

Communal Value

- 8.15 There is residual communal interest in the commemorative value of the building as a place of employment. The overall communal interest is considered to be **low**.

Summary of significance, setting and contribution of the site

- 8.16 The listed building has undergone significant alteration however it retains a strong sense of its original architectural modernist character, expressed in the strong geometric perpendicular appearance. The complex as a whole was designed to be appreciated from Broadwater Road to the east however the immediate setting of the building has changed substantially. While there was a history of expansion leading to the completion a terrace of larger blocks immediately to the west and south of the main structure, these have been cleared from the surroundings towards the end of the 20th century and now redeveloped by a recent residential development with associated car parking and landscaping. The direct relationship with and responsive character to Broadwater Road to the east has however been retained. The overall significance of the listed building is considered to be **medium** with a **low** sensitivity for change.
- 8.17 While the buildings within the site and the Former Roche Office share a commercial industrial character, there is little architectural relationship between the two. The tower within the site presently dominates that of the listed building in terms of height, however the set back away from the road to the west means that the site creates a backdrop rather than obscuring the listed building when seen from the main road. The contribution of the site to the setting and significance of the listed building is therefore considered to be **negative** in terms of the indifferent architectural character of the site and its dominating appearance, which fails to respond to the considered modernist aesthetic of the listed building.



Figure 51. Former Roche Office Building, seen from Broadwater Road. Note glimpses of the buildings within the site seen to the rear.



Figure 52. Former Roche Office building prior to the redevelopment of the surroundings and the conversion of the listed building.

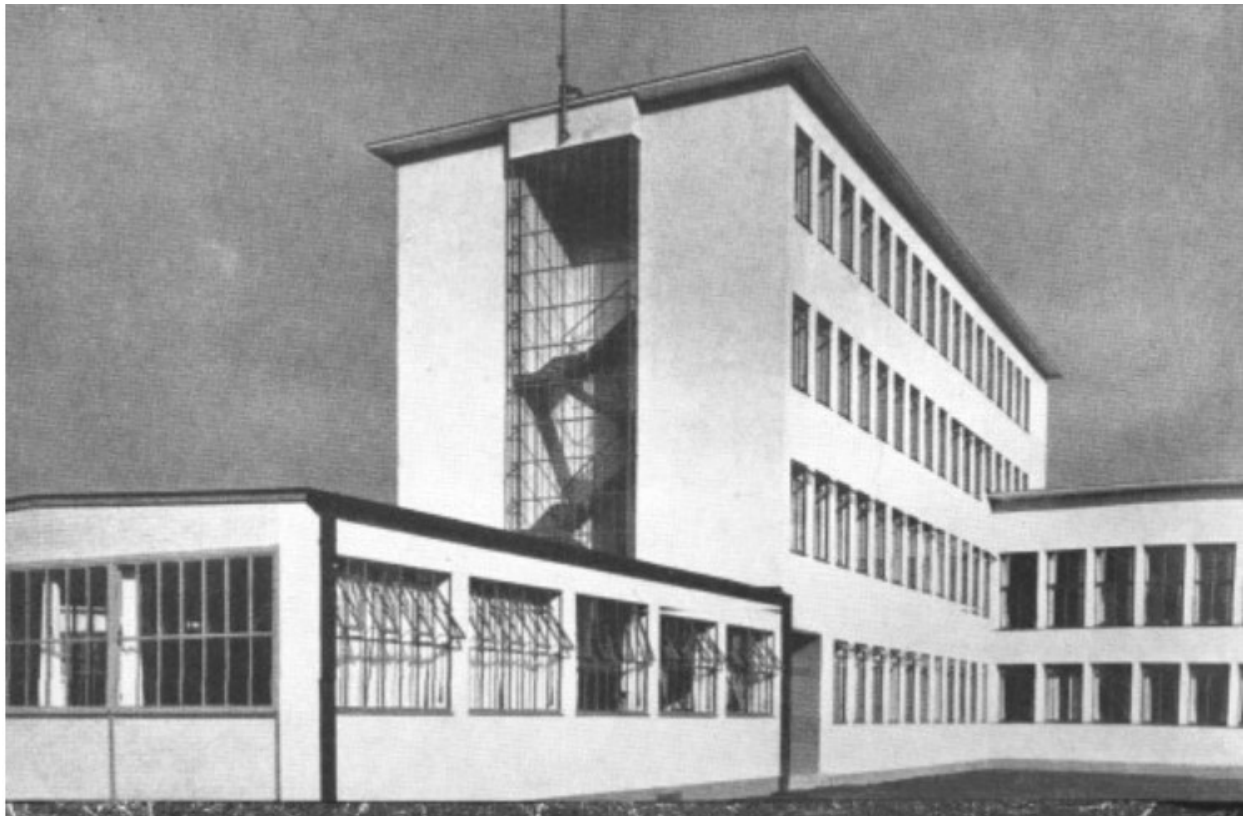


Figure 53. 1930s artistic impression of the Roche Office and Factory, Grade II.

Hatfield House, Grade I

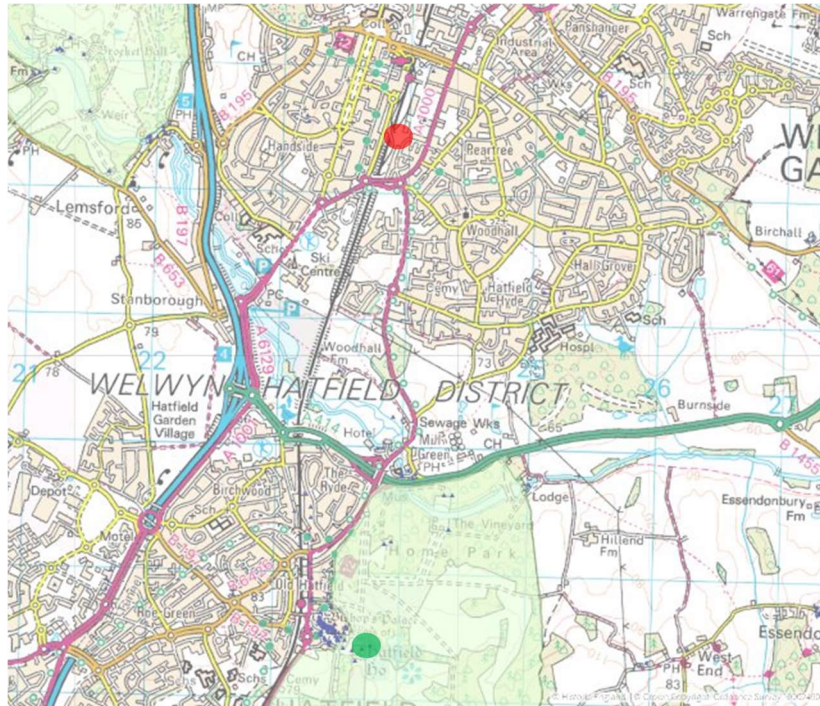


Figure 54. Map showing location of Hatfield House, indicated by the green dot. The location of the site is indicated by the red dot.

Historic Value

- 8.18 Hatfield House is an early seventeenth century mansion located at the west edge of the surrounding park land within a level plateau and near the old mediaeval palace (separately listed Grade I). The house was initially constructed for Robert Cecil, first Earl of Salisbury, between 1607 and 1612 following the transfer of the estate from the crown. The house has undergone layers of alteration, however as a rare surviving mansion of this date, the historic value of the building is **very high**. There is considerable historic associative value, with the occupants of the house including the third Marquis of Salisbury, three time Prime Minister from a period of 1885 to 1902.

Aesthetic Value

- 8.19 The main house is richly decorated on a grand scale, creating a series of sophisticated façades which include elaborate frontages to the north and south elevations. The building was initially designed by Robert Liming and thought to have been assisted by Inigo Jones. While the west wing was partially destroyed by fire in 1835, the building has retained a seventeenth century character comprised of red brick and stone dressings, built to an E shape ground plan with a series of tower projections to the roof line and a triumphal entrance flanked by pairs of Doric, Ionic and Corinthian columns. The main entrance to the house has alternated over time, switching from the south to the north. The building however has retained a central arched octagonal turret with leaded cupola, attributed to Inigo Jones. The interiors are similarly of high interest featuring a grand hall and staircase with elaborate wood carving. The overall architectural/aesthetic value is **very high**, noted for the richness of the interior decoration, detailed elaborate façades as well as rarity value as an example of relatively intact seventeenth century design.

Evidential Value

- 8.20 The evidential value of the building is **very high**, reflecting a rare example of a number of contemporary historic building techniques and materials used over a grand scale.

Communal value

- 8.21 The house has a landmark quality and is presently publicly accessible. There is therefore a **high** communal value.

Summary of significance, setting and contribution of the site

- 8.22 The overall significance of the building is **very high** with a **high sensitivity** due to its exceptional architectural aesthetic and historic value, as reflected in its designation at Grade I. The setting of the building comprises the extensive park land surrounding the house, including formal gardens, woodland and lengthy avenues to the north and south. The house is itself best appreciated from these formal approaches to the south and north, and the house when seen together with its garden forms part of a cohesive grouping which retains a seventeenth century character. The surrounding parkland therefore makes an important contribution to the significance of the house, matching the grand decorative detail of the facades with a series of elaborate and carefully orchestrated formal gardens and vistas. An appreciation of the historic importance of the estate is also evidenced by the sheer scale of the surrounding parkland, adding to the park's contribution to the listed building's overall setting.
- 8.23 At the time of the site visit, no accessible views were identified of the site from the ground floor of the house or surrounding gardens, although it is understood from previous applications that partial glimpses of the Biopark building are just perceptible from the upper floors of the house (set out in Figure 59 and 60 below). The site is located over 4km from the house, and this distance to the site is such that the quality of the buildings within the site are not appreciable. These views take in both the silos of the Shredded Wheat Factory, the surrounding townscape of Welwyn Garden City as well as the expanse of Hatfield to the west and the extent of the consented redevelopment surrounding the Shredded Wheat Factory. These areas of development are visible at a distance beyond the expansive parkscape which surrounds the house. The quality of these views are therefore predominately characterised by that of the formal gardens and woodland, beyond which later twentieth century development at Welwyn Garden City is apparent at an extreme distance.
- 8.24 Therefore due to the considerable distance from the house to the site, the site's development centuries after the enclosure of the parkland and the location of the site within a wider band of visible twentieth century development far beyond the historic boundaries of the surrounding parkland associated with Hatfield Estate, the current contribution of the site to the setting and significance of the listed building is thought to be **negligible**. Further assessment of the site's contribution to the registered park and garden is set out below.



Figure 55. Aerial view of Hatfield House seen from the south, Grade I.



Figure 56. Old south front of Hatfield House, Grade I.



Figure 57. View from the northern façade of Hatfield House looking north towards the site.



Figure 58. Historic view of Hatfield House looking north towards the site, 1948.



Figure 59. View from the first floor of Hatfield House looking towards the site. Note the development of Welwyn Garden City is just perceptible on the horizon. This includes a partial distant view of the site and Shredded Wheat Factory as indicated by the blue and green arrows. Please note this view is reproduced from consented application 6/2018/0171/MAJ due to limited access to the house and garden.



Figure 60. View from the roof of Hatfield House looking towards the site. Note the red line indicating extent of consented redevelopment surrounding the Shredded Wheat Factory. To the left of the image the development along the Great North Road can be seen, as can the surroundings of Hatfield. Please note this view is reproduced from consented application 6/2018/0171/MAJ due to limited access to the house and garden.

Hatfield Park and Garden, Grade I

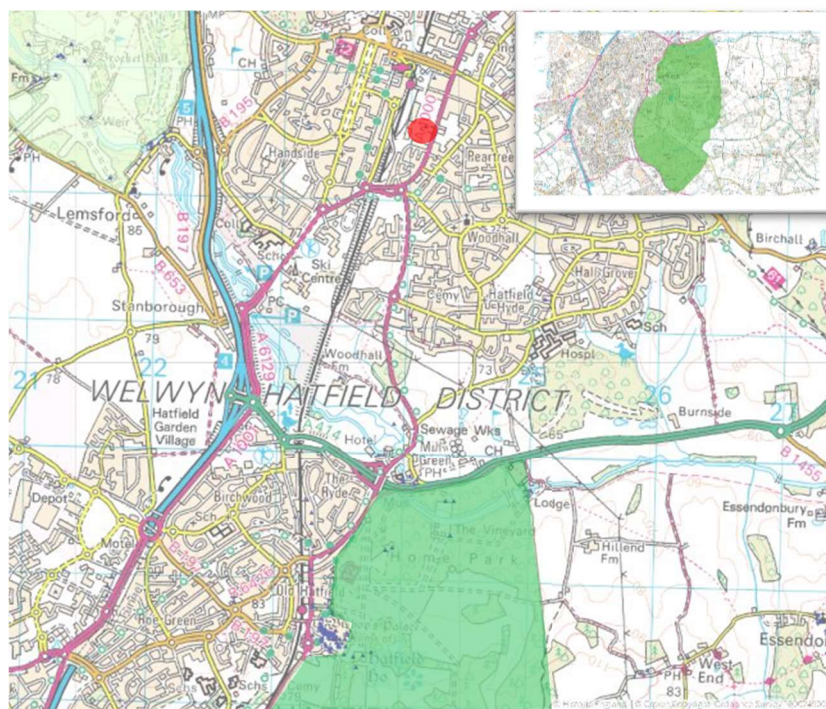


Figure 61. Map showing location of Hatfield House Park and Garden, indicated by the green transparency. The location of the site is indicated by the red dot. Inset: Map showing extent of Park and Garden designation.



Figure 62. Andrew and Dury map of Hertfordshire 1766. The approximate location of the site is indicated by the red transparency. The location of the parkland surrounding Hatfield House is indicated by the yellow transparency.

- 8.25 The park and garden reflects the extensive park land and more formal gardens surrounding Hatfield House and Palace comprising circa 7.5 SqKm of land. This encompasses the original medieval hunting parks as well as waves of subsequent landscape design. Remaining within the park today are the basis of the formal gardens designed by Robert Cecil dating to the early seventeenth century, including designs by Thomas Chaundler and Salomon de Caus. Later waves of development incorporated new landscaping in the eighteenth century before a further wave of remodelling took place in the nineteenth and twentieth centuries.

Historic Value

- 8.26 Located to the east of Hatfield Old Town, the earliest known owner of the park is recorded in AD970. The land was subsequently gifted to the monks of Ely and was retained by the Bishopric until 1538. The old palace located to the park's western boundary was originally constructed by Cardinal Morton. Following the transfer of church lands to the crown during the Tudor period the park land became a favourite retreat from the court in London and the park therefore has a subsequent strong associative value with both Henry VIII and Elizabeth I. Elizabeth is thought to have learnt of her accession to the crown whilst sitting under an Oak Tree in the park.
- 8.27 The parkland transferred from royal ownership in 1607, given to the Cecil family who oversaw the transformation of the original medieval park land and forest to more formalised designs. Three sides of the old palace were demolished, leaving only the hall. A new house and gardens to the west and east were built to the north east. The eastern gardens were laid out by Thomas Chaundler at this time and comprised the main formal gardens, surrounded by walls and terraced in the Italian style. These gardens later included waterworks as well as a rare plant collection collected by John Tradescant as well as a vineyard.
- 8.28 The gardens were extended in the late eighteenth century by the first Marchioness with new landscaping. As apparent in the 1766 Andrews and Dury map the formal gardens surrounding the house can be clearly seen, as can the intervening estate of 'Wood Hall' located between the parkland and the site (Figure 62).
- 8.29 In the mid nineteenth century the terraces surrounding the house were recreated, extending beyond the seventeenth century originals. The remains of the seventeenth century parkland to the west and east were also redesigned at this time. Works in the late twentieth century included the remaking of the gardens and construction of two sunken parterres in the courtyard to the south front.
- 8.30 The historic value of the park is therefore **very high**, given the extensive history of the site and its relatively intact layered historic character which is expressive of the evolution of the parkscape over several centuries as well as exhibiting early examples of landscape design.

Aesthetic Value

- 8.31 The park is located on an area of high ground, rising in the south-east and west. The park is comprised of mixture of formal gardens and extensive woodland with distinctive characters appreciably illustrating the waves of alteration and addition to the parkscape over time. The present Hatfield House and the old palace are located to the west within the park, adjacent to the old Village off Hatfield. The house is accessed in all directions via formal venues, including a tree lined path extending to the north west, known as the north drive, which prior to the construction of the west entrance was one of the principle approaches. This drive continues northwards beyond the gravelled forecourt north of the house flanked by dense woodland for 1.2 km to meet the Great North Road. The forecourt walls are themselves separately listed. Formal gateways demarcate entrance into the parkland from the west and are also listed. The southern approach is now disused and leads from a lodge 2km to the south, from the Great North Road through the

Millward's Park to 60m south of the house where it meets an additional forecourt, also enclosed by low brick terracotta walls.

- 8.32 The formal gardens surround the house to the south, west and east. These comprise the privy gardens overlooked by the west terrace leading to the scented garden within the former kitchen garden. To the south the wilderness garden runs for 350 meters to the rear of the western gardens, running adjacent to the southern approach. The old palace is contained within its own garden plot formed within the foundations of the demolished original wings. The east garden comprises a series of terraces and reflects the location of the seventeenth century terraces restored in the twentieth century. Access through the east garden terraces leads to the maze garden, wild garden and pool beyond.
- 8.33 The parkland surrounding these formal spaces reflects the historic boundaries of a number of earlier parks and woodland bound together over time. This includes Middle Park, Innings Park and Home Park to the north. This northern park is largely wooded, and slopes down to the north, bound by Hertford Road and Broadwater Road. The early seventeenth century vineyard falls within this parkland, surrounded by listed red brick walls and a small pavilion. The old lodge house for the park keeper is also within Home Park, located 800m north of Hatfield House and is also separately listed.
- 8.34 The distinctive and layered character of the parkscape as well as its expansive extent makes it of **high** architectural and aesthetic value, with additional significant group value added when considered with the listed buildings within its extent.

Communal Value

- 8.35 As a public park with substantial historic association with the local community, the park has a high communal value as both a place of recreation and as an important symbol of local identity. The overall communal interest is **high**.

Evidential Value

- 8.36 There is **moderate** evidential value in the illustration of what remains of the historic landscape designs, the evidence of contemporary construction techniques as well as available historic materials and plants.

Summary of significance, setting and contribution of the site

- 8.37 The overall significance of the park and garden is **high** with a **high sensitivity**, given its rarity and appreciably layered historic character which remains readily identifiable to the visitor. As can be seen in the early mapping above, the site did not form part of the early medieval hunting grounds to the park located at a considerable distance to the north and intervening estate land identified as 'Wood Hall' is also clearly identifiable. The development of the site with the current buildings postdates the original formation of the park by several centuries and the site has not been found to contribute to its historic interest.
- 8.38 The land rises and falls across the park creating unfolding views within the parkland. There is a plateau in the vicinity of the western and southern boundaries, creating more extensive views north from the main house as well as the from the southern end of the southern approach. These longer-range views are reflected in the alignment of the southern approach to the main house as well as the formal avenue through the park land to the north. The wider setting of the park is rural to the east, with the new town of Hatfield adjacent to the west, and several villages to the south.

- 8.39 To the north, while the northern boundary to the park land is comprised of Herford Road, there is a further 500m of open land between the boundary of the park and the commencement of suburban Welwyn Garden City. The site itself falls some considerable distance to the north of these park lands, located over 2.60km away from the northern boundary of the park and separated by a series of major roads as well as intervening open fields and suburban development. The city is just about perceptible in longer range views from the southern end of the park looking over the house along the northern drive, and this includes slight and extremely distant views of the Shredded Wheat Factory. However the Biopark building within the site appears to be obscured by the house itself within these views (Figure 67). The distance from the park to the site is such that the quality of the buildings within the Shredded Wheat Factory is not discernible.
- 8.40 Views towards the Site from the park become obscured as the house is approached due to the rise and fall of the land. Therefore due to the extreme distance, intervening topography as well as its location well beyond the formal gardens and historic parkscape the contribution of the site to the setting and significance of the park is considered to be **negligible**.



Figure 65. View from northern avenue looking south towards Hatfield House.



Figure 66. View towards the site from the woodland to the north of the house within the park.



Figure 67. View towards the site from the south of Hatfield House. Please note the buildings within the site are obscured by Hatfield House however the Shredded Wheat Factory is just apparent. The extent of the consented development surrounding the Shredded Wheat Factory is marked in red. Please note this view is reproduced from consented application 6/2018/0171/MAJ.

Welwyn Garden City Conservation Area

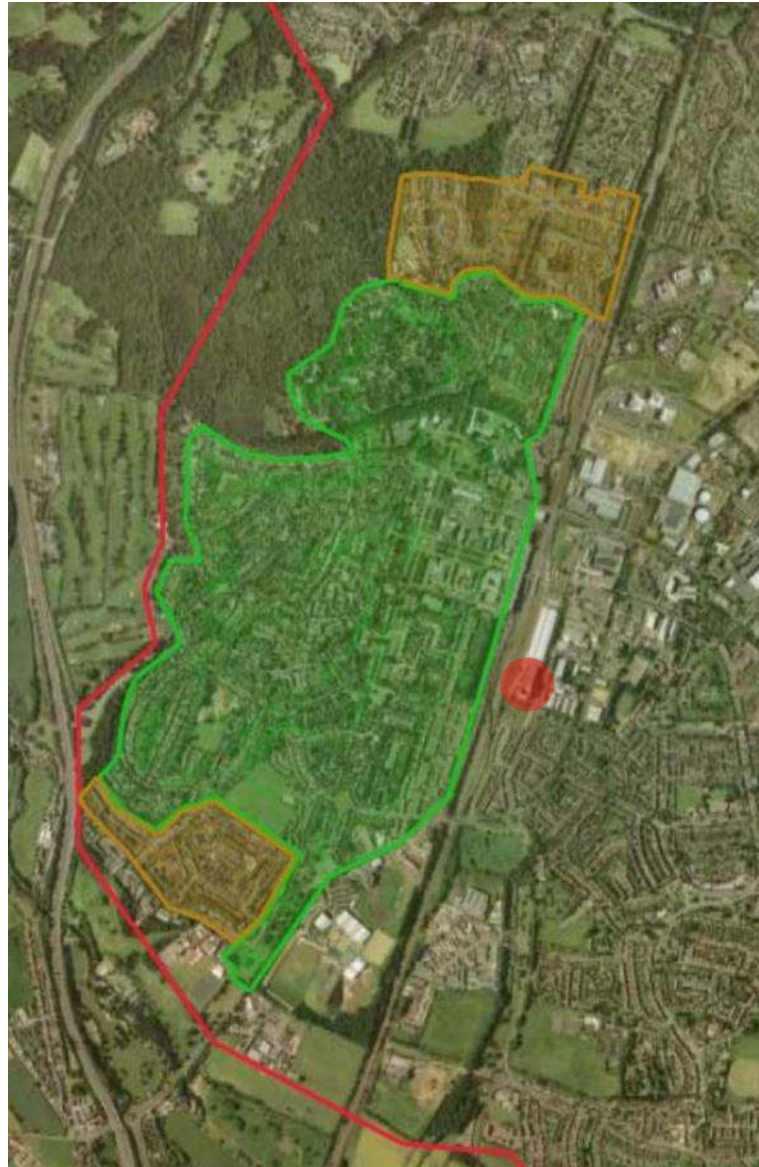


Figure 68. Welwyn Conservation Area Boundary, indicated in green, with adopted extensions highlighted in orange. The site is highlighted with the red transparency.

- 8.41 The Welwyn Garden City Conservation Area was first designated in 1968, with subsequent minor additions to the north and south. The conservation area boundary covers the main part of the Garden City west of the Mainline railway line, encompassing the commercial and civic heart of the city reflected in the location of the Parkway.

Historic Value

- 8.42 As noted within the historic development section, Welwyn Garden City was only the second new town to be developed in accordance with the Garden City principles laid down by Ebenezer Howard. The design vision for the town was created by Louis de Soissons, who not only was the architect of the overall masterplan, but also was designed a significant number of buildings. In summary his masterplan reflected a civic and commercial centre for the town on the west side of the East Coast Mainline balanced by a factory area on the east side of the railway, and the whole enclosed by a ring of residential development. The historic value is therefore **high**.

Aesthetic Value

- 8.43 The street layout remains broadly recognisable as that designed by De Soissons with the strong geometry of the city centre contrasting with the more organic grain developed in the surrounding residential areas. As such grain and street pattern has an influential quality, enhanced still further in the otherwise consistent use of the Neo-Georgian and arts and crafts aesthetic which gives an appreciable early to mid-twentieth century architectural identity to the whole. The architectural/aesthetic value is therefore **moderate**, reflecting areas of later infill and redevelopment.

Evidential Value

- 8.44 The conservation area reflects materials and construction techniques available at during the early twentieth century. This evidential value is **low/medium** due to the general mass production of these materials and lack of rarity value when the construction techniques are considered in a national context.

Communal Value

- 8.45 The communal value of the conservation area is **high**, given the strong identify of the town centre resulting in an appreciable commemorative value for residents.

Summary of Significance, setting and contribution of the site

- 8.46 Formal views and set pieces are clearly identifiable within the conservation area, as is the appreciable sense of change and transition when you leave the conservation area limits. Interest and variety at street level is provided in the playful use of decoration, creating specific identify to individual streets and undercutting what might otherwise be a somewhat monotonous townscape. The overall significance of the conservation area is considered to be **medium** with a **low sensitivity** reflecting the redevelopment of key areas such as the town centre.
- 8.47 It is noted that the industrial zone has never formed part of the conservation area, reflecting the changing nature of the utilitarian landscape within this zone, necessitated by the regular redevelopment of historic buildings and fabric. The site presently is perceptible from within conservation area, with glimpsed and partial views east from the low-lying suburban surroundings. Please see townscape character area analysis for further assessment of the contribution of the site to specific sub-areas within the conservation area.
- 8.48 Due to indifferent architectural character of the Biopark building, the overall contribution of the site to the significance of the conservation area is considered to be **negative**.

Summary of Assessment

8.49 Below is a summary of the overall significance of each identified heritage asset. The significance of the asset is a combination of its evidential, aesthetic, historic and communal values.

ASSET	DESIGNATION	OVERALL SIGNIFICANCE	SENSITIVITY	CONTRIBUTION OF SITE
Shredded Wheat Factory	Grade II	Medium	Low	Negative
Former Roche Office Building	Grade II	Medium	Low	Negative
Hatfield House	Grade I	Very High	High	Negligible
Hatfield House Park and Garden	Grade I	High	High	Negligible
Welwyn Garden City Conservation Area	n/a	Medium	Low	Negative

9.0 Townscape Character Areas

- 9.1 This section will determine the townscape character areas surrounding the site, indicating their overall townscape value and potential to be affected by the proposals. This section has been informed by an initial desk-based study followed by a site assessment. A desk based assessment has suggested that the radius of townscape sensitivity is 500m from the site, indicated by the red dashed line outlined below. This section also includes the identification of views potentially impacted by the proposals, indicated by the red arrows.
- 9.2 These views have been agreed with Place Services, who represent the WHBC on matters such as heritage and townscape. Agreement was obtained by email on 13 July 2020. While it is acknowledged that there may be additional views of the site from the surroundings not highlighted below, it is determined that the impact to these views will be sufficiently represented in the assessment of those highlighted.
- 9.3 While it is acknowledged that different people may have different responses to the visual stimuli of the townscape, based on their own aesthetic preferences and circumstances (e.g. a local resident could react differently to a view than a tourist), the visual assessment takes this into account by including a spread of views to cover a wide range of receptors. Some of the viewpoints will be from important thoroughfares or public parks, while some will be from local residential streets.

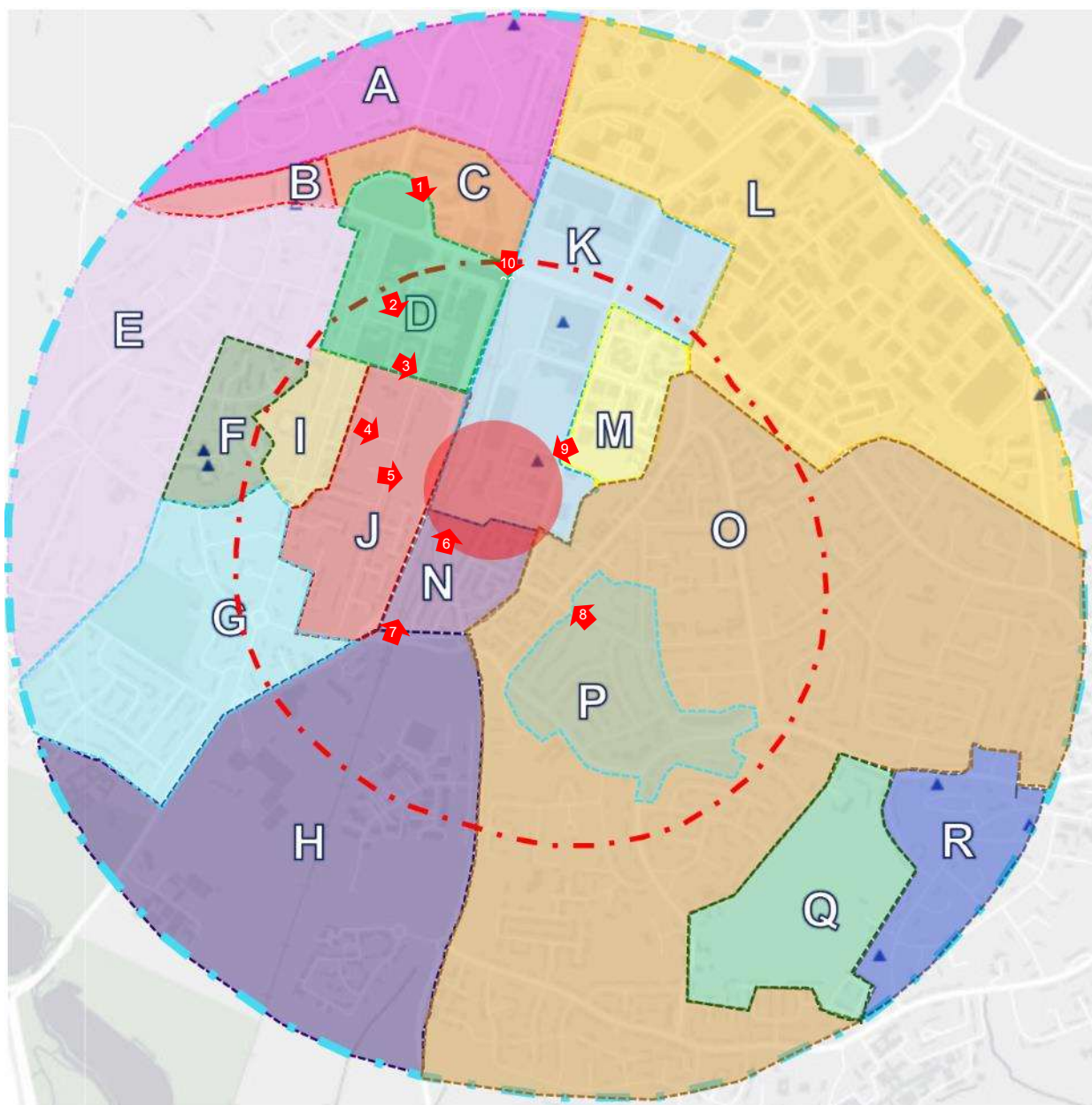


Figure 69. Townscape Character Areas. Blue dotted line, 1km radius. Red dotted line, 500m radius. Blue triangles indicate the location of listed buildings. Red arrows indicated viewpoints for assessment agreed with the council.

A Sherrards Park

- 9.4 Townscape character area A is located to the north west of the site, it possesses **moderate** townscape value and falls within the Welwyn Garden City Conservation Area, beyond the radius of townscape sensitivity. The area is low rise and residential, and the overwhelming character is of a leafy, domestic and open residential suburb. A sense of spaciousness is created further by the rise in the land to the north west, creating longer range views over the town centre. A sense of separation from the wider city is created via the area's location beyond the bridge at Digswell Road. Developed predominately later than the city centre, the architectural character is consistent, comprising domestic red brick two storey dwellings with subtle variation in roof form and massing. This character area falls outside the threshold of townscape sensitivity, due to distance and intervening development. The contribution of the site is therefore **nil**. This townscape area has therefore been **scoped out** of assessment.



Figure 70. Left 1920s historic masterplan, right aerial view of townscape area. Approximate location of the character area indicated in yellow and the site indicated in red.

B Shire Park Business Area

Townscape character area B is located within the Welwyn Garden City Conservation Area beyond the area of townscape sensitivity to the north west of the site. This area is primarily under office use and reflects a larger scale massing associated with a twentieth century business park of **minor** townscape value. Due to distance and intervening development it has therefore been **scoped out** of assessment and the contribution of the site is **nil**.

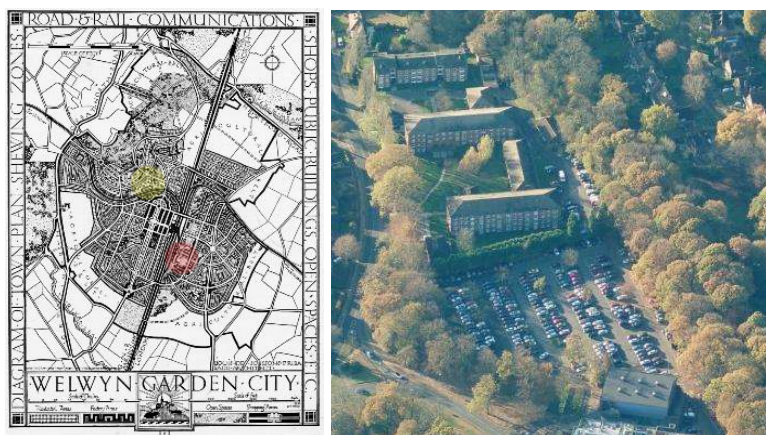


Figure 71. Left 1920s historic masterplan, right aerial view of townscape area. Approximate location of the character area indicated in yellow and the site indicated in red.

C The Campus

- 9.5 Townscape character area C is located over 500 meters to the north west of the site, however it falls within the conservation area boundary and is of **moderate** townscape value. The character of the area is institutional and signals the entry into the Town Centre. The elevated position creates longer views of the town centre to the south looking across the semi-circular open space which indicates the beginning of the parkway. However the majority of the buildings within this character area face inward, creating an enclosed character across the majority of its extent. This character area falls outside the threshold of townscape sensitivity, due to distance and intervening development and no views of the site have been identified. This townscape area has therefore been **scoped out** of assessment and the contribution of the site is **nil**.



Figure 72. Left 1920s historic masterplan, right aerial view of townscape area. Approximate location of the character area indicated in yellow and the site indicated in red.

D Parkway Commercial Town Centre

- 9.6 Townscape Character Area D is located within 500m of the site to the north west, falling within the conservation area and is of **moderate** townscape value. This area falls within the designated town centre policy area. This area reflects the commercial centre of Welwyn, expressed in the formal geometry of the streetscape which includes the lengthy avenue of the parkway. This avenue is commenced by a semi-circular green space with formal views to the south taking in the length of the city centre and residential suburb beyond. The architectural character is mixed with several late twentieth century structures, including the Howards Centre which contains the station and shopping centre. This is reflective of the significant degree of change within the area which has included the conversion of many of the original structures dating to the first development of the area. Sporadic redevelopment has resulted in a mixed overall architectural quality, whilst a defined material pallet has remained nevertheless identifiable. The town centre character is appreciable through the formality of the street layout despite this evolution.
- 9.7 Due to the substantial scale of the Howards Centre to the eastern boundary, views of the site are limited to glimpses from the eastern edge of the character area and from the northern end of the parkway. These views also take in the railway, creating an experiential barrier which underscores the limits to the town centre. The overall intervisibility between this area and the site is therefore sporadic and partial. Therefore the site presently makes a **neutral** contribution, clearly distinct from the internal character of the parkway area, and only partially visible from the outer boundaries of the area. This area is **scoped in** for assessment. Views assessed within this character area include **View 1** from The Campus looking south, **View 2** from Howardsgate looking south east and **View 3** from Church Road looking south east.

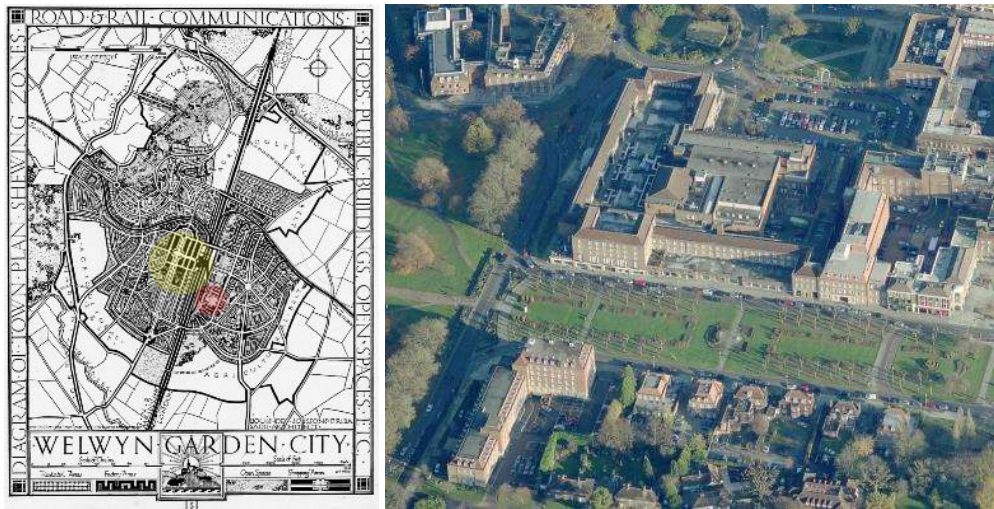


Figure 73. Left 1920s historic masterplan, right aerial view of townscape area. Approximate location of the character area indicated in yellow and the site indicated in red.

E Handside Lane

- 9.8 Townscape character area E is located over 500 meters to the north west of the park, falling outside the area of townscape sensitivity. The area reflects an early part of the original development of the city, retaining many of the houses constructed as part of the first wave of development in the 1920s resulting in an overall **moderate** townscape quality. This character area falls outside the threshold of townscape sensitivity, due to distance and intervening development with no views of the site identified. This townscape area has therefore been **scoped out** of assessment and the contribution of the site is **nil**.

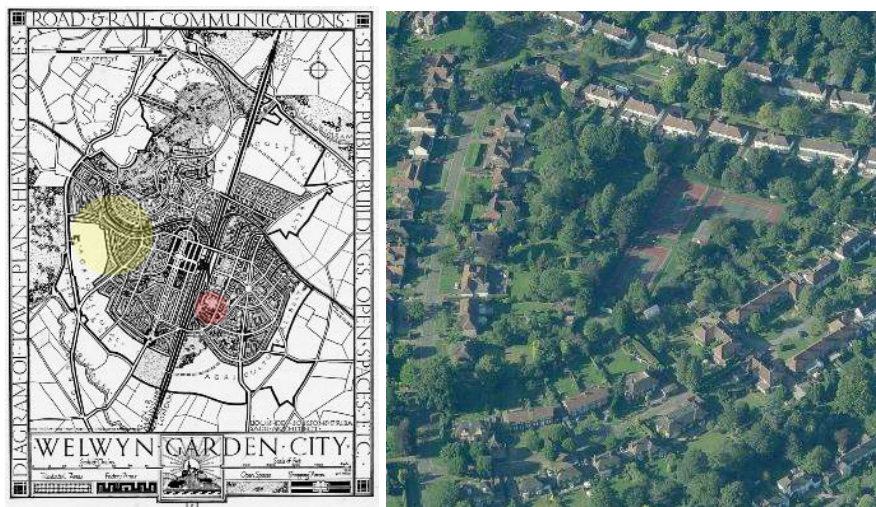


Figure 74. Left 1920s historic masterplan, right aerial view of townscape area. Approximate location of the character area indicated in yellow and the site indicated in red.

F Barleycroft Road

- 9.9 Townscape character area F is located to the west of the town centre, and the eastern most extent of the character area just falls within the threshold of townscape sensitivity as well as located within the conservation area. It comprises a mixed residential area containing both pre and post war development, but largely lacking the detailed decorative architectural quality seen elsewhere within the city. This results in a **minor** overall townscape value. Due to the significant massing within town-centre and the distance of the character area from the site, this area has been **scoped out** of assessment with no views of the site from within the area identified. The contribution of the site is considered to be **nil**.

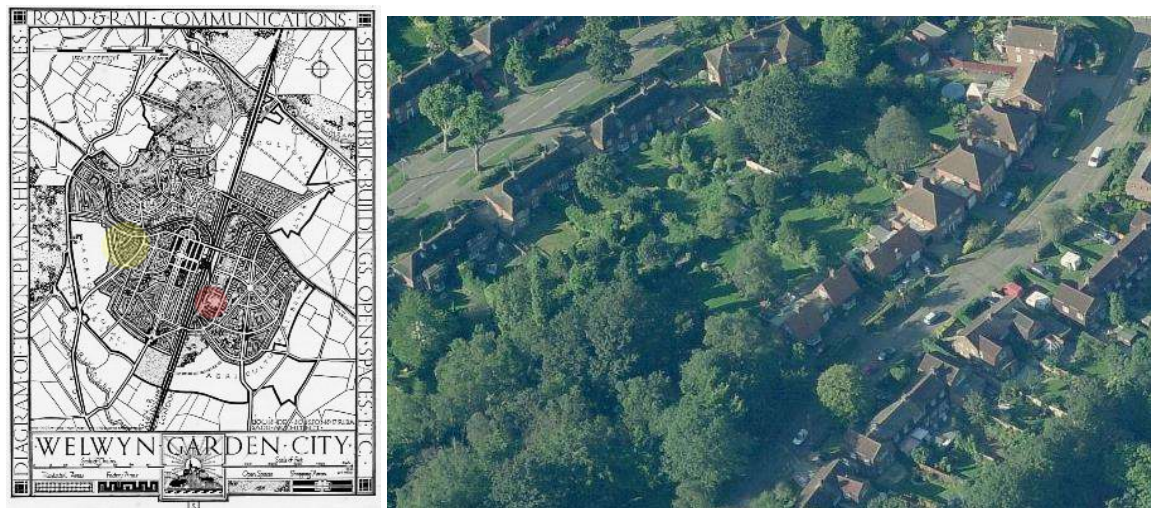


Figure 75. Left 1920s historic masterplan, right aerial view of townscape area. Approximate location of the character area indicated in yellow and the site indicated in red.

G Turmore Dale

- 9.10 This townscape character area is located to the south west of the site, falling within the area of townscape sensitivity and conservation area comprising **moderate** townscape value. The architectural character is mixed, with post war bungalows contrasting with the earlier development along Hangslide Lane as well as the more common two storey red brick development which characterises the majority of the residential houses along the southern extent of the Parkway. The streetscape is more enclosed than that of the parkway with a series of cul-de-sacs leading away from the primary routes through the area. A large roundabout is indicative of the date of the streetscape and cements a suburban feel. Architectural style varies from street to street however nearly all the buildings form part of small groups, with a repeated style creating small clusters of development which share decorative detail or a material palette. The area is identifiable through the relatively large open ground of the Welwyn Rugby Club. The site is not appreciable from this area resulting in an overall **nil** contribution. Due to distance and intervening development this area has therefore been **scoped out** of assessment.



Figure 76. Left 1920s historic masterplan, right aerial view of townscape area. Approximate location of the character area indicated in yellow and the site indicated in red.

H Chequer Park

- 9.11 This area is located to the south of the site, falling within the area of townscape sensitivity but outside that of the conservation area, reflecting a **poor** townscape value. In contrast to the conservation area to the north this area is largely open, with small clusters of commercial and recreational development creating pockets of density within open surroundings. The Twentieth Mile Bridge to the north creates a strong boundary and the area is split by the Railway. Gosling Sports Park to the west of the railway contains large structures which contrast to the finer grain of the residential suburbs to the north. The area includes a running track, tennis courts and ski centre. The dual lane bridge to the northern end of the area carries the A6129 and includes high brick walls. However by virtue of its elevated location as well as the clear view north along the railway, the area has clear views from the bridge towards the site. These views fall away to the south. The current contribution of the site is one of contrast with the height of the existing buildings creating a landmark feature within the horizon line. The indifferent quality of the buildings within the site make this contribution **negative**. As assessed within the site assessment section, the existing buildings are considered to have no architectural merit and the existing buildings have no meaningful relationship with the buildings within the character area to the south. This area is **scoped in** for assessment. Views assessed from this character area include **View 7** taken from the railway bridge along the A6129 looking north.



Figure 77. Left 1920s historic masterplan, right aerial view of townscape area. Approximate location of the character area indicated in yellow and the site indicated in red.

I Parkway Residential Area

- 9.12 This area is located to the west of the site, falling within the conservation area and area of townscape sensitivity. It possesses a **moderate** value townscape reflecting the character of Welwyn Garden City when first built and comprises the southern half of the primary axis within the city centre known as the Parkway. The architectural character is consistent, showcasing a Neo-Georgian aesthetic preferred by Louis de Soissons in 1924. The buildings clearly relate to the open space of the parkway, with both small terrace rows and detached houses aligning towards the open space along the north south axis of the street. Small subsidiary streets also connect to the parkway, and creating a consistent and even grain. The buildings within the site have no relationship to the character area in terms of design, use or materiality, with the existing structures significantly postdating the majority of the buildings within the character area. No views have been identified as part of the desk-based assessment, and it is noted that the location of the site is away from the main axial view south along the parkway. The current contribution of the site to the character area is therefore considered to be **nil**. This area is therefore **scoped out** of assessment.



Figure 78. Left 1920s historic masterplan, right aerial view of townscape area. Approximate location of the character area indicated in yellow and the site indicated in red.

J Longcroft Lane

- 9.13 This character area is to the west of the site within the Welwyn Garden City conservation area, and is considered to be of **moderate** townscape value, falling within the area of townscape sensitivity. Similarly to the Parkway Residential area, the lengthy Longcroft Lane runs parallel to the primary axis through the conservation area creating an unfolding north-south view which appears consistently residential and suburban in character. The street grain is formal, with short red brick terraces consistent with the Neo-Georgian aesthetic favoured by Louis De Soissons. The principles of the garden city movement are clearly discernible, with a spacious plot to each terrace row allowing a set-back creating a front garden away from the road. The provision of garages is also an indication of the date of development with growing attraction of the car increasing seen as an integral part of life. The site is presently glimpsed from within the character area, where lower elements of the terraces such as garages facilitate a drop-in roof line. These glimpses are however perceived beyond the existing railway line and further filtered by vegetation. Due to the indifferent architectural character of the site the current contribution of the site is therefore **negative**. This area is **scoped in** for assessment. **Views 4 and 5** at Parkfields and Longcroft Lane, both looking east are included within the views assessment.

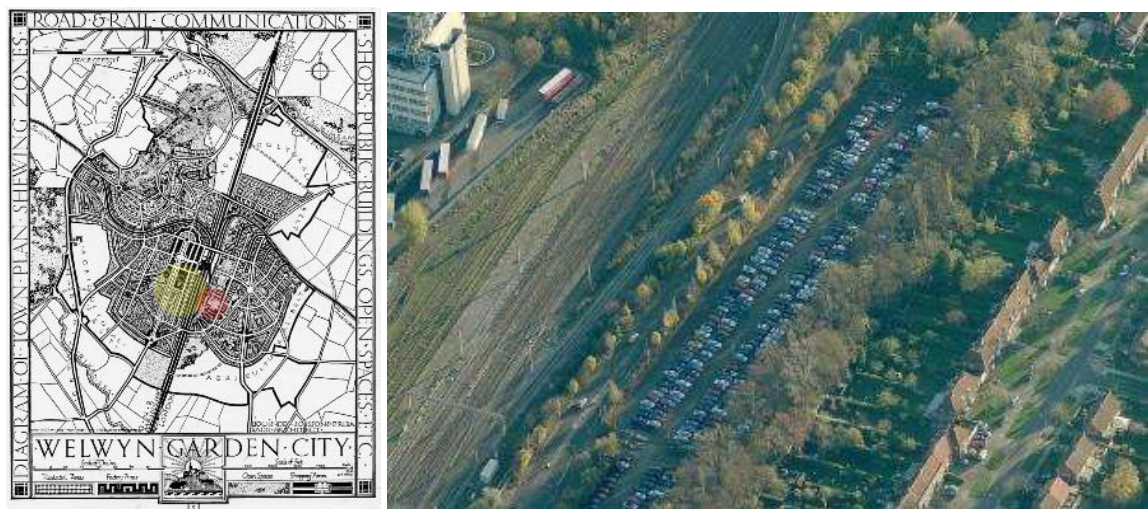


Figure 79. Left 1920s historic masterplan, right aerial view of townscape area. Approximate location of the character area indicated in yellow and the site indicated in red.

K Industrial Zone

- 9.14 This character area includes the site, it does not fall within a conservation area and is considered to be of **minor** townscape value. This area comprises the old industrial zone and recent residential redevelopment. The present character is currently fragmentary, with large scale works and the clearance of the site prior to redevelopment currently underway surrounding the Shredded Wheat Factory. Large scale buildings remain including the listed Shredded Wheat and Roche Office buildings, both listed grade II. The Shredded Wheat building dominates the skyline to the north and is expressive of the historic use of the area, contrasting starkly in terms of scale, massing, character and use from that of the city centre to the west. To the south the redevelopment of the area to provide modern residential homes creates a contemporary architectural character which is clearly distinct from that of the older residential suburbs which are representative of De Soissons original master plan. The site is clearly visible both within the character area and when looking south from the northern boundary of the industrial zone. While the consented development will filter these views, the Biopark building possesses a landmark quality, establishing a book end to that of the Shredded Wheat building and indicating the southern limit of the old industrial area. However the architectural style of the buildings within the site are clearly late twentieth century in date and lack the interest and character seen within the Shredded Wheat buildings. The overall contribution the site to the character area is therefore

negative. This area is **scoped in** for assessment. **View 10** from Bridge Road looking south is included from this character area.

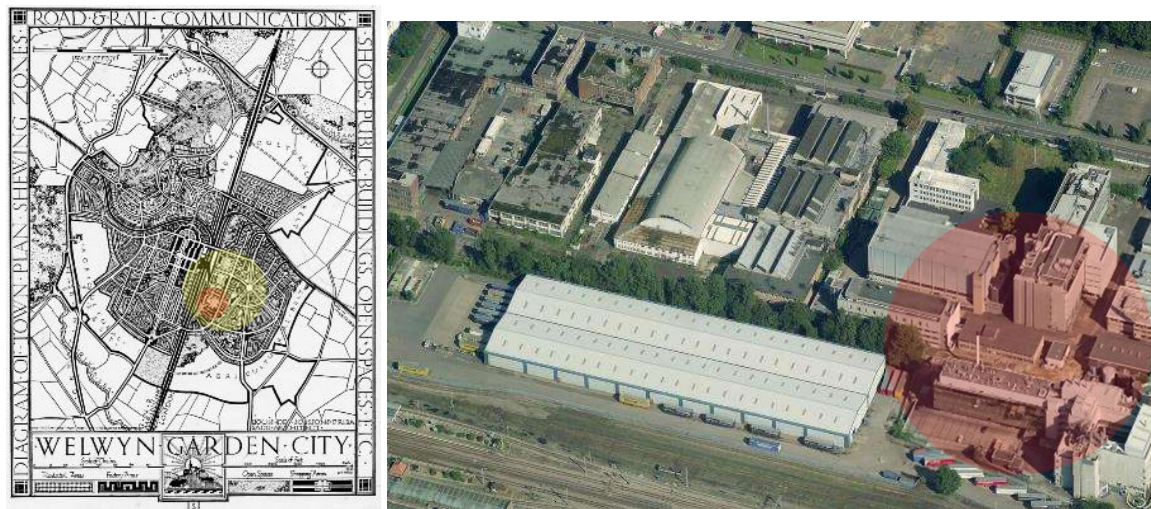


Figure 80. Left 1920s historic masterplan, right aerial view of townscape area. Approximate location of the character area indicated in yellow and the site indicated in red.

L Shirepark Business Area

- 9.15 This townscape character area is located to the north of the site, it is not within a conservation area and is considered **poor** value in townscape terms, falling just within the area of townscape sensitivity. While this area formed part of the original masterplan, reflecting the location of the industrial zone, the loss of active industry has prompted a wave of conversion and redevelopment so that office use now dominates. As such the majority of the built fabric dates to the twentieth century and comprises generic office architecture without interest. The character area only just falls within the area of townscape sensitivity, and due to distance from the site, lack of architectural relationship and views this area has been **scoped out** of assessment. The contribution of the site is **nil**.

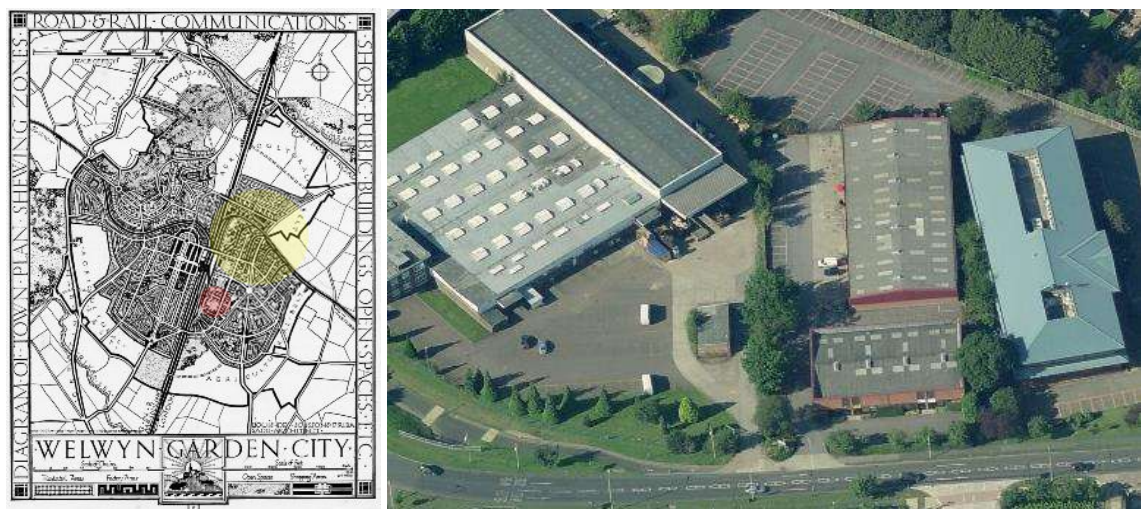


Figure 81. Left 1920s historic masterplan, right aerial view of townscape area. Approximate location of the character area indicated in yellow and the site indicated in red.

M Peartree Modern Business Area

- 9.16 This character area is located to the north east of the site, it does not fall within a conservation area and it is considered of **poor** townscape value. While the area was designated within the masterplan of Welwyn as part of the industrial zone, the area has seen substantial decline with large areas remaining derelict in recent history. The overall architectural character is incidental and utilitarian, despite proximity to the major arterial route of Broadwater Road. There is intervisibility between the site and this character area, with the upper portion of the Biopark building framing the end of the industrial area to the south, indicating the transition to residential areas. There is however very little shared character in terms of style either across the character area or with the site itself, beyond a clear industrial use. The present contribution of the site is therefore considered to be **neutral**. It is noted that the existing views will be filtered following the consented redevelopment of the currently cleared area to the south of the listed Shredded Wheat Factory. This consented development will alter the character of the existing views, creating a modern residential and commercial hub as well as screen views of the site itself. This area is **scoped in** for assessment.
- 9.17 **View 9** from Broadwater Road looking south west has been assessed from within this character area.



Figure 82. Left 1920s historic masterplan, right aerial view of townscape area. Approximate location of the character area indicated in yellow and the site indicated in red.

N Broadwater Crescent

- 9.18 This character area is located directly to the south of the site and is residential in character of **poor** townscape value, falling within the area of townscape sensitivity. The area is suburban and late twentieth century in character, featuring two storey red brick houses following the clearance of the original 1920s structures in 1986. There is strong intervisibility between this character area and the site with a sharp contrast in terms of both use, scale massing and character clearly discernible. There is no apparent attempt in the existing structure within the site to respond to the residential character of this area and the alignment of roads creating north south views looking directly towards the site further enhance this sense of dislocation, with the Biopark building dominant in the skyline. The present contribution of the site is therefore **negative**. This area is **scoped in** for assessment.
- 9.19 **View 6** from Corals Mead looking north is taken from this character area.

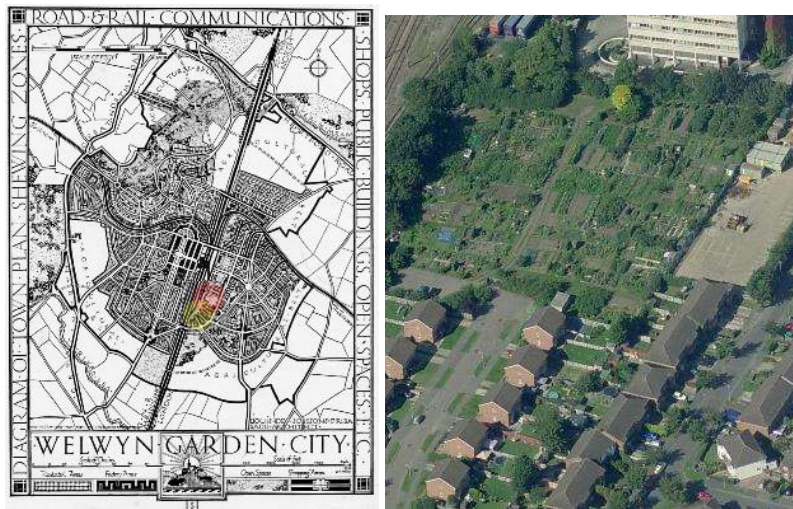


Figure 83. Left 1920s historic masterplan, right aerial view of townscape area. Approximate location of the character area indicated in yellow and the site indicated in red.

O Eastern Welwyn Garden City

9.20 This expansive area is located to the south east of the site and is not within a conservation area, it is considered of **minor** townscape value, falling within the area of townscape sensitivity. The majority of the townscape area was constructed in the pre-war period, largely to house the factory workers nearby to the industrial zone. While there has been substantial areas of infill, there is a consistent low rise suburban feel with a web like street-pattern with curving roads and cul-de-sacs preventing a clear sense of hierarchy. As such while it is roughly of a similar date to that of the town centre to the west of the railway, there is a much tighter knit grain, somewhat diluting the spaciousness first envisioned by De Soissons. The character is consistent, with short terraces of one to two storey houses comprising the majority of the buildings, however the style of the buildings is varied creating a lack of clear identity. Due to the fall of the land and meandering quality of the streets there is very limited intervisibility within the site. Whilst the site assessment has not included every street, no glimpses of the site were identified. The contribution of the site to the character area is therefore **nil** and this area has been **scoped out** of assessment.



Figure 84. Left 1920s historic masterplan, right aerial view of townscape area. Approximate location of the character area indicated in yellow and the site indicated in red.

P Peartree Conservation Area

- 9.21 This character area is to the south east of the site and is a designated conservation area of **moderate** townscape value, falling within the area of townscape sensitivity. Originally farm land, De Soissons incorporated existing historic routes into a planned neighbourhood. The provision of lower income housing is expressed in the change in density when compared to the city to the west of the railway line. There are further distinctions including architectural detail, but the broader tenets of Garden City design in terms of wide leafy avenues is in evidence. The houses are largely brick with simple Neo-Georgian decorative details. The conservation area is divided into three sub character areas, including a group of retail, community and ecclesiastical buildings, with large areas of open space reflecting the public use. The site is presently not perceptible from the conservation area and the contribution is therefore **nil**. While not all streets within the conservation area were assessed, no views were identified as part of the site visit. This area has been **scoped out** of assessment.
- 9.22 While this character area has been scoped out, **View 8** from Holwell Road looking north west has been included following pre-application discussions with the council.



Figure 85. Left 1920s historic masterplan, right aerial view of townscape area. Approximate location of the character area indicated in yellow and the site indicated in red.

Q King George 5th Park

- 9.23 This character area is to the south east of the site, it is not within a conservation area and it is of **moderate** townscape value, falling outside the radius of townscape sensitivity. This character area comprises a public open recreational space and the immediate surrounding streets which contain a number of public uses. The land rises slightly to the north west, and the site is therefore currently not perceptible. This character area has been **scoped out** of further assessment, with the present contribution of the site being **nil**.



Figure 86. Left 1920s historic masterplan, right aerial view of townscape area. Approximate location of the character area indicated in yellow and the site indicated in red.

R Beehive Conservation Area

- 9.24 This character area is located to the south east of the site, it is a designated conservation area of **moderate** townscape value, falling outside of the radius of townscape sensitivity. The area represents one of the first residential developments completed following the 1947 New Town designation. The buildings were constructed through-out two phases, retaining open spaces and utilising a 'step and stagger' street grain in order to create an unfolding, varied streetscape. The area today is however largely of denser development. There is presently no visibility between the area and the site due to distance, the rise of the land to the north west and intervening development. This area has therefore been **scoped out** of assessment, the site makes a **nil** contribution.

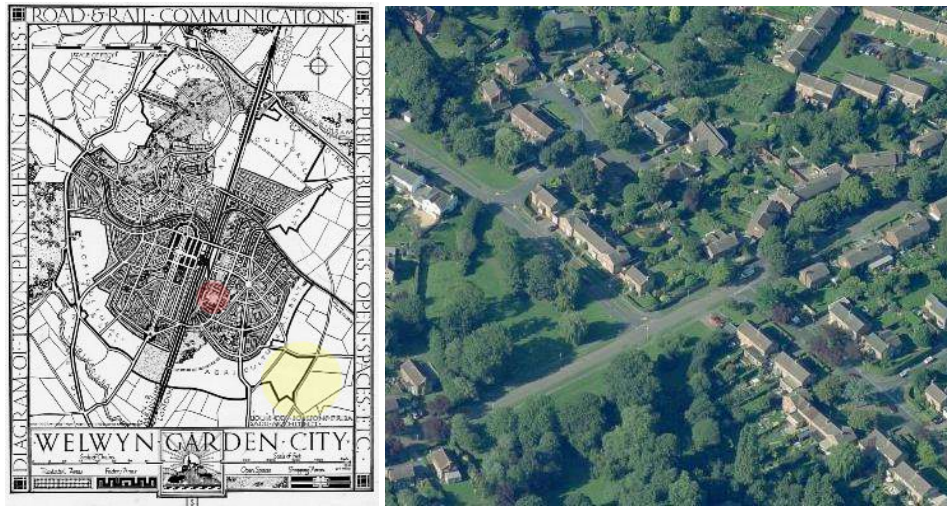


Figure 87. Left 1920s historic masterplan, right aerial view of townscape area. Approximate location of the character area indicated in yellow and the site indicated in red.

Summary of character areas

CHARACTER AREA	WITHIN AREA OF SENSITIVITY	TOWNSCAPE VALUE	CONTRIBUTION OF THE SITE	SCOPED IN/ OUT	VIEWS
A Sherrards Park	no	moderate	nil	out	n/a
B Shire Park	no	minor	nil	out	n/a
C The Campus	no	moderate	nil	out	n/a
D Parkway Commercial Town Centre	yes	moderate	neutral	in	1,2,3
E Handside Lane	no	moderate	nil	out	n/a
F Barleycroft Road	yes	minor	nil	out	n/a
G Turmore Dale	yes	moderate	nil	out	n/a
H Chequer Park	yes	poor	negative	in	7
I Parkway Residential Area	yes	moderate	nil	out	n/a
J Longcroft Lane	yes	moderate	negative	in	4,5
K Industrial Zone	yes	minor	negative	in	10
L Shirepark Business Area	yes	poor	nil	out	n/a
M Peartree modern business area	yes	poor	neutral	in	9
N Broadwater Crescent	yes	poor	negative	in	6
O Eastern Welwyn Garden City	yes	minor	nil	out	n/a
P Peartree Conservation Area	yes	moderate	nil	out	8
Q King George 5th Park	no	moderate	nil	out	n/a
R Beehive Conservation Area	no	moderate	nil	out	n/a

10.0 Assessment of Impact

Listed Building considerations

- 10.1 The statutory duty under Section 16(2) states “In considering whether to grant listed building consent for any works the local planning authority or 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.”
- 10.2 Section 66(1) of the Planning (Listed Building and Conservation Areas) Act 1990 sets out that any development should “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.”
- 10.3 ‘Setting’ is defined as the “surroundings in which the asset is experienced”, and a reduction in the ability to appreciate the existing character of this site may result in a reduction in the ability to appreciate the identified listed buildings in a setting which supports their significance.
- 10.4 If elements of harm are identified as a result of the proposed development, in order to accord with the national policy, this potential harm would need to be clearly outweighed by “public benefits”.

Conservation Area considerations

- 10.5 The statutory duty under section 72(1) of the Planning (Listed Building and Conservation Areas) Act 1990 sets out that special attention shall be paid to “the desirability of preserving or enhancing the character or appearance of the Conservation Area”. When considering the proposed site within the context of the Conservation Area, it is important to consider the historic use and relationship of the site but also views in, out and through the site, and the contribution these make to the setting and significance of the Conservation Areas.
- 10.6 When considering the impact of the proposals on these assets, under the relevant policies of the National Planning Policy Framework (NPPF) paragraphs 193-196, it should be noted that it is the overall effect of the proposals on the appearance of the Conservation Area which should be considered - taking into account any adverse and beneficial impacts arising.
- 10.7 To accord with national policy, any potential harm arising from the development would need to be clearly outweighed by “public benefits” arising from the development. Public benefits could be achieved in a number of ways to be explored through the evolution of the proposals and their content. They could also entail ‘heritage benefits’, by which existing heritage considerations could be improved as a result of the proposals.

Existing Townscape Context

- 10.8 The site has been found to be located in a low sensitivity area, with historic and ongoing redevelopment, removing much of the original character of the Site and immediate surroundings. This contrasts with the majority of Welwyn Garden City, with the carefully orchestrated historic planned townscape still appreciable.
- 10.9 As a result of the historic ‘zoning’ of the city, the site and immediate surroundings have an appreciably distinct character from that of the wider townscape. Following the decline of industry within the town centre, the site and surroundings to the north have been allocated for redevelopment. A detailed Supplementary Planning Document outlines the original development

strategy for the area to the north, which has now been partially enacted. It is noted however that the consented schemes within this area depart from this strategy outlined in the SPD document. This includes the development surrounding the listed Roche Factory, the development to Penn Way undertaken by Taylor Wimpy as well as the mixed use Shredded Wheat Quarter.

Assessment of Impact



Figure 88. Comparison of existing and proposed massing across the site. Top west elevation.



Figure 89. Aerial view across the site from the south east showing the massing of the proposals.



The Proposals

- 10.10 The proposals are for the redevelopment of the site to provide 289 units with associated private and communal amenity space, public open space, car and cycle parking and landscaping. The proposals are split into a number of blocks, with heights varying across the site as follows: Blocks A&B - 6 to 9 storeys; Blocks C&D - 5-8 storeys; Block E - 4 to 7 storeys; Block F - 2 to 4 storeys; townhouses - 2 to 3 storeys. The highest point is 29.1 m, found at the roof parapet on Block A.
- 10.11 The design rationale of the proposals has been guided by the desire to create a responsive development, that reflects the original intentions of the historic masterplan for the city. This outlined a distinctive industrial quarter, appreciably separate from that of the main city to the west of the railway. A key objective has been the provision of a new residential development that appropriately reinterprets 'garden city' principles, without resorting to pastiche that conflicts with the historic industrial character embodied by buildings such as the Shredded Wheat Factory and former Roche Office. Similarly the need to provide a complementary development which creates a cohesive sense of place with that of the consented development to the north was also identified.
- 10.12 As such, materiality and roof form have been closely developed to provide tangible references to the existing domestic typology of Welwyn Garden City to the west. A steep angle to the elevation at the upper storeys echoes the sloping massing seen within the roof forms within the city centre, and creates an interest and variety to the roofline which echoes the variety seen at street level within the conservation area. This angular approach also takes its cues from the strong geometry of the proposals within the consented development to the north, creating a cohesive sense of place across the site and surroundings. A red brick and clay tile palette similarly provides a demonstrably responsive material character, drawing directly from the existing character of the houses within the wider area.
- 10.13 The retention of open-space and attention to the quality of the street front has also been considered, with the creation of a new avenue through the development running north-south. This strong linear approach reflects a characteristic grain seen within the garden city to the west, creating a sense of place with the design of formal vistas and sight lines through the site.
- 10.14 The height across the site reflects the intensification of development consistent with the consented redevelopment to the north. This creates a sense of definition to the old industrial quarter as a whole, as well as a sense of aesthetic cohesiveness. This sense of height is modulated to step down towards the main arterial route of Broadwater Road, responding to the importance of this through route leading north-south on the eastern perimeter of the site. A change in materiality provides further articulation and visual interest as well as signposting a sense of differentiation to the industrial quarter and alleviating any sense of pastiche.
- 10.15 The massing of the proposals has been developed to be stepped across the site, creating a sense of permeability in long and medium distance views. As such the proposals can be seen to retain the prominence of the Shredded Wheat Factory as primary structure within the historic industrial 'zone' as well as the preserving the quality of the formal vistas within the conservation area to the west.
- 10.16 The design has been developed with regard to the consented development to the north of the Grade II listed former Roche Office, creating a strong sense of place through the use of a mix of building typologies. This includes a terrace house with a gable end to Broadwater Lane, before a taller art-deco inspired structure responds to the quality of the Roche Building, enabling a transition from the residential suburban surroundings to the denser consented development west of Broadwater Road. The massing within the site has been moved west to create a more open quality between the existing residential housing and the buildings within the site. This creates a sense of identity and differentiation within the site. Height builds towards the railway line to the

west and north, reflecting the transition between residential areas to the south and east to the historic industrial zone to the north.

Impact to Heritage Assets

Shredded Wheat and Former Roche Office

- 10.17 The SPD directs that redevelopment should retain the dominance of the Shredded Wheat Factory as well as views of Roche Products Factory Building from Broadwater Road, both Grade II listed buildings. Both structures are clearly visible from the site and the Shredded Wheat Factory in particular, due to its height, possesses a landmark quality, clearly denoting the location of the industrial zone when seen from both west of the railway line as well as to the north. It is the prominence of the Shredded Wheat silos in particular within the skyline that the SPD seeks to protect, and these views are preserved within the proposals.
- 10.18 The present quality of the site has been found to have a similar landmark quality, making it significantly taller than the majority of the buildings within the industrial zone, save that of the remaining structures within the Shredded Wheat Factory complex. As such the site as existing is considered to create the impression of a 'bookend', signalling both the termination of the industrial zone along Broadwater Road to the south as well as proximity to the railway line. The retention of this sense of height within the proposals and contrast within the surroundings is therefore seen to have a neutral impact on the surrounding townscape areas and heritage assets. An assessment of the viewpoints has shown that the proposals will retain the existing views of the Shredded Wheat Factory and Former Roche Office, whilst improving the backdrop of these views with a more responsive design, that reflects the architectural quality of the listed buildings, having a **moderate beneficial** impact upon their wider setting and significance. This includes the retention of the prominence of the silos across the site.

Welwyn Garden City Conservation Area

- 10.19 The present architectural quality of the buildings within the site has been found to be indifferent. The negative impact of this indifferent quality is amplified, given the long-range views of the site, including from within the conservation area to the west, such as along Longcroft Lane. The proposals are considered to improve the quality of these existing views with a new building which reflects the considerable historical importance of the industrial zone within Welwyn Garden City. This area has historically supported an array of styles, with many buildings constructed by architectural and industrial designers of note. While the present buildings on site do not have this historic or architectural quality, there is a clear opportunity to improve the contribution of the site to the surroundings and provide a **moderate beneficial** impact on the wider setting of the Welwyn Garden City Conservation Area.

Hatfield House and Hatfield Park and Garden

- 10.20 It is acknowledged that long range views of the site from Hatfield House and Hatfield House Park and Garden have been identified in previous applications (6/2018/0171/MAJ), these views were however not perceptible from accessible areas at the time of the site visit. Due to the considerable distance from the site to the listed building and park as well as the character of these existing views showing the wider development of Hatfield and Welwyn Garden City, the impact of the proposals upon these existing views considered to be neutral. It is noted that the height of the proposals does not exceed that of the existing structure, and the alignment of the site on a north-south axis ensures that the massing of the proposed development will be obliquely obscured in views from the south.

Summary of Impact

ASSET	DESIGNATION	SENSITIVITY	CONTRIBUTION OF SITE	IMPACT OF PROPOSALS
Shredded Wheat Factory	Grade II	Low	Negative	Moderate beneficial
Former Roche Office Building	Grade II	Low	Negative	Moderate beneficial
Hatfield House	Grade I	High	Negligible	Neutral
Welwyn Garden City Conservation Area	n/a	Low	Negative	Moderate beneficial
Hatfield House Park and Garden	Grade I	High	Negligible	Neutral

View Point Assessment

- 10.21 This section will assess the views identified in section 10 and determine the impact of the proposals upon the contribution of the site.

View 1 – The Campus, looking south.

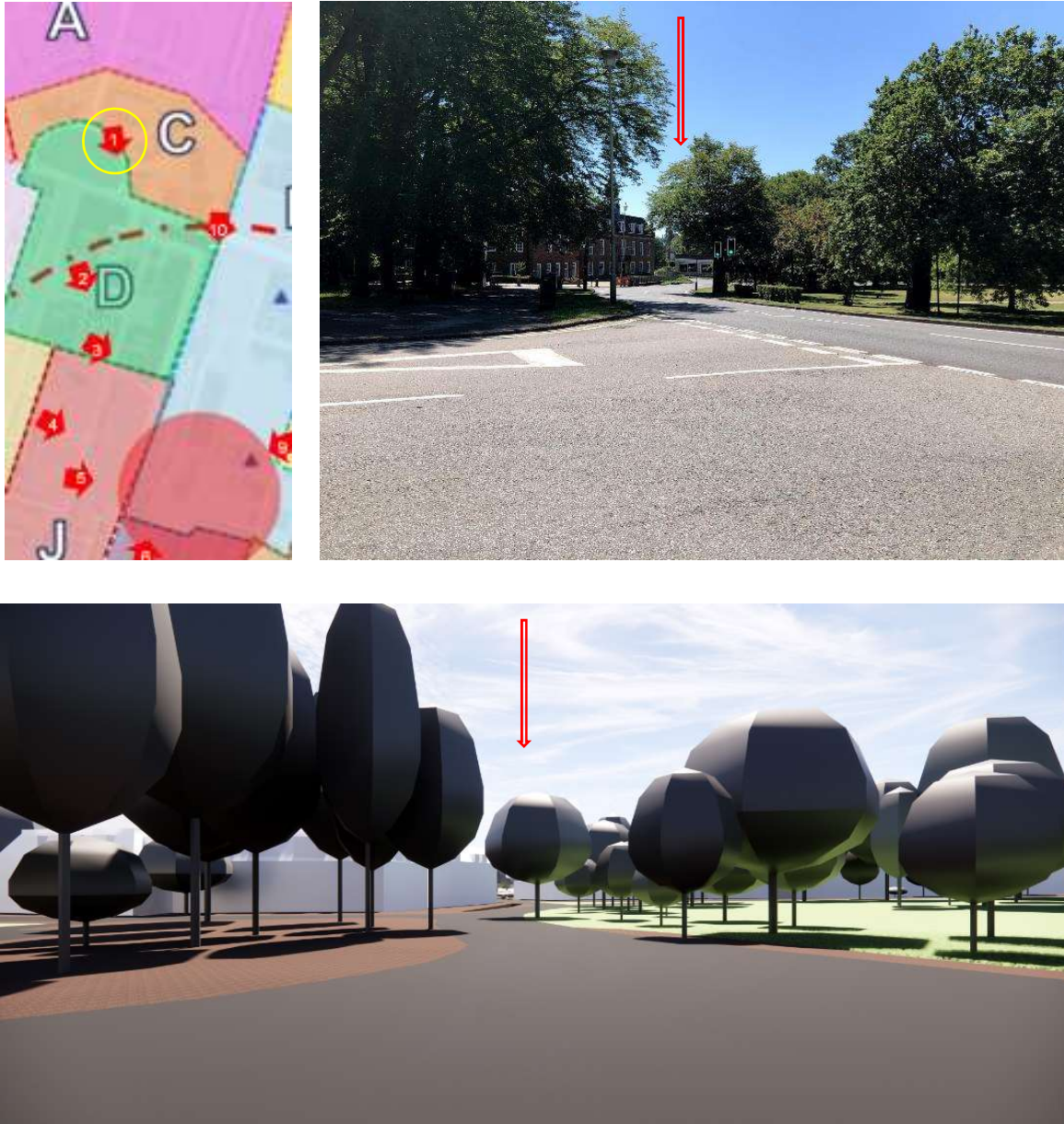


Figure 91. Top: existing. Bottom: Proposed.

- 10.22 This view takes in the civic buildings which surround the commencement of the parkway. The character of the townscape is formal, with a strong geometric pattern to the streetscape. There are distant, partial, filtered, very slight glimpses of the site from this view point, seen between other structures. The existing quality of the buildings within the site are utilitarian, and this character contrasts with the decorative facades which surround the semi-circle of open space. These views of the site are however aligned away from the formal axial view down the parkway. The current contribution of the site to this view is **negligible**. The very slight views of the site are

improved by a more resolved and residential appearance, sitting more comfortably within the character of this view. This results in a **minor beneficial** impact.

View 2 – Howardsgate, looking south east.



Figure 92 Top: existing. Bottom: Proposed.

- 10.23 This view takes in the commercial centre of the parkway, showing a mixture of modern shopfronts within older twentieth century shopping parades. The formal axial arrangement of the streetscape is reflective of the original masterplan designed by De Soissons. The site is not visible from this view point and makes a **nil** contribution. The proposals do not change the existing character of this view and the overall result is **neutral**.

View 3 – Church Road, looking south east.



Figure 93. Top: existing. Bottom: Proposed.

- 10.24 The quality of this view is of a subsidiary street, looking along an access road to the carpark to the south of the town centre. This view takes in the planting which surrounds the railway line, further establishing a back-land quality. The site can be glimpsed partially above the horizon line. The architectural quality of the façade does not respond to this view from the conservation area, enhancing the backland character. The overall contribution is diminished by distance however it remains **negative** overall. The CGI indicates the proposals will be just visible behind the tree belt, improving the existing glimpse of the site, creating a more consistent view when seen from this area. This results in an overall **minor beneficial impact**.

View 4 – Parkfields, looking east.



Figure 94. Top: existing. Bottom: Proposed.

- 10.25 This view reflects the original residential townscape designed by De Soissons, comprising early twentieth century housing with neo-Georgian details forming short terrace rows. The houses are set back from the street front creating a spacious character which aligns with the Garden City principles. The site is screened by trees surrounding the railway line which sits in between the site and this area of the conservation area. The contribution of the site to this view is therefore **nil**.
- 10.26 The CGI shows the site just visible, and will be screened behind the existing vegetation. The resulting impact is considered to be **neutral**.

View 5 – Longcroft Lane, looking east.



Figure 95. Top: existing. Bottom: Proposed.

- 10.27 As with view four this view reflects the original residential townscape designed by De Soissons. Small garages can be seen to sit between each terrace row, creating a drop in the horizon line. The site can be glimpsed within these gaps in the terraces, taking in the substantial irregular massing of the plant work to the roofline. The site therefore does not respond to the architecture within the conservation area either in terms of materiality use or massing. The site makes a **negative** contribution therefore in townscape terms within these views.
- 10.28 The proposals will similarly be visible above the roofline of the suburban houses, expressing the existing indifferent appearance of the site with a residential character. The impact of the proposals is therefore considered to be **minor beneficial**.

View 6 – Corals Mead, looking north.



Figure 96. Top: existing. Bottom: Proposed.

- 10.29 This view takes in the late twentieth century redeveloped suburban houses to the immediate south of the site. The site presently dominates in this view terminating views along the street-front. The overwhelming impact is **negative**, with the extreme contrast in terms of use apparent through the clear views of plant work to the roof line within the site. The contribution of the site to this view is therefore negative.
- 10.30 The proposals will replace the existing building with responsive contextual building, residential in character. The prominent appearance of the site from within this view point results in a **substantial beneficial** impact.

View 7 – Railway Bridge at the A6129 looking north.

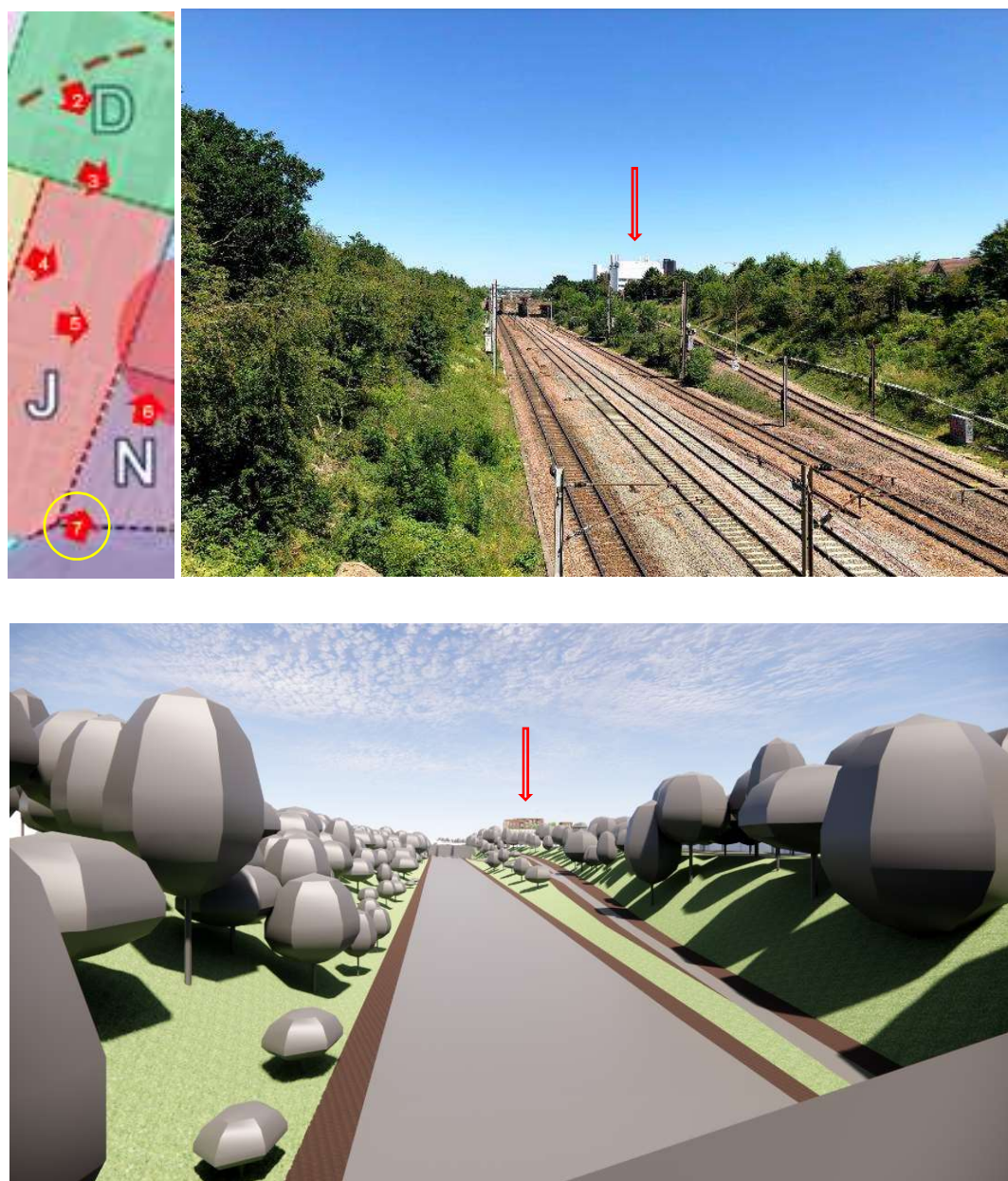


Figure 97. Top: existing. Bottom: Proposed.

- 10.31 This view takes in the railway line which divorces the site from the conservation area to the west. The site is clearly visible, breaking above the horizon line. The existing quality of this view is industrial and the architecture within the site does not respond to the high degree of visibility from this vantage point, it has an overall **negative** contribution to the quality of the townscape.
- 10.32 The proposals will replace the existing appearance of the buildings with a high quality architectural intervention which responds to the long distance views of the site from this direction. This results in a **substantial beneficial impact**.

View 8 – Holwell Road, looking north west.

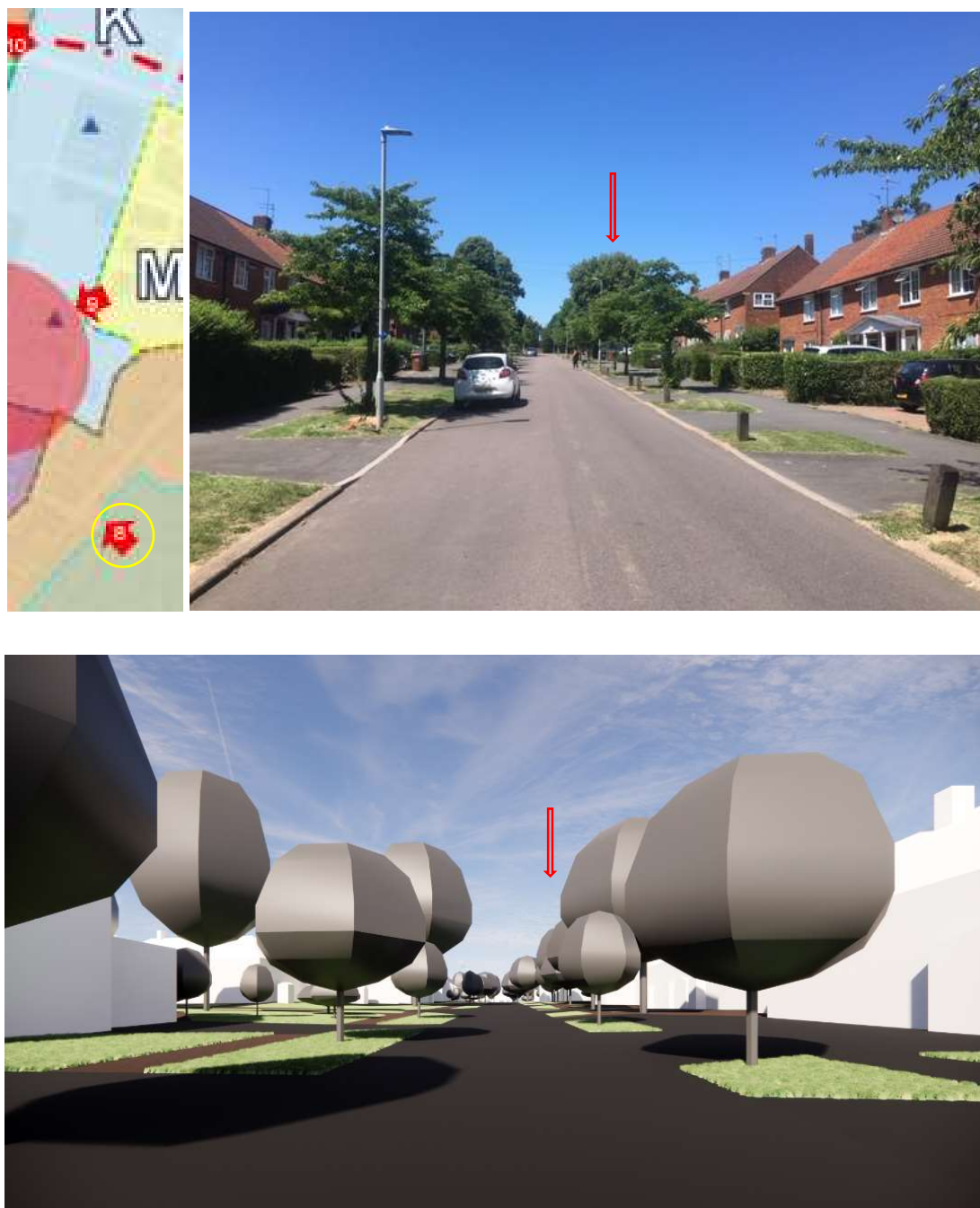


Figure 98. Top: existing. Bottom: Proposed.

- 10.33 This view is reflective of the Garden City Principles showcasing a small residential development which is known to have been included within early iterations of the masterplan by Welwyn Garden City by De Soissons. While it is smaller in scale than some of the residential streets within the town centre, this reflects the intention to provide housing for workers within the nearby industrial zone. The site is not perceptible in this view and makes a **negligible** contribution.
- 10.34 Due to distance from the site the overall impact of the proposals is **neutral**.

View 9 – Broadwater Road, looking south west.

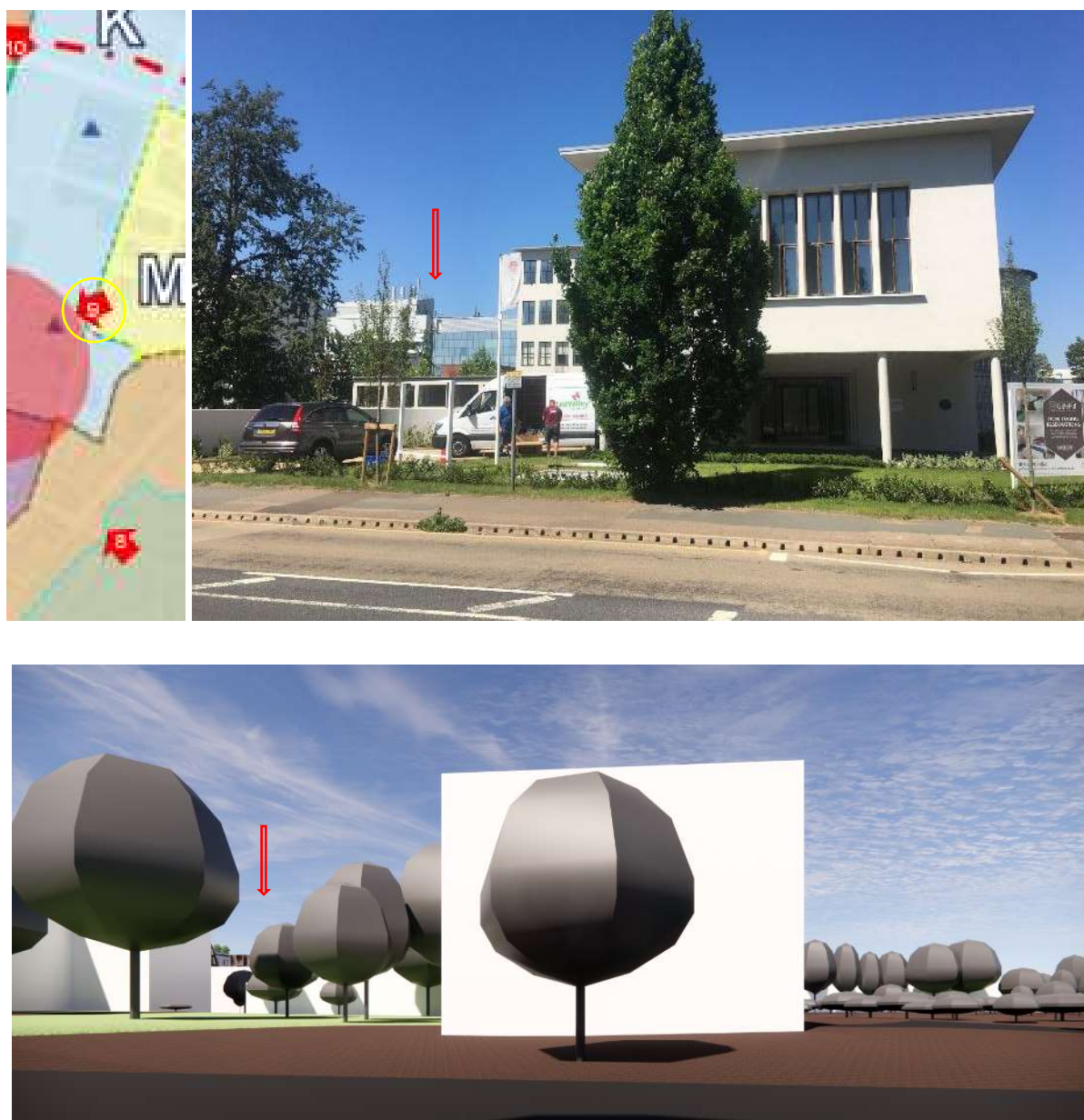


Figure 99. Top: existing. Bottom: Proposed.

- 10.35 This view looks across the recently redeveloped area of land surrounding the Grade II listed Former Roche Office buildings. The quality of the townscape lacks a preserved historic character seen elsewhere within the conservation area and town centre. The site is seen beyond the consented recent development, and is dominant in the skyline. Unlike the listed building and surrounding modern housing, the architecture within the site is indifferent in quality and lacks the consideration and interest seen in the other buildings visible within this view. The contribution of the site to this view is therefore **negative**.
- 10.36 The proposals can be seen to respond more to the architectural quality of the nearby listed building as well as the redevelopment of the industrial quarter. This results in a **minor beneficial** impact.

View 10 – Bridge Road, looking south.



Figure 100. Top: existing. Bottom: Proposed.

- 10.37 The quality of the townscape seen within this view has a back land character, taking in the industrial elements of the railway as well as the side elevations of both the Biopark building within the site as well as the Shredded Wheat building in the distance. The site lacks the moderne character seen within the Shredded Wheat building, and does not compare in terms of decorative interest. While both buildings are clearly visible, the site falls short of the design quality and historic interest evident in the Shredded Wheat Building. The contribution of the site to this view is therefore considered to be **negative**. The proposals improve upon the existing view, with contextual buildings with a residential character that responds to the historic industrial zone character. This results in a **substantial beneficial** impact.

Impact to Townscape Character Areas and Viewpoints

- 10.38 It has been demonstrated that the proposal has no impact upon the currently enclosed views within the town centre to the west. It is noted that the town centre possesses a formal geometry and carefully orchestrated views north-south along the Parkway. Through the location of the site to the south east, these views will be protected in full.
- 10.39 While the proposals will be visible in the existing glimpsed and views of the site, it is considered the more responsive design of the proposals which have sought to acknowledge the long range visibility of the site will have a **moderate beneficial impact**. Similarly through a sensitive pallet of materials and domestic character, the proposals are considered to improve the dramatic existing view points of the site from the railway bridges as well as from Broadwater Crescent to the south, resulting in a **substantial beneficial impact**. The existing contribution of the site to these views has been found to be negative, and the proposals constitute a significant improvement in townscape terms.

Verified Views

- 10.40 Verified views have been agreed with the council, showing the outline of the proposed development from within the conservation area to the west. These views have been taken from Parkfield, Verified View 1 and Longcroft Lane, Verified View 2. Both views have been produced showing winter and summer perspectives indicating the degree of screening provided by vegetation at these times of year. Please see the appended methodology for the production of these viewpoints within Appendix 2.
- 10.41 These views show the proposals falling below the roofline of the existing suburban development along Longcroft Lane. The linear quality of the street creates a strong horizon line in views east, with semi-detached buildings and short terraces establishing clear groupings. Breaks between these groupings typically feature garages so that while the roofline drops there is not an open sight line free from development. The views indicate that within summer months the proposals will be entirely screened by vegetation. During the winter views towards the proposed development will be filtered by the tree line, and retain a perceptible drop in development within the horizon line. The distance from the site is such that while the proposals will be visible, this visibility is only possible in the breaks between terraced groupings. The prominence of the houses on the street is retained as will be their legible grouping as well as the prominence of the street grain. Therefore while the proposals will result in a visual change this is determined to have a neutral impact upon the character and townscape value of these views. It is noted that while the views identified are illustrative, the overall impact of the proposals will be experienced kinetically as the viewer moves through the conservation area. The strength of the conservation area's character as perceived through the consistency of architectural style and formal geometry to the street grain will remain undiminished.

Verified View 1



Figure 101. Verified View 1. Summer View. Red line indicates the outline of the proposals.



Figure 102. Verified View 1. Winter View. Red line indicates the outline of the proposals.

Verified View 2



Figure 103. Verified View 2. Summer View. Red line indicates the outline of the proposals.



Figure 104. Verified View 2. Winter View. Red line indicates the outline of the proposals.

Summary of Impact

RECEPTOR	EXISTING CONTRIBUTION OF THE SITE	IMPACT OF PROPOSALS
D Parkway Commercial Town Centre	neutral	neutral
H Chequer Park	negative	Minor beneficial
J Longcroft Lane	negative	Minor beneficial
K Industrial Zone	negative	Substantial beneficial
M Peartree modern business area	neutral	Minor beneficial
N Broadwater Crescent	negative	Substantial beneficial
View 1 The Campus	negligible	Minor beneficial
View 2 Howardsgate	nil	neutral
View 3 Church Road	negative	Minor beneficial
View 4 Parkfields	nil	neutral
View 5 Longcroft Lane	negative	Minor beneficial
View 6 Corals Mead	negative	Substantial beneficial
View 7 Railway Bridge	negative	Substantial beneficial
View 8 Holwell Road	negligible	neutral
View 9 Broadwater Road	negative	Minor beneficial
View 10 Bridge Road	negative	Substantial beneficial
Verified View 1 Parkfield	nil	neutral
Verified View 2 Longcroft Lane	nil	neutral

11.0 Conclusion

- 11.1 This report has assessed the impact of the proposals upon the surrounding townscape and heritage assets within a 500 metre radius of the site, as well as Hatfield House and Hatfield Park and Garden, located to over 4km to the south. It has been established that there are no listed buildings within the site, nor is it located within a conservation area. The closest heritage asset is the Welwyn Garden City Conservation Area, presently located beyond the railway line to the west of the site.
- 11.2 The conservation area has been found to possess a robust character, comprised of the distinctive suburban development which reflects the historic core of Welwyn Garden City. The site presently makes a negative contribution to the wider setting of the conservation area, visible in glimpsed views from Longcroft Lane. The existing structure is of indifferent design, demonstrably post-dating the majority of the fabric within the conservation area with no appreciable relationship to the conservation area in terms of materials, aesthetic or massing.
- 11.3 The proposed redevelopment of the site has sought to improve this existing contribution, providing a new residential development which is of significantly improved architectural quality and responds to the material and architectural character of the conservation area. The impact to the conservation area has been further softened by the distance from the site to the east, as well as its location beyond the railway line and behind an established tree belt. Whilst a contrast in height is maintained, this is reflective of the historic character of the site and its location within the old industrial quarter.
- 11.4 As such the proposals have been found to provide a cohesive design that sits comfortably with the consented development surrounding the listed Shredded Wheat factory to the north, whilst also protecting key views of this listed building as well as views to the former Roche Office building. Due to the improvement in existing views to and from the site and the surrounding heritage assets, the proposals have been found to result in a **moderate beneficial** impact to the Shredded Wheat Factory, Former Roche Office Building and Welwyn Garden City Conservation Area.
- 11.5 With regards to Hatfield House and Hatfield Park and Garden due to the considerable distance from the site, surrounding visible development and consented development as well as intervening topography and the orientation of the proposals the impact upon the wider setting and significance of these assets is considered to be **neutral**. While the proposals will result a very minor change to extreme long-range views from the house and park this will not materially alter the character of these views nor their current contribution to the setting of the designated heritage assets.
- 11.6 With regards to townscape the impacts have been found to range from neutral to substantial beneficial, resulting in an overall **minor beneficial impact**. Beneficial impacts have been found to stem from improvements regarding the architectural relationship between the massing within the site, the important road of Broadwater and the response to the site's industrial character as embodied by the Shredded Wheat Building and Former Roche Office. The proposals have been found to alleviate the hostile and indifferent present character of the site, providing a responsive development that seeks to create a resolved sense of place which will establish a high quality architectural development that appears cohesive with the consented development to the north.
- 11.7 While the proposals will result in a change in some views from the east within the conservation area, the impact of these changes have been found to be neutral, retaining the existing character of the horizon line and ensuring the existing appearance of a contained suburban townscape is preserved from Longcroft Lane.

- 11.8 As such, the proposals are considered to respect and enhance the town centre's distinctive townscape character and historic environment, responding to local context, scale and character. It is noted the proposals will rehabilitate a disused plot considered a key location within local policy. We therefore find no reason in heritage or townscape terms why the council should not view this application favourably.

APPENDIX 1

STATUTORY LIST DESCRIPTIONS

HATFIELD HOUSE PARK AND GARDEN

Grade: I

List Entry Number: 1000343

Date first listed: 11-Jun-1987



Details

An early C17 country mansion surrounded by extensive and complex gardens and park, created from the medieval parks of Hatfield. Robert Cecil's formal, early C17 gardens were created with input from designers including Thomas Chaundler and Salomon de Caus, and planted by John Tradescant the elder, at that time the head gardener. The gardens were landscaped in the C18, but then remodelled and extended in the C19 and C20.

NOTE This entry is a summary. Because of the complexity of this site, the standard Register entry format would convey neither an adequate description nor a satisfactory account of the development of the landscape. The user is advised to consult the references given below for more detailed accounts. Many Listed Buildings exist within the site, not all of which have been here referred to. Descriptions of these are to be found in the List of Buildings of Special Architectural or Historic Interest produced by the Department of Culture, Media and Sport.

HISTORIC DEVELOPMENT

The bishops of Ely owned a house and park at Hatfield from at least the C13 (VCH). Hatfield Palace was built c 1480-97 by Cardinal John Morton, Bishop of Ely and minister of Henry VII, with formal garden compartments along the south side (ibid). Henry VIII acquired the estate during the Dissolution of the Monasteries and it was here that Queen Elizabeth was brought news of her accession in 1558. Her first three Councils were held in the hall of the Palace. The estate was exchanged in 1607 by James I for Robert Cecil's Theobalds Palace (Herts). Cecil (1563-1612, cr first Earl of Salisbury 1605) pulled down three sides of the Palace, leaving the hall, and built a new house close by to the south-east, flanked by gardens to the west and east. The eastern gardens were overlooked by the family's private apartments, and were the main formal gardens, being walled and terraced in an Italianate form which was influential on other contemporary gardens. A vineyard was constructed within a walled enclosure in the park, at some distance from the house.

Cecil's gardener from Theobalds, Mountain Jennings, collaborated with Robert Bell, a London merchant and garden expert, in drawing up garden plans. One 'Bartholomew the gardener' agreed to act as a consultant initially, with Jennings and Bell; various other advisers were used during the course of construction. Thomas Chaundler laid out the splendid East Garden c 1610-11, with waterworks by a Dutchman, Simon Sturtevant. By late 1611 Chaundler had been replaced by Salomon de Caus who worked on the gardens until mid 1612. John Tradescant the elder became gardener at Hatfield at this time, supervising the planting of the gardens, the plants including rare specimens from abroad, some collected by Tradescant himself (Strong 1979). Lord Salisbury died deeply in debt in 1612, just before the house was finished.

The estate remained in the possession of the Cecils, the park being extended to the environs of Hatfield House in the late C18 by Emily, the first Marchioness, and the park and gardens landscaped (gardens guide 1989). Dury and Andrews' map shows the estate c 1766 with formal gardens around the House, and the vineyard enclosing formal features; Watts' engraving (1779) shows the park sweeping up to the walls of the House on the south and east sides. In the mid C19 James, the second Marquess, recreated terraces around the House, although these were built higher and wider than the C17 originals. He also laid out new parterres and a maze on the remains of the C17 work to the west and east of the House. In the late C20 Marjorie, the sixth Marchioness remade the gardens, creating several new features, including works in the East Gardens and two sunken parterres in the courtyard on the south front. The estate remains (1999) in private ownership.

SUMMARY DESCRIPTION

Hatfield Park lies c 30km north of the centre of London, adjacent to the east side of the village of Hatfield, and incorporates several former medieval hunting parks. The c 7.5 sq km site is defined to the west largely by the former Great North Road, now (1999) the A1000, apart from a section north-west of the House which is bounded by the village. The site is bounded to the north by the A414, to the east by agricultural land and woodland, and to the south-east by a lane linking the Great North Road with the settlement of Lower Woodside. The ground is gently undulating, with a plateau towards the west boundary, on which stand the House and Old Palace. The setting is rural to the east, with the new town of Hatfield adjacent to the west, and several villages to the south.

Hatfield House (1607-12, listed grade I) stands at the west edge of the park on a level plateau, approached via several drives and avenues. The present main approach (late C19) enters 500m north-west of the House, off the Great North Road, directly from the west side of Hatfield village, opposite the railway station. The broad gateway (late C19, listed grade II), set back off the road and flanked by low, curved brick walls, comprises two carriage entrances, each flanked by carved stone piers surmounted by stone lions and separated by an iron screen in similar style to the gates. In front of the screen stands a tall stone plinth supporting a seated statue of the third Marquess of Salisbury (G Frampton 1906, listed grade II), three times Prime Minister of Great Britain, who erected the gateway in order to provide access to the newly built station. From here the drive is carried 120m east on an embankment to a brick bridge which takes it high across the main village street, Park Street, to the entrance to the park. The drive continues 250m east to join the north drive at a point 300m north of the House. The north drive was, before the west entrance was built in the late C19, one of the principal approaches. The north drive, aligned on the north front of the House, enters the park from the Great North Road 1.2km north of the House, via a brick gatehouse. It extends south flanked initially by woodland, opening out into the park c 500m north of the House, from here continuing southwards flanked by a double avenue. Some 60m north of the House the drive enters the square, gravelled forecourt between terracotta ornamental posts (mid/late C19, listed grade II).

The forecourt (walls and gates 1845 and late C19, by the second and third Marquesses of Salisbury, listed grade II) is enclosed on three sides by ornamental red-brick and terracotta walls, with two further gateways, in similar style to the central gateway, at the west and east ends of the north wall. The fourth, south side is taken up by the north front of the House, at the centre of which a broad stone staircase (C19) leads up to the central front door. Beyond the west and east ends of the north front of the House, set into the south ends of the west and east forecourt walls respectively, stand two pairs of tall, brick and stone, polygonal gate piers with iron gates (listed as part of the forecourt), giving access to the West and East Gardens beyond.

The former south approach (the main C17 approach), is now (1999) disused. The course of the former south drive is aligned on the centre of the south front. The remaining southern section enters off the Great North Road at a lodge, 2km south of the House. The drive extends north through the wooded Millward's Park, crossing, 850m south of the House, a further avenue giving access from the Great North Road to the north-west and the Pepper Pot Lodges (C17, listed grade II) on Woodside Lane to the south-east. This avenue marks the former course of the Great North Road, before it was moved to the south-west side of Millward's Park in the C19. The south drive ends at the cross drive, its former course northwards being marked by a grass ride flanked by a broad avenue of lime trees. The ride terminates 60m south of the House at a further forecourt (pavilions C17, restored c 1845; gates and walls c 1845, listed grade II) enclosed by low brick and terracotta walls. The entrance at the centre of the south side is marked by an iron screen and gates flanked by four brick and stone piers. Single-storey brick and stone pavilions are set into the west and east walls. Within the forecourt a broad gravel drive, flanked by late C20 sunken parterres, leads to the carriage sweep on the south front, adjacent to a stone loggia in which is set the central south entrance. Several other drives also traverse the park.

A series of formal gardens, the West Gardens, extends from the west front, overlooked by the C19 west terrace. The Privy Garden, lying below the terrace and bounded by a lime walk, contains the West Parterre. To the west of the Privy Garden lies the lower Scented Garden, occupying the site of a former kitchen garden, with a raised walk running along the west side. The Wilderness Garden extends 350m

south from these formal gardens, alongside the south avenue ride, incorporating the remains of C19 wooded pleasure grounds.

At the north-west corner of the West Gardens, 90m north-west of the House, stands the remains of the Old Palace (1480-97), overlooking to the east a garden made amongst the foundations of the three wings which were demolished in the early C17. A forecourt lies on the west side of the Old Palace, bounded to the north by the present stable yard and to the west by the churchyard of Hatfield parish church. A brick gatehouse at the north-west corner of the forecourt provides direct access from the village via Fore Street.

The East Gardens, a series of terraced gardens, lead down a slope from the east front, overlooked by the C19 east terrace. They occupy the site of the main area of early C17 gardens laid out for the first Earl of Salisbury, these having been largely rebuilt in the 1840s and restored in the late C20. A double flight of steps leads down from the east terrace to the east parterre, flanked to the north by a late C20 kitchen garden and to the south by an orchard and the Mount Garden. From the East Parterre a flight of steps leads down to the Maze Garden (maze 1840s, restored mid(ate C20), and below this the Pool Garden, containing a swimming pool set in lawn and enclosed by clipped yew hedges. Beyond this to the east lies the New Pond and Wild Garden, an informal area of lawn and trees surrounding the irregularly shaped pond, the pond having been laid out during the initial garden works of the early C17.

Hatfield Park, surrounding the House to the south, east and north, is composed of several earlier parks, drawn together over successive centuries, including Middle Park and Innings Park. The central area surrounding the House and gardens is laid to pasture, with scattered trees, and contains several areas of woodland including Coombe Wood and Conduit Wood. The northern section, Home Park, is largely wooded, bounded to the north by the Hertford Road and bisected from west to east by the broadly curving Broadwater, made from the widened course of the River Lea. The Broadwater is straddled by the early C17 Vineyard, standing 1.2km north-east of the House within the Home Park Woodland. The rectangular Vineyard is surrounded by 4m high red-brick walls (early C17, listed grade II). Brick pavilions terminate the ends of the south wall in the southern half, with a Tudor-style cottage at the centre (these three listed with the walls), overlooking a series of earth terraces running down to the riverside. This section was laid out as a vineyard in the late C19 (OS 1879). The north half, formerly laid out as a kitchen garden (OS 1879), is bisected from west to east by a narrow arm of the river. It contains at the centre of the north side a late C18 Gothick-style pavilion, set into an angled recess at the centre of the wall.

The Lodge House (early C17, listed grade II), formerly the residence of the Ranger of Hatfield Park, stands towards the west side of Home Park, c 800m north-east of the House. The brick and timber-framed house stands within its own enclosure, surrounded by a garden wall with gate piers set into the south side (wall and piers early C18, listed grade II).

Millward's Park, the third (southern) main section of the park, lies south-west of the 2.2km long avenue linking Woodside Lane with the Great North Road. It is largely wooded, and crossed by woodland rides and the south drive, with to the north-west an open area of agricultural land enclosed on the west boundary with the Great North Road by a belt of trees.

The C19 kitchen gardens known as the New Gardens lie c 500m south-west of the House, surrounded by brick walls, with two main service compartments containing glasshouses adjacent to the north. The New Gardens, built to augment the kitchen gardens in the Vineyard in Home Park, have been superseded in the late C20 by a kitchen garden on the north side of the East Gardens, lying adjacent to the east side of the north forecourt.

REFERENCES

Note: There is a wealth of material about this site. The key references are cited below.

W Watts, *The Seats of the nobility and gentry in a collection of the most interesting and picturesque views* (1779), pl 53 *Country Life*, 1 (8 May 1897), pp 491-3; (15 May 1897), pp 519-22; 22 (14 December 1907), pp 872-83; 61 (12 March 1927), pp 390(7); (19 March 1927), pp 426-34; 175 (15 March 1984), pp 662-4; (22 March 1984), pp 770-2 *Victoria History of the County of Hertfordshire* 3, (1912), pp 91-100 R Strong, *The Renaissance Garden in England* (1979), pp 103-9 *Hatfield House, guidebook* (1984) *The Gardens at Hatfield House, guidebook*, (1989) M Batey and D Lambert, *The English Garden Tour* (1990), pp 40-6

Maps Hatfield estate map, 1607 (private collection) Dury and Andrews, *A topographical Map of Hartfordshire*, 1766 Tithe map for Hatfield parish, 1838 (Hertfordshire Record Office)

OS 6" to 1 mile: 1st edition published 1879 2nd edition published 1899 OS 25" to 1 mile: 2nd edition published 1898

HATFIELD HOUSE

Grade: I

List Entry Number: 1173363

Date first listed: 06-Feb-1952



County house. Built for Robert Cecil, first Earl of Salisbury, between 1607 and 1612. Designed by Robert Liming or Lyminge, assisted by Robert Cecil, his friend Thomas Wilson, and probably by Simon Basyll and Inigo Jones. The W wing was gutted by fire in 1835 and redecorated by the second marquess (d. 1868), who also did much decoration in other parts of the house.

Red brick with stone dressings. E-shape.

3 storeys and attic over basement. Stone mullioned and transomed windows of 2 to 6 lights. N entrance elevation is 15 windows. Central 3-storey porch bay with arched, shell-headed door flanked by pairs of fluted Roman Doric columns. Strapwork to pedestals, frieze and overthrow. C19 steps in 2 flights. 4-window flanking walls have 2-storey canted window bays near 3-window end projections. End projections have 3 and a half storey tower projections, formerly with cupola domes. The basement has a moulded plinth and 2 4-centre doors on each side of the right hand end pavilion. Main south front has a 9-window loggia in ashlar stone. The central feature is a 3-stage triumphal entrance with pairs of Doric, Ionic and Corinthian columns at each level. Double doors like those of N elevation. Strapwork to columns and pedestals. Large coat of arms to third stage and 1611 date on parapet. Top stage renewed 1982. Loggia either side was enclosed by stone trellis-work windows c1846, when much of the stone work of the front was probably restored. Ground and 1st floor Doric and Ionic fluted pilasters with carved pedestals and strapwork friezes. Strapwork parapet renewed c1950. Upper floor windows have bracketed sills. Flanking sides of courtyard are 6 windows: 3 2-storey bay windows alternating with 2-light openings and 3-light attic windows with strapwork semicircular crests. Doric doorways with similar crests. W side has large chapel window with 2-storey 12-arched light windows. End elevations of wings have square projecting turrets with leaded cupolas and strapwork parapets between them. Central 2-storey canted bay windows, that on W with C19 balcony and steps. E and W elevations are two part compositions. N parts have 3 canted 2-storey window bays with flat parapets. Recessed narrow gabled central bay. S part with two small gables. Rising from the centre of the house is a 3-stage wooden clock tower. The bottom stage has triplets of Doric columns at the angles and triplet arches between. Cube-shape middle stage has clocks N and S and pairs of Ionic columns at angles. Arched octagonal turret with leaded cupola. This part is possibly by Inigo Jones.

Outstanding features of the interior are the Hall and Grand Staircase, both with wood carving by John Bucke. The hall screen has profuse Jacobean ornament and a projecting upper gallery, closed in the

C19. A second gallery is corbelled out of the E wall which has here two stone doorways. Hammerbeam ceiling with paintings by Taldini, brought in by Third Marquess, 1878. The Grand Staircase has richly carved balusters and newel posts, the newels of carved lions and cupids. The Summer Drawing Room, E of the staircase has a well-preserved original interior. The Chapel in the W range has a large E window with twelve panes of original stained glass. The secondary staircase in the W wing, called the Adam and Eve staircase, was remodelled in the C19, but retains of fire door surround of c1700 on the 1st floor. The Long Gallery has panelling in two tiers and divided by pilasters, the fireplaces and ceilings possibly C19. King James's Drawing Room on the E has a restored ceiling and a contemporary fireplace by Maximilian Colt. King James's Bedroom, adjoining, has a fireplace taken from the Summer Dining Room. (C.L. 11.8.1900; 28.6 and 5.7.1907; 14.12.1907; Pevsner (1977).

THE NABISCO SHREDDED WHEAT FACTORY

Grade: II

List Entry Number: 1101084

Date first listed: 16-Jan-1981



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

At the west end of the range is a 2 bay wing with large windows, the southern bay of 3 storeys and the northern of 4. Flatroofs. Adjacent is a 7 bay, 4 storey block, with large windows divided by narrow piers and small scale structural divisions between the storeys, making it almost wholly glass. Flat oversailing capping at roof level.

OFFICE BLOCK (BUILDINGS 1 TO 4) TO ROCHE PRODUCTS FACTORY

Grade: II

List Entry Number: 1348142

Date first listed: 10-Oct-1980

Date of most recent amendment: 01-Apr-1981



2. 1938-40 by Otto R Salvisberg of Zurich in association with C Stanley Brown, with later additions. The original factory buildings lie in axis with but behind and to the left of the original administration block whose entrance is on its short end. The construction is of reinforced concrete and the factory buildings are steel framed; external surfaces are rendered in an off-white colour. The administration block is 2-storeyed with the bronze entrance doors set well back behind pilotis and with 7 narrow, deeply set vertical windows in the wall above. To the right, the principal staircase in a glazed door, the only feature to break the austere white cubic form of the group of buildings. The factory buildings 4-storeyed with single-storeyed spurs. Metal casement windows Georgian in proportion but closely set in long horizontal bands and the general horizontality of the building is further emphasized by the widely projecting flat roof.

APPENDIX 2

VERIFIED VIEWS METHODOLOGY

Methodology statement for verified views at BioPark, Welwyn Garden City.

Dates of survey and photography: Wednesday 21st October 2020

Camera used: Canon EOS 5D Mark 4 (FFS) with 50mm fixed lens.

Methodology

The visit was attended by the representative from CGEye Ltd (to record photographs) and Peter Rogers of Anglia Land Surveys.

For each of the views, the camera was set on a tripod at a recorded height from the ground. A Hilti pin was placed in the floor and the tripod centred over this pin using a plum-bob suspended from the central shaft.

The main photo to be used in the verified view was taken, and once done, the camera was removed and a survey station set up over the Hilti pin. The co-ordinates of this position were recorded.

Next, we identified several reference points in the photo. Nearby building parts and other structures would be used for this (such as ridge tiles, lampposts, road signs etc.) From the station position the surveyor was able to plot the 3d co-ordinates of these points using laser measurement.

Production

Back at the studio, we imported the model supplied to us by the architect into our 3d software (3DSMAX design 2017). Using topographical survey drawings of the area and levels information we were able to correctly place the models in real-world space, in Eastings, Northings and vertical height.

The survey data containing the co-ordinates for the reference points was supplied to us as a 3D CAD file (See [Appendix A](#)) and we also imported this information into our 3d software.

Next, we placed the required photograph as a background image in our software and placed a 'virtual' camera at the co-ordinates recorded at the site visit (i.e at the position of the Hilti pin representing the location of the real camera). The camera settings and height above ground were adjusted to match those of the real camera.

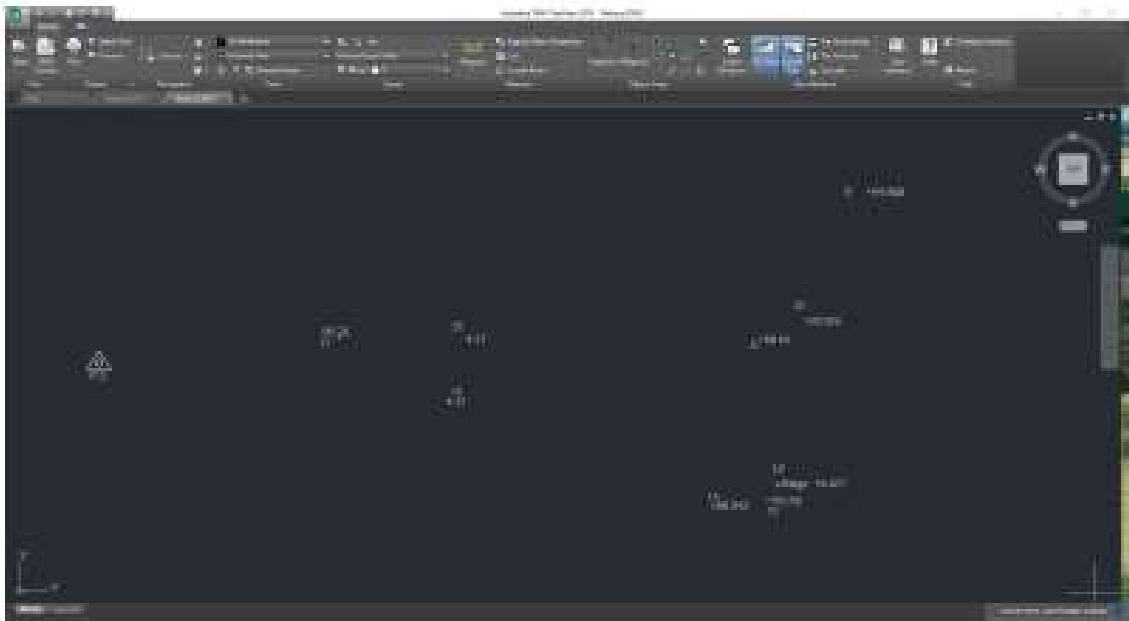
We then could see the imported reference points in 3d space, and all that was then required was to adjust the roll and tilt of the virtual camera so that those points matched the corresponding references in the photo (See [Appendix B](#)).

By doing this, we can be assured that the 3d model of the development is placed accurately relative to the background photo, since the model, the camera and the reference points are all correct relative to each other in real-world space.

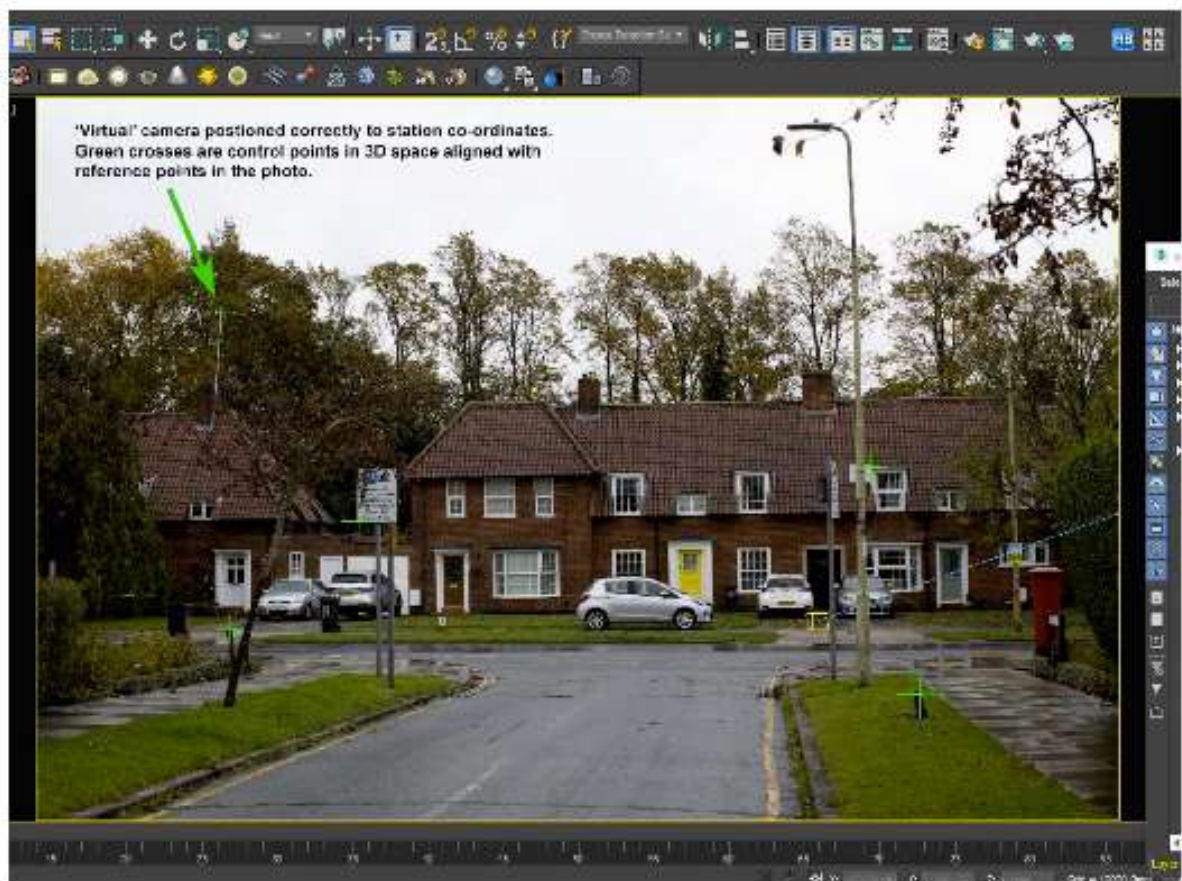
The next stage is to produce 3d renderings of the development from each viewpoint, then simply overlay the renderings onto the background photos and edit so that real-world items (such as buildings, trees etc.) that might hide/screen the development do so authentically. For this study we were only required to show the building form in outline since it is largely invisible from the two positions in question.

The result is a physically-accurate representation of the building position and scale from both viewpoints.

Appendix A:



Appendix B:



APPENDIX 3

AGREED VIEWS CORRESPONDENCE

Fiona Williams

From: Maria Kitts - Senior Built Heritage Consultant <Maria.Kitts@essex.gov.uk>
Sent: 13 July 2020 10:49
To: Fiona Williams
Cc: Steven Handforth; Clare Howe
Subject: RE: Bio Park

Hi Steve and Fiona

Apologies for the delay – a long virtual appeal hearing caused a bit of a backlog!

Thank you for putting together the suggested viewpoints. I think they are a fair representation of the surrounding townscape/historic environment.

Kind regards
Maria

From: Fiona Williams <fiona.williams@bidwells.co.uk>
Sent: 07 July 2020 11:14
To: Maria Kitts - Senior Built Heritage Consultant <Maria.Kitts@essex.gov.uk>
Cc: Steven Handforth <steven.handforth@bidwells.co.uk>
Subject: Bio Park

Hi Maria, I was wondering if you had a chance to consider the views attached in Steve's email below?

Many thanks

Fiona

From: Steven Handforth
Sent: 01 July 2020 14:44
To: Maria Kitts, Senior Built Heritage Consultant <Maria.Kitts@essex.gov.uk>
Cc: Fiona Williams <fiona.williams@bidwells.co.uk>
Subject: RE: Bio Park

Hi Maria,

We have now undertaken a site visit and assessment of the wider area. Please see attached a plan of the recommended views we are proposing to assess. There are 14 viewpoints in total, including key views from WGC conservation area to the west, Peartree to the east and Shredded Wheat and Roche building. We have also included the views you have recommended and one from Hatfield house to the south.

I would be grateful if you could review and let us know if you are happy with what is proposed from a visual impact perspective?

Many thanks,

Steve





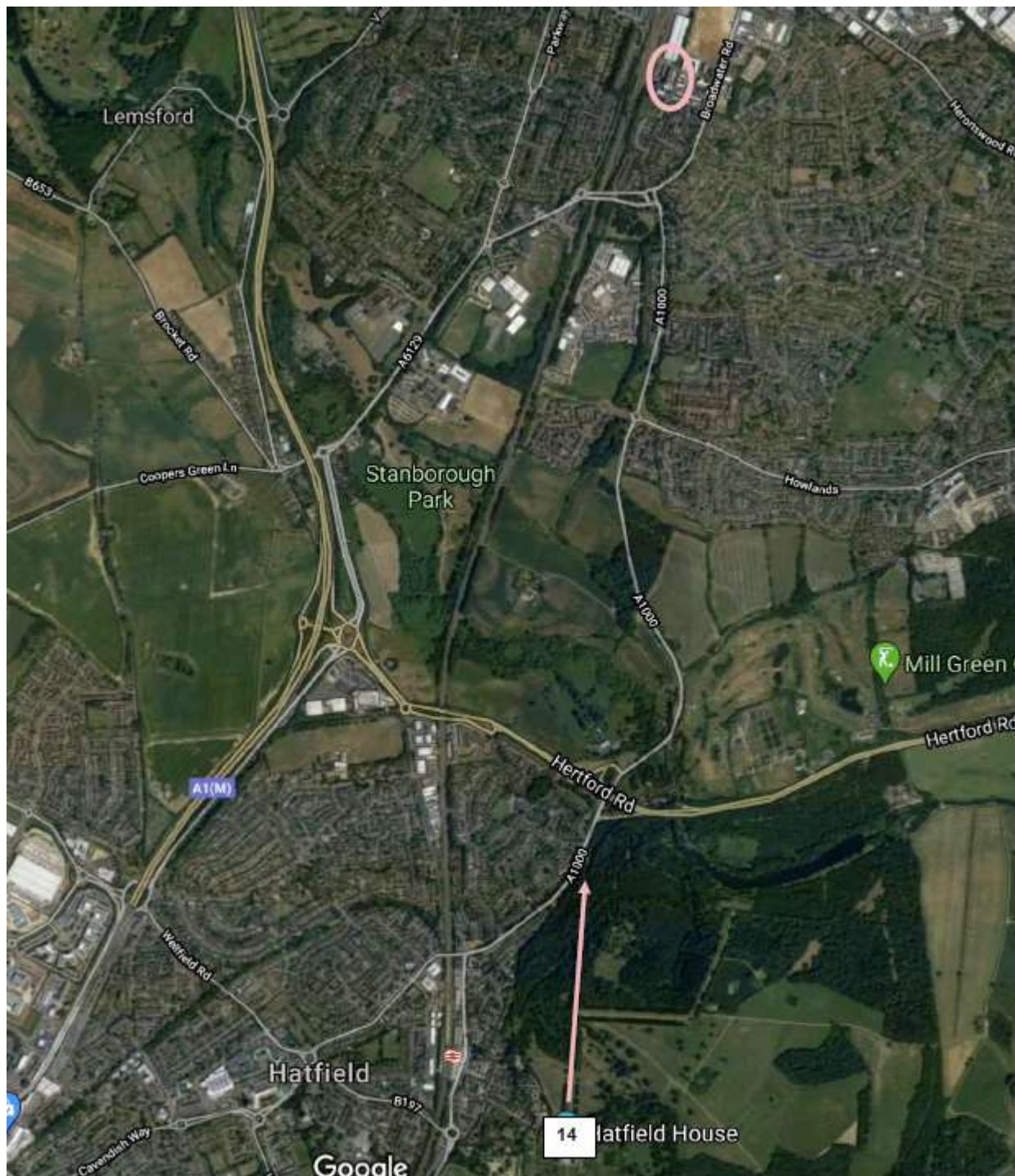


Figure 105. Please note some of these views were scoped out as agreed during the course of the application.

