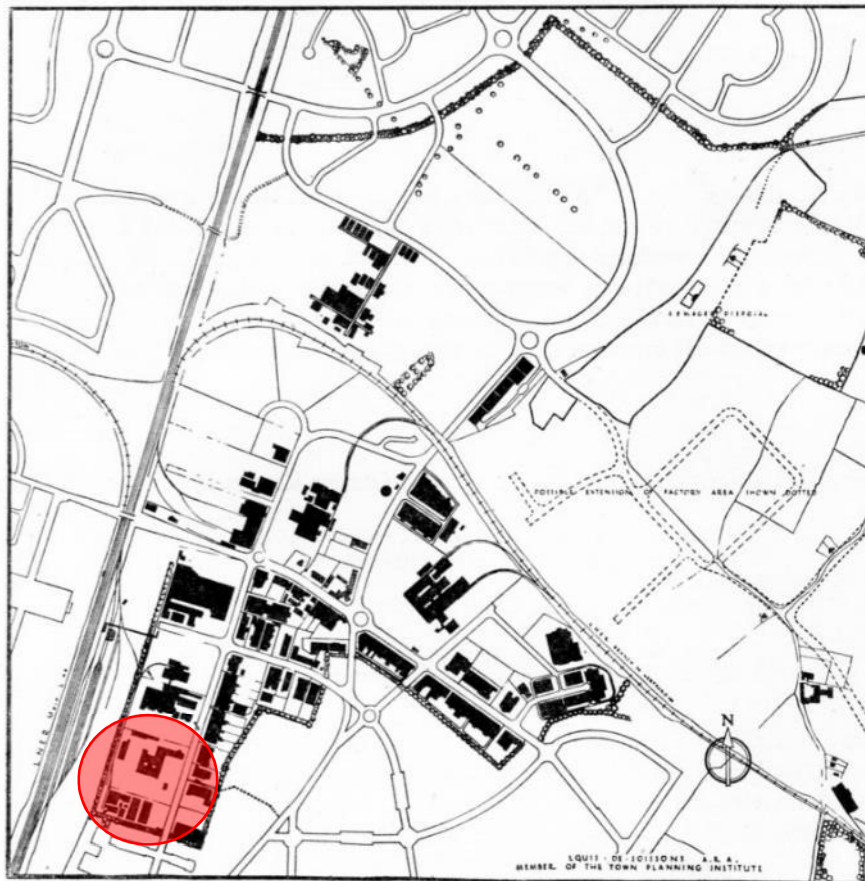


Figure 9- Map of Factory Area in Welwyn Garden City showing development in 1948 (approximate location of site in red)

- 5.13 The most striking building of this period was perhaps the Smith Kline & French (1964) designed by Arup Associates, comprising a six-storey brutalist block on stilts, with a brick podium below. This block towered over the other low-rise buildings of the garden city however it was demolished in 2004.

- 5.14 The site is located within this industrial area, situated to the east of the town centre and adjacent to the railway line. This complex of industrial buildings creates a strong contrast to De Soissons neo-Georgian town centre to the west.

- 5.15 Earlier phase of buildings on site include Welwyn Studios, a film studio built in 1928 by British Instructional Films which produced *The 39 Steps* and *Brighton Rock* amongst others. The site was then sold to Ardath Tobacco and a factory designed by De Soissons was built around it. The British chemical company ICI based its headquarters in WGC from 1938 and at its peak in the mid 1960's employed around 4000 people at its 65-acre site. This was built in phases from 1954 to 1963, using a variety of architects; J. Douglass Mathews & Partners, E. D. Jefferiss Mathews and Ronald Salmon & Partners; all contributing to the designs.



Figure 10- Welwyn Studios now demolished



Figure 11- Aerial view of Shredded Wheat Factory, early twentieth century.



Figure 12- Aerial Image of British Instructional Film Studios(front) and Shredded Wheat Company Works (rear) 1928



Figure 13- Shredded Wheat Factory and other Industrial Works circa 1930



Figure 14- Aerial view of Welwyn Garden City from South West circa 1930s (approximate location of site highlighted in red)



Figure 15- Aerial view of Welwyn Garden City from South East 1935 (approximate location of site highlighted in red)

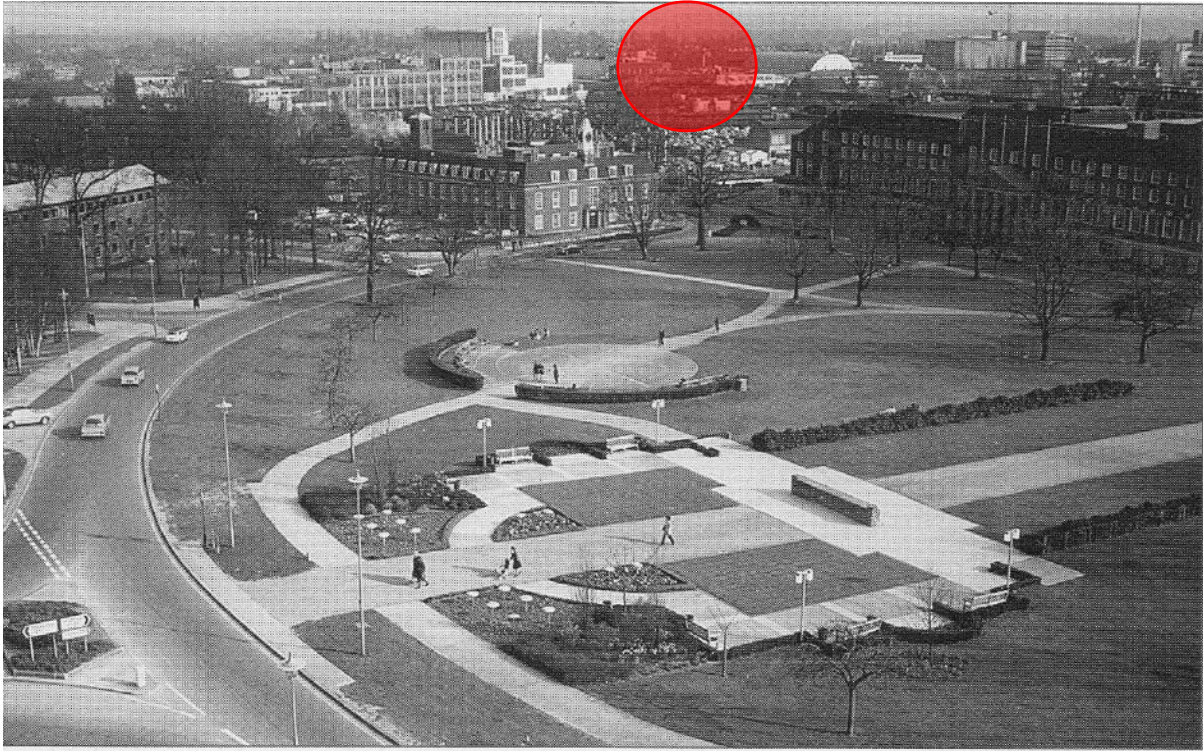


Figure 16- The Campus of Welwyn Stores to right 1972 (approximate site location highlighted in red)

6.0 Planning History

- 6.1 This section outlines the relevant planning history for the site and surroundings, including the allocated site known as the Shredded Wheat Corner to the north and Roche Factory development by Taylor Wimpey to the east.
- 6.2 The allocation of the Broadwater Road site within the Broadwater Road West Supplementary Planning Document (December 2008) set out the vision for the redevelopment of the area as follows:

“To deliver an energetic and pioneering scheme of development which integrated the spirit of the garden city with the very best of high quality 21st Century design, seizing the opportunity to enhance the local environment and create a sustainable, supported neighbourhood of an appropriate scale, which successfully integrates with the local community.”

- **2010**, Consented Application N6/2010/1776/MA, for 200 units within the former Roche Factory site.
- **2010**, Refused Application N6/2010/2055/MA for the land surrounding the Shredded Wheat building, comprising a mix of uses notably 14,000sq.m of office, 344 residential units and a new retail supermarket.
- **2015**, Consented Application N6/2015/0294/PP for the land surrounding the Shredded Wheat building, outline permission for development with (part retention and part demolition) for 850 residential units and C 14,000 sq.m. of buildings hosting workspace, healthcare, hotel, shops and restaurants and community uses. This application was approved in Nov 2017 subject to planning conditions and with an accompanying legal agreement.
- **2015**, Consented Application (2015/0293) for the land surrounding the Shredded Wheat building, approved the removal buildings on the site retaining a portion of the silos, the boiler house, grain house and production hall.
- **2016**, Consented Application for N6/2016/1882/FUL for the conversion of the listed Roche Building to 34 residential units.
- **2018**, Consented Application for 6/2018/0171/MAJ for the 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 497 m² of health (use class d1), 497 m² of community use (use class d1), 883 m² of office (use class b1) and 590 m² of retail (class a1/a2/a3/a4/a5); alterations, additions and change of use of grade ii listed building and retained silos to provide 5,279 m² of flexible business floorspace (use class b1), 270 m² combined heat and power (sui generis), 2,057 m² international art centre (use class d1), 1,235 m² gymnasium (use class d2), 1,683 m² of restaurant/coffee shop/bar (use class a1/a3/a4/a5), creche/day nursery (use class d1) of 671 m² as well as a network rail toc building (use class b1) of 360 m²; plus associated car parking, access, landscaping, public art and other supporting infrastructure.
 - This application prompted the following comments from the Welwyn Garden City Society regarding design and heritage and townscape impact:
 - Tower blocks too similar around the De Soissons original building. Those between the silos and Howardsgate are too high and this view would be lost.