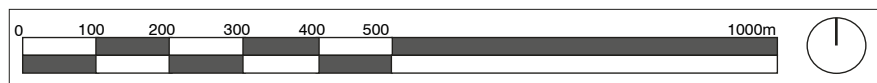
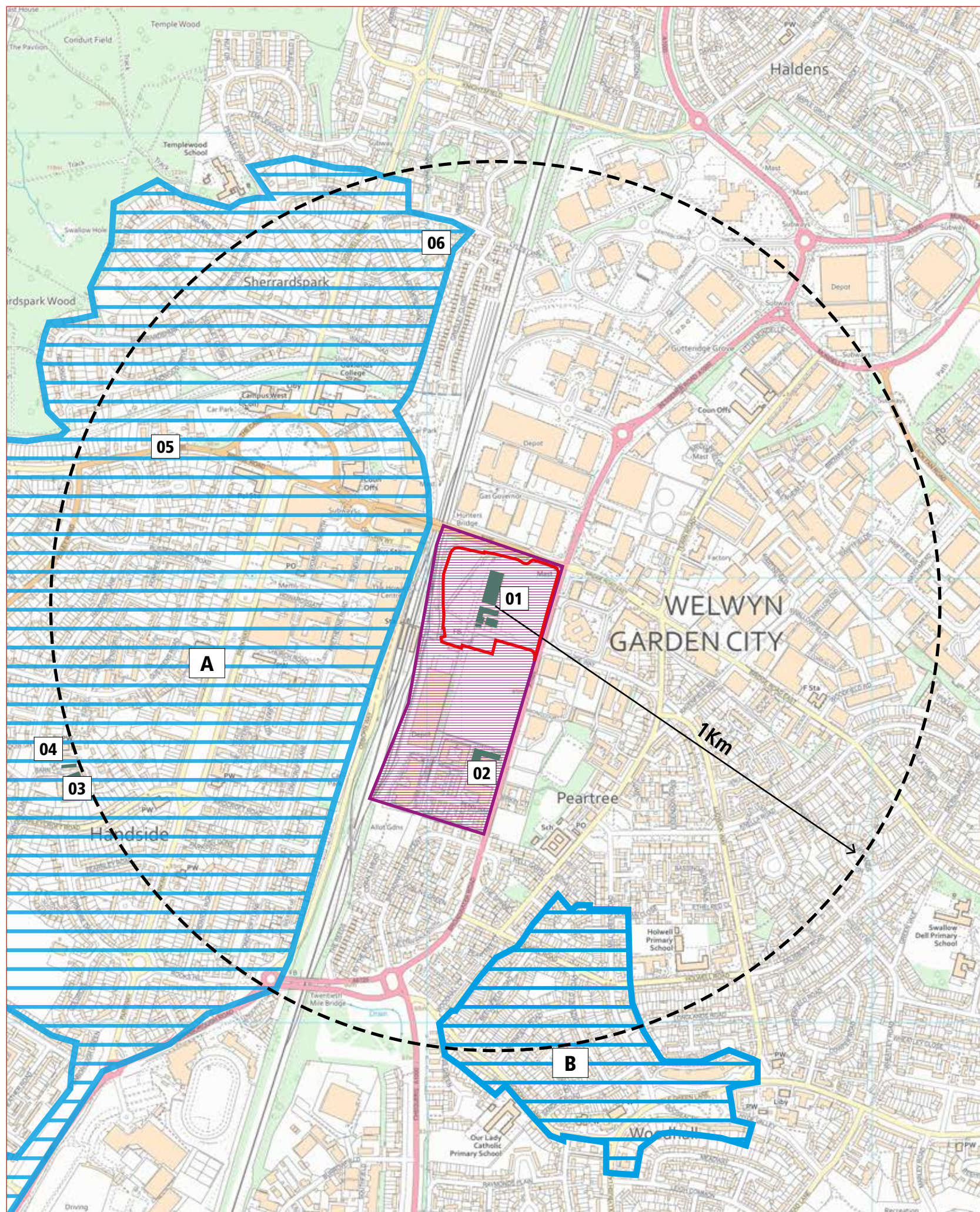







- APPLICATION SITE BOUNDARY
- DISTANCE FROM CENTRE OF THE SITE

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t: 01926 676496 e: info@bradleymurphydesign.co.uk www.bradleymurphydesign.co.uk			
Client WHEAT QUARTER LIMITED			
Project FORMER SHREDDED WHEAT FACTORY NORTH SIDE			
Drawing Title FIGURE 11.1: SITE AND STUDY AREA			
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Job No. 20.019	Scale NTS	Sheet Size A3	Revision
Drawing Number BMD.20.019.TVIA.FIG 11.1			-


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-  APPLICATION SITE BOUNDARY
 -  DISTANCE FROM CENTRE OF THE SITE
 -  CONSERVATION AREAS
A - WELWYN GARDEN CITY
B - PEARTREE

- | | |
|---|--|
|  | MIXED USE DEVELOPMENT SITE AT
BROADWATER ROAD WEST
(POLICY - EMP3) |
|  | REGISTERED PARK AND GARDEN
HATFIELD HOUSE - GRADE I
(POLICY R28) |

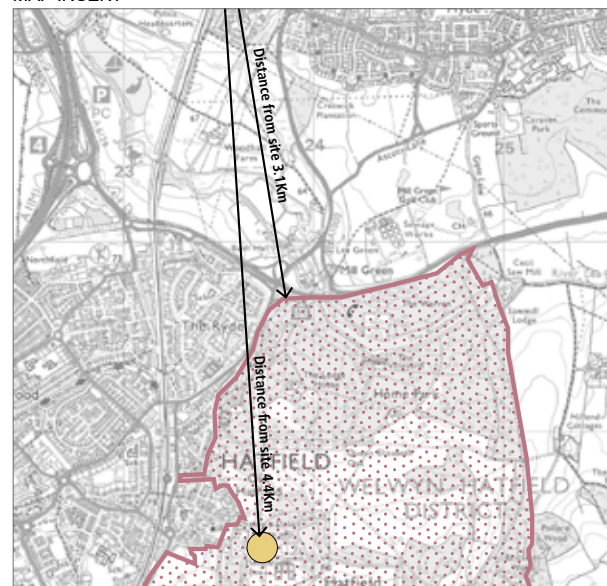
- LISTED BUILDING**
1. THE NABISCO SHREDDED WHEAT FACTORY - GRADE II LISTED
 2. OFFICE BLOCK (BUILDING 1 TO 4) TO ROCHE PRODUCTS FACTORY - GRADE II LISTED
 3. HAND SIDE FARMHOUSE - GRADE II LISTED
 4. THE BARN THEATRE - GRADE II LISTED
 5. THE OLD COTTAGE - GRADE II LISTED
 6. DIGSWELL LODGE - GRADE II LISTED

- 
- HATFIELD HOUSE GRADE I LISTED BUILDING

SOURCE:

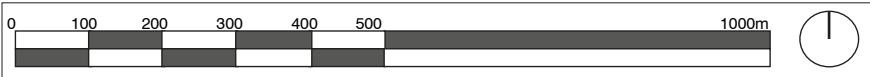
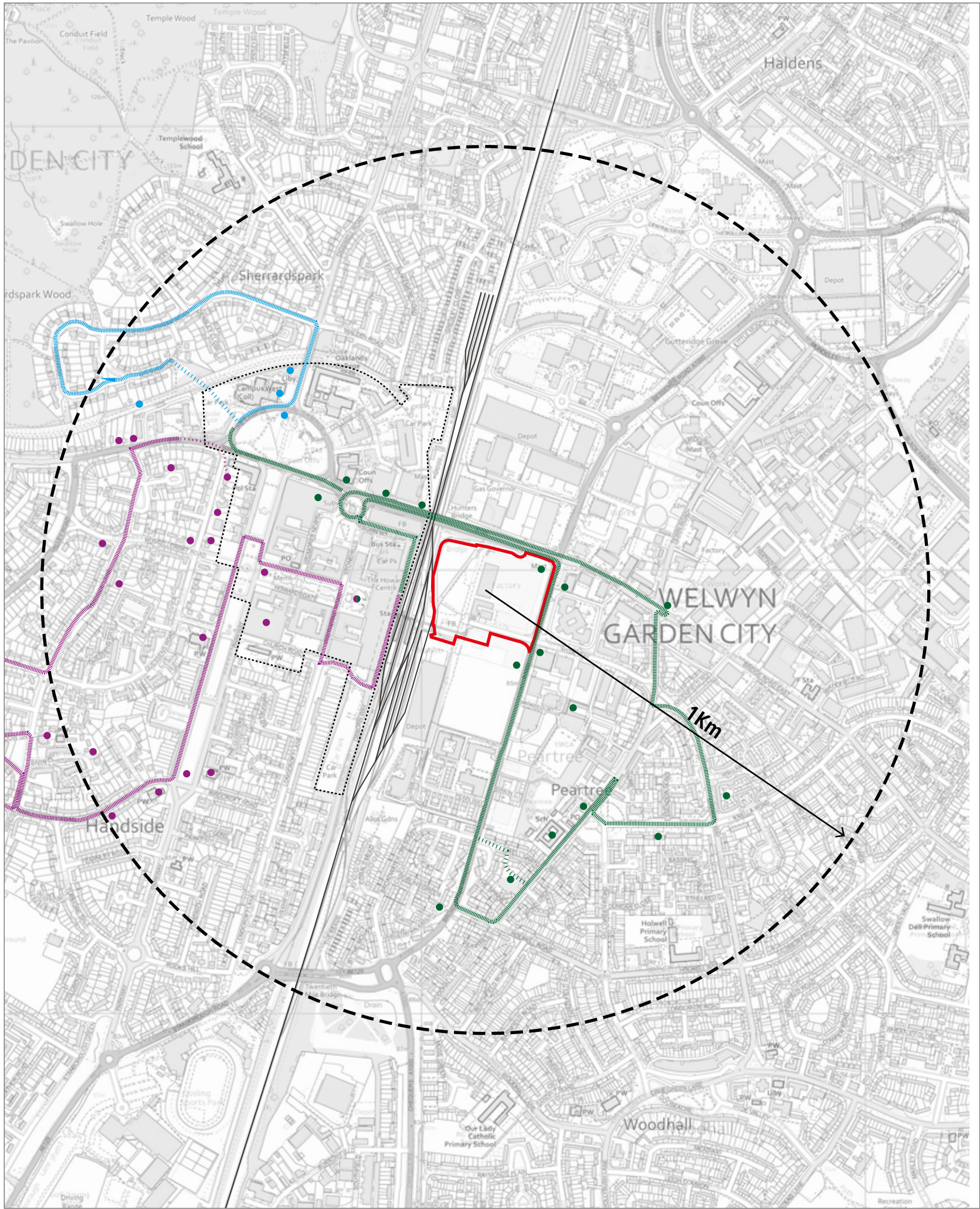
- WELWYN HATFIELD DISTRICT PLAN (2005)
- BROADWATER ROAD WEST, SUPPLEMENTARY PLANNING GUIDANCE, WELWYN HATFIELD BOROUGH COUNCIL (2008)
- MULTI AGENCY GEOGRAPHIC INFORMATION FOR THE COUNTRYSIDE (MAGIC) INTERACTIVE MAPPING (WWW.MAGIC.GOV.UK)
- NATIONAL HERITAGE LIST FOR ENGLAND MAP SEARCH, HISTORIC ENGLAND (WWW.HISTORICENGLAND.ORG.UK)

MAP INSERT



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Client WHEAT QUARTER LIMITED			
Project FORMER SHREDDED WHEAT FACTORY NORTH SIDE			
Drawing Title FIGURE 11.2: PLANNING POLICY & DESIGNATIONS			
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Job No. 20.019	Scale NTS	Sheet Size A3	Revision
Drawing Number BMD.20.019.TVIA.FIG 11.2			-



- APPLICATION SITE BOUNDARY
- ROUTE 1
- 1KM FROM CENTRE OF THE SITE
- ROUTE 2
- WELWYN GARDEN CITY TOWN CENTRE BOUNDARY
- ROUTE 3
- RAILWAY LINE
- HERITAGE FEATURE IDENTIFIED ON TRAIL

SOURCE:
WELWYN GARDEN CITY HERITAGE TRAILS PRODUCED JOINTLY BY WELWYN GARDEN CITY SOCIETY AND WELWYN GARDEN CITY HERITAGE TRUST

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Project FORMER SHREDDED WHEAT FACTORY NORTH SIDE			
Drawing Title FIGURE 11.3: HERITAGE TRAILS			
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Job No. 20.019	Scale NTS	Sheet Size A3	Revision
Drawing Number BMD.20.019.TVIA.FIG 11.3			-



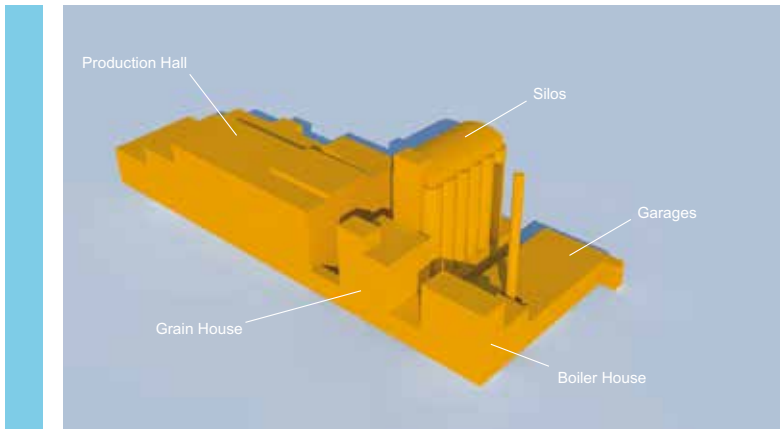


FULL PLANNING PERMISSION TO REDEVELOP THE FORMER SHREDDED WHEAT FACTORY SITE TO ACCOMMODATE UP TO 1,340 HOMES IN A MIX OF TENURES AND A RANGE OF NON-RESIDENTIAL USES (REF: 6/2018/0171/MAJ) WAS GRANTED IN FEBRUARY 2019 AND REMAINS EXTANT ('EXTANT PLANNING PERMISSION').

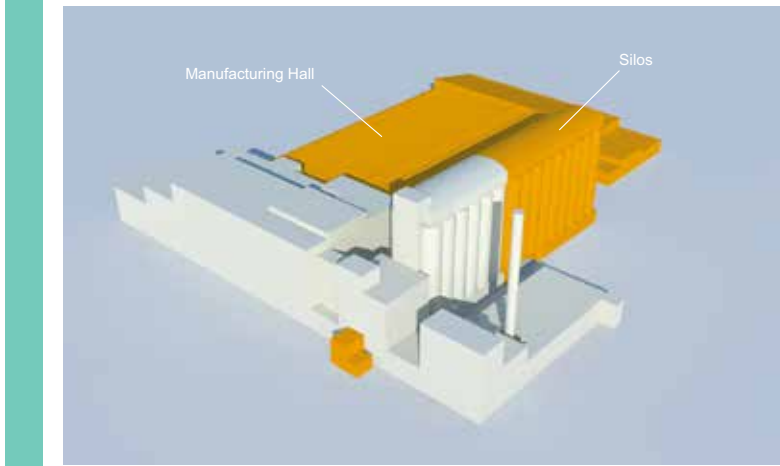
AS PART OF THE EXTANT PLANNING PERMISSION THE 1930's AND 1950's PARTS OF THE FACTORY WERE CONSENTED FOR DEMOLITION AND REMOVAL.

THE 1920'S PARTS OF THE FACTORY COMPLEX WERE RETAINED AS PART OF THE EXTANT PLANNING PERMISSION OF THE FORMER SHREDDED WHEAT FACTORY SITE.

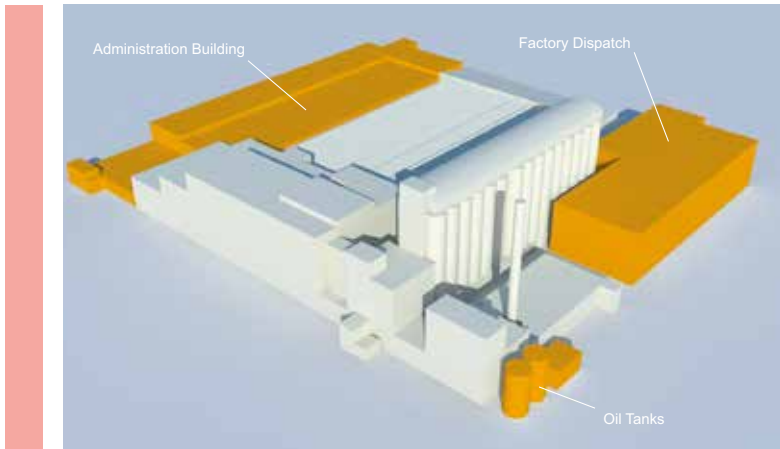
THE DEVELOPMENT OF THE LISTED FORMER SHREDDED WHEAT FACTORY CAN BE TRACED THROUGH THREE PRINCIPAL PHASES.



PHASE 1 (1926 - 1928) –
THE COMPLETION OF THE ORIGINAL FACTORY COMPLEX FOR SHREDDED WHEAT WHICH INCLUDED THE PRODUCTION HALL, BOILER HOUSE, EIGHTEEN SILOS, WHEAT ELEVATOR AND GARAGE.



PHASE 2 (1937 & 1939) –
A NEW SINGLE STOREY WAS FIXED TO THE EAST OF THE FACTORY AND ALSO ON THE ROOF OF THE MULTISTOREY ORIGINAL PRODUCTION HALL. THE NUMBER OF SILOS ALSO INCREASED FROM 18 TO 45. THE ADDITIONAL 27 STORAGE BINS WERE DESIGNED BY LOUIS WIRSCHING JNR (THE NABISCO COMPANY ARCHITECT) WHICH INCREASED CAPACITY TO 8,500 TONS. THE ADDITIONAL SILOS WERE A SEPARATE, INDEPENDENT STRUCTURE TO THE ORIGINAL 18 SILO, BUT APPEARED VISUALLY TO BE FULLY INTEGRATED.



PHASE 3 (1950'S) –
FROM 1941 TO 1947 THE GOVERNMENT INTRODUCED A ZONING SCHEME WHICH EXCLUDED SHREDDED WHEAT FROM SELLING IN CERTAIN AREAS; LIMITING PRODUCTION. ONCE THIS ZONING CAME TO AN END, THE COMPANY STEADILY INCREASED ITS MARKET SHARE. A LARGE EXTENSION ON BROADWATER ROAD INCREASED PRODUCTION FACILITIES, BUT REDUCED THE RECREATION GROUNDS. IN 1957 & 1959 TWO FURTHER EXTENSIONS WERE ADDED, IMPROVING PRODUCTION AND PROVIDING INCREASED ADMINISTRATIVE FACILITIES.

SOURCE:
FORMER SHREDDED WHEAT FACTORY,
BROADWATER ROAD, WELWYN GARDEN
CITY: DESIGN AND ACCESS STATEMENT -
EPR ARCHITECTS

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Client WHEAT QUARTER LIMITED			
Project FORMER SHREDDED WHEAT FACTORY NORTH SIDE			
Drawing Title FIGURE 11.4: HISTORY OF DEVELOPMENT FOR SHREDDED WHEAT FACTORY			
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Drawing Number BMD.20.019.TVIA.FIG 11.4			-

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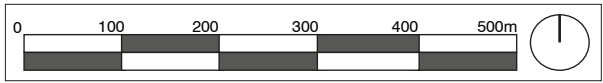
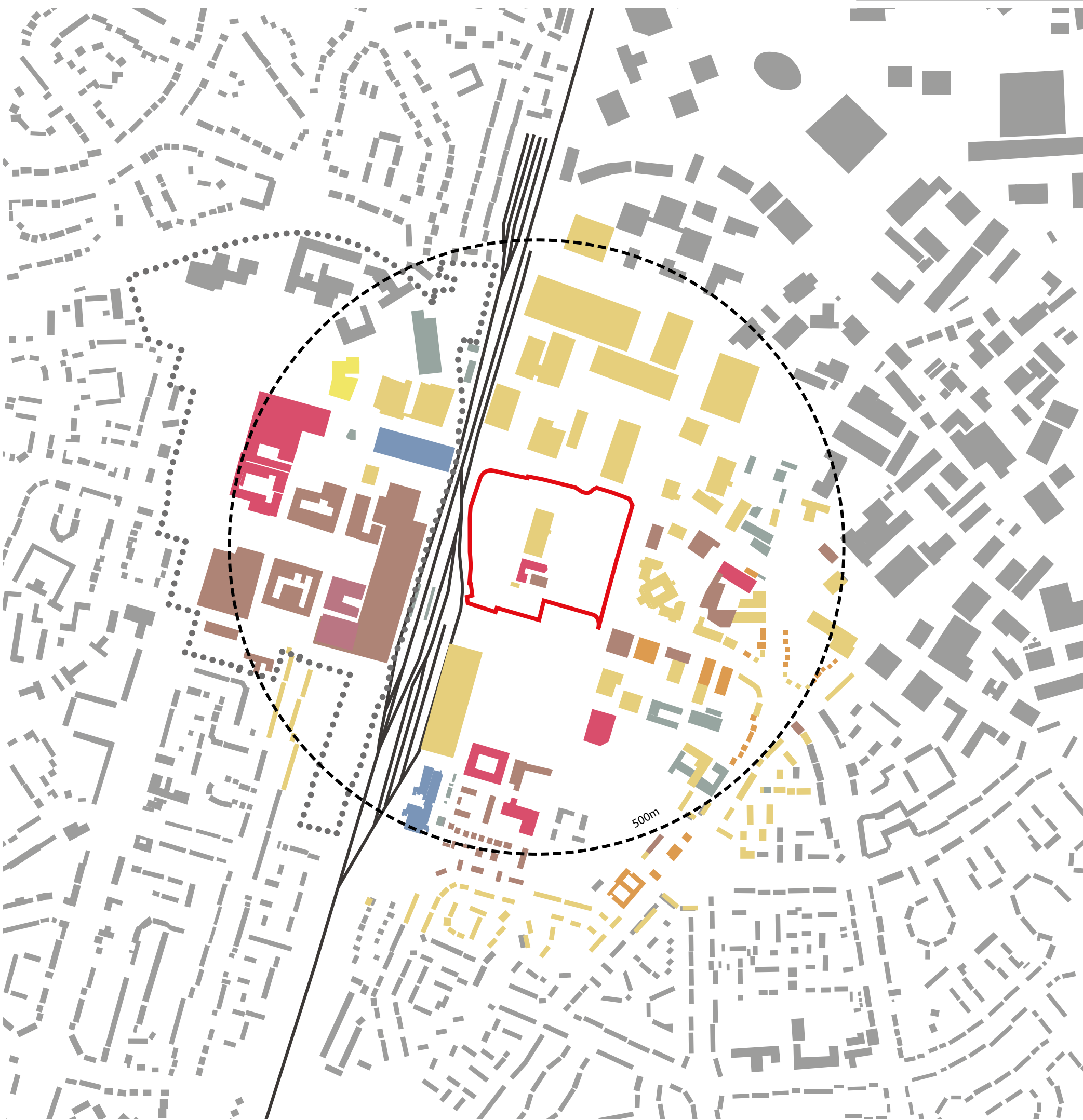


- APPLICATION SITE BOUNDARY
- TOWN CENTRE BOUNDARY
- RAILWAY LINE
- RESIDENTIAL
- INDUSTRIAL
- COMMERCIAL
- OFFICES
- RETAIL
- EDUCATION
- RELIGION

SOURCE:
THE ADJACENT LAND USE SURROUNDING THE SITE IS ASSUMED FROM ONSITE OBSERVATIONS, AERIAL, AND ORDNANCE SURVEY MAPS

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Drawing Title FIGURE 11.5: LAND USE			
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Job No. 20.019	Scale NTS	Sheet Size A3	Revision
Drawing Number BMD.20.019.TVIA.FIG 11.5			-




- APPLICATION SITE BOUNDARY
- TOWN CENTRE BOUNDARY
- RAILWAY LINE
- 1 STOREY
- 1.5 STOREY
- 2 STOREY
- 2.5 STOREY
- 3 STOREY
- 3.5 STOREY
- 4 STOREY
- 5 STOREY

SOURCE:

THE ADJACENT BUILT FORM SURROUNDING THE SITE IS SET AT THE APPROXIMATE BUILDING HEIGHT ASSUMED FROM ONSITE OBSERVATIONS, FOLLOWING LANDFORM AND ARE VISUALLY IMPERMEABLE

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Client WHEAT QUARTER LIMITED			
Project FORMER SHREDDED WHEAT FACTORY NORTH SIDE			
Drawing Title FIGURE 11.6: SCALE			
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Job No. 20.019	Scale NTS	Sheet Size A3	Revision
Drawing Number BMD.20.019.TVIA.FIG 11.6			-



- APPLICATION SITE BOUNDARY
- TOWN CENTRE BOUNDARY
- RAILWAY LINE
- TREE BOULEVARDS
- BUILT FORM
- PUBLIC OPEN SPACE
- ALLOTMENTS
01. THE CAMPUS

02. PARKWAY

03. HOWARDSGATE


04. WIGSMORES NORTH

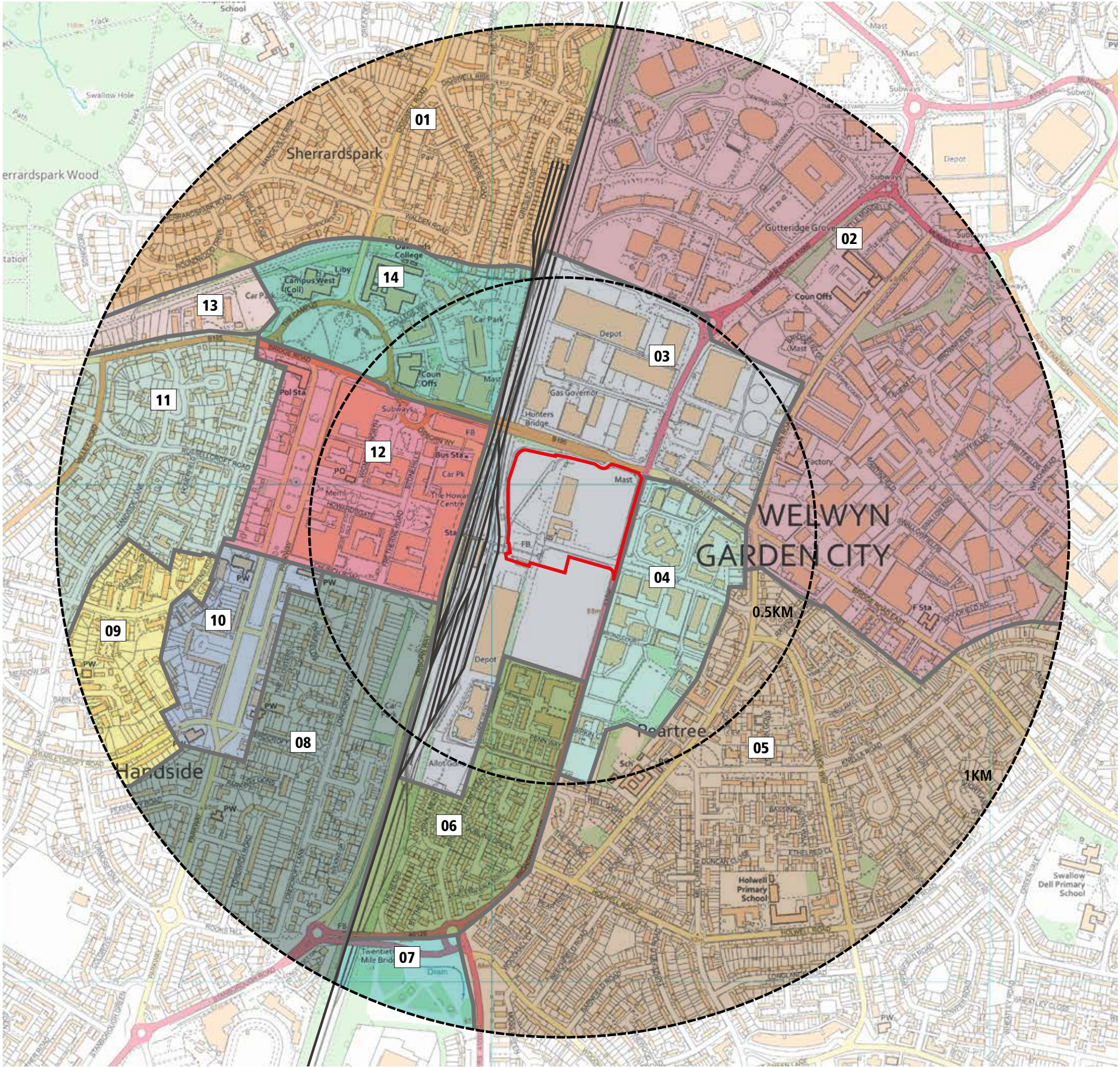
05. ALLOTMENTS

06. GOSLING SPORTS PARK

07. CHEQUERS PARKLAND

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Client WHEAT QUARTER LIMITED			
Project FORMER SHREDDED WHEAT FACTORY NORTH SIDE			
Drawing Title FIGURE 11.7: SPATIAL CONTEXT			
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Job No. 20.019	Scale NTS	Sheet Size A3	Revision
Drawing Number BMD.20.019.TVIA.FIG 11.7			-




- KEY
- APPLICATION SITE BOUNDARY
 - DISTANCE FROM CENTRE OF THE SITE
 - RAILWAY LINE

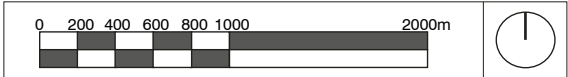
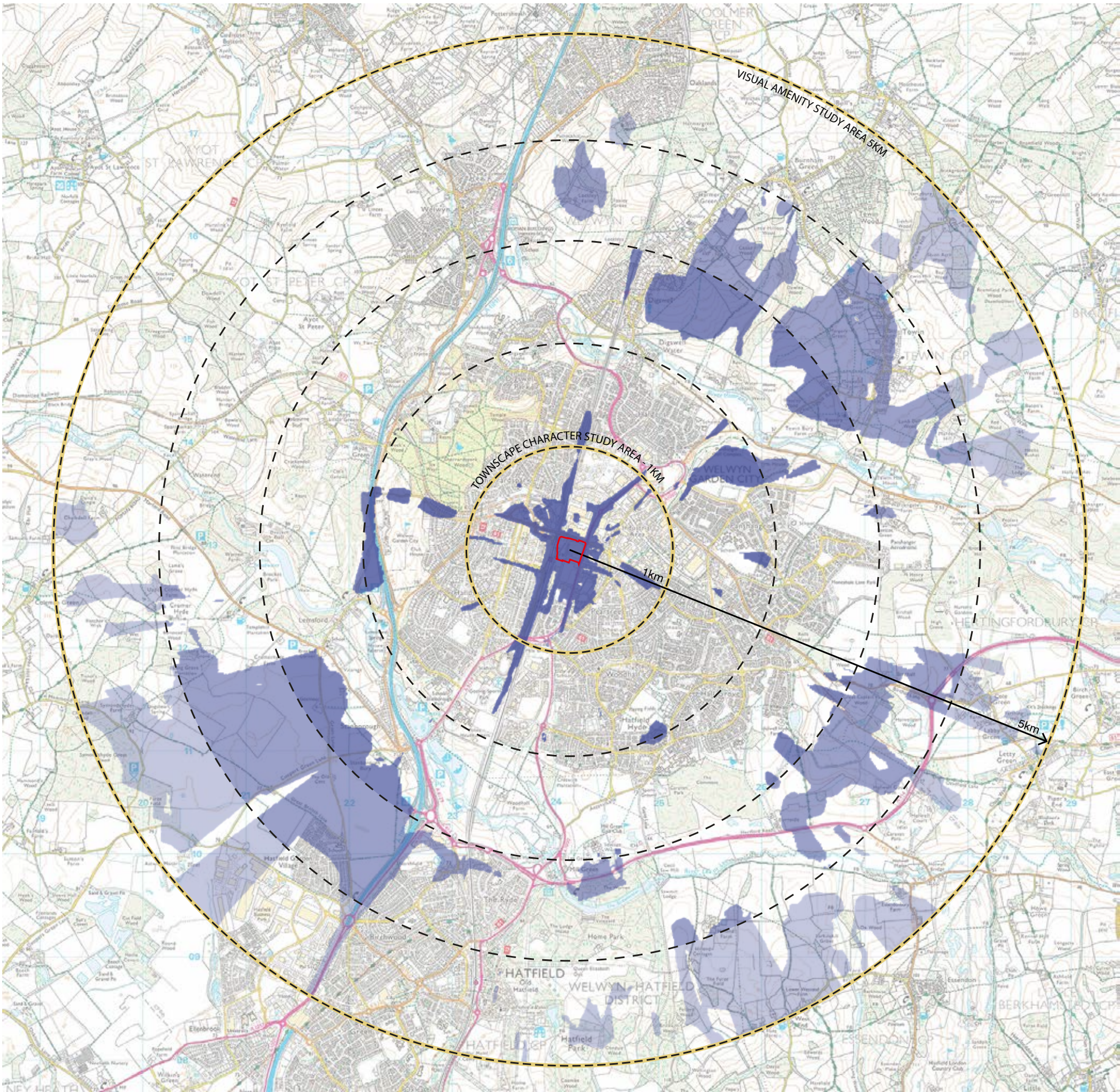
CHARACTER AREA	NAME
AREA 1	SHERRARDS PARK
AREA 2	SHIRE PARK BUSINESS AREA
AREA 3	BROADWATER ROAD INDUSTRIAL AREA (SITE)
AREA 4	PEARTREE MODERN BUSINESS & INDUSTRIAL AREA
AREA 5	PEARTREE RESIDENTIAL AREA
AREA 6	BROADWATER CRESCENT RESIDENTIAL AREA
AREA 7	CHEQUERS PARKLAND
AREA 8	LONGCROFT LANE AREA
AREA 9	BARLEYCROFT ROAD
AREA 10	PARKWAY RESIDENTIAL AREA
AREA 11	HANDSIDE LANE AREA
AREA 12	PARKWAY RETAIL AREA
AREA 13	BROCKSWOOD LANE AREA
AREA 14	THE CAMPUS

SOURCE:
THE LOCAL TOWNSCAPE CHARACTER AREAS WERE DEVELOPED SPECIFICALLY BY BMD FOR THE TVIA FOLLOWING THE GUIDANCE AND PRINCIPLES SET OUT IN NATURAL ENGLAND'S 'AN APPROACH TO LANDSCAPE CHARACTER ASSESSMENT' (2014).

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Client WHEAT QUARTER LIMITED			
Project FORMER SHREDDED WHEAT FACTORY NORTH SIDE			
Drawing Title FIGURE 11.8: TOWNSCAPE CHARACTER AREAS			
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Job No. 20.019	Scale NTS	Sheet Size A3	Revision
Drawing Number BMD.20.019.TVIA.FIG 11.8			-





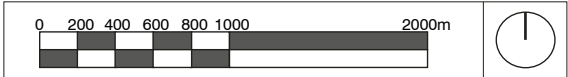
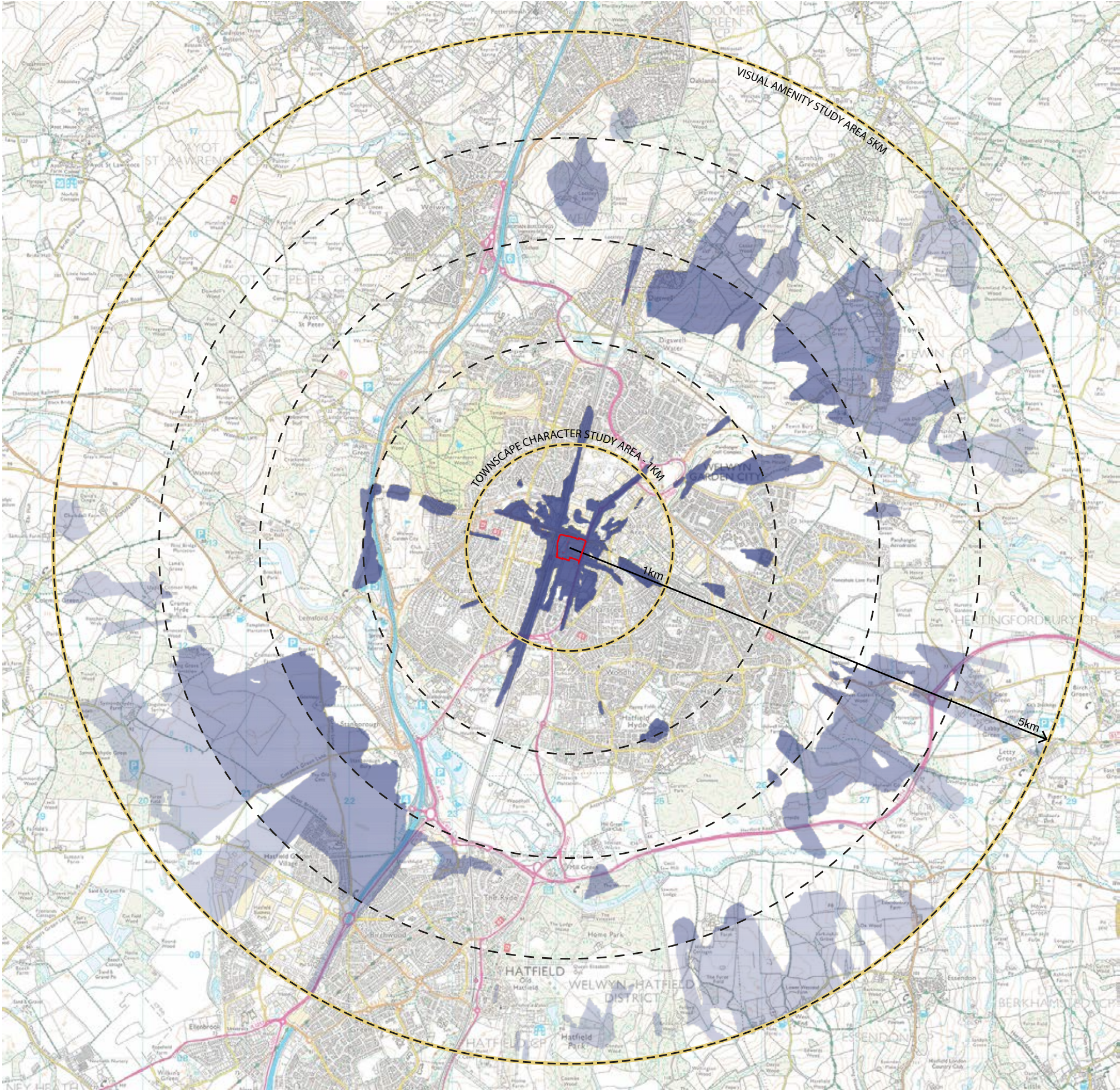
KEY

- SITE BOUNDARY
- DISTANCE FROM CENTRE OF THE SITE
- ZTV 1
REPRESENTS THE IMPLEMENTATION OF THE PROPOSED BUILT FORM AS PART OF THE 'EXTANT CONSENTED SCHEME' (GRANTED PLANNING PERMISSION IN FEBRUARY 2019 TO REDEVELOP THE FORMER SHREDDED WHEAT FACTORY SITE TO ACCOMMODATE UP TO 1,340 HOMES (REF:6/2018/0171/MAJ)) THAT WOULD THEORETICALLY BE VISIBLE, BASED ON THE CONSENTED BUILDING HEIGHTS, TAKING ACCOUNT OF THE EFFECT THAT SETTLEMENTS AND SIGNIFICANT WOODLAND BLOCKS / BELTS WOULD HAVE ON VIEWS TOWARD THE CONSENTED PROPOSED DEVELOPMENT AND THEREFORE ILLUSTRATES A REASONABLY REALISTIC AREA WITHIN WHICH THE PROPOSED DEVELOPMENT COULD THEORETICALLY BE VISIBLE DURING THE SUMMER MONTHS. THIS IS BASED ON THE CONSENTED PARAMETER BUILDING ENVELOPE AND STOREY HEIGHTS.






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Project FORMER SHREDDED WHEAT FACTORY NORTH SIDE			
Drawing Title FIGURE 11.9: ZONE OF THEORETICAL VISIBILITY (ZTV 1)			
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Job No. 20.019	Scale NTS	Sheet Size A3	Revision
Drawing Number BMD.20.019.TVIA.FIG 11.9			-



KEY

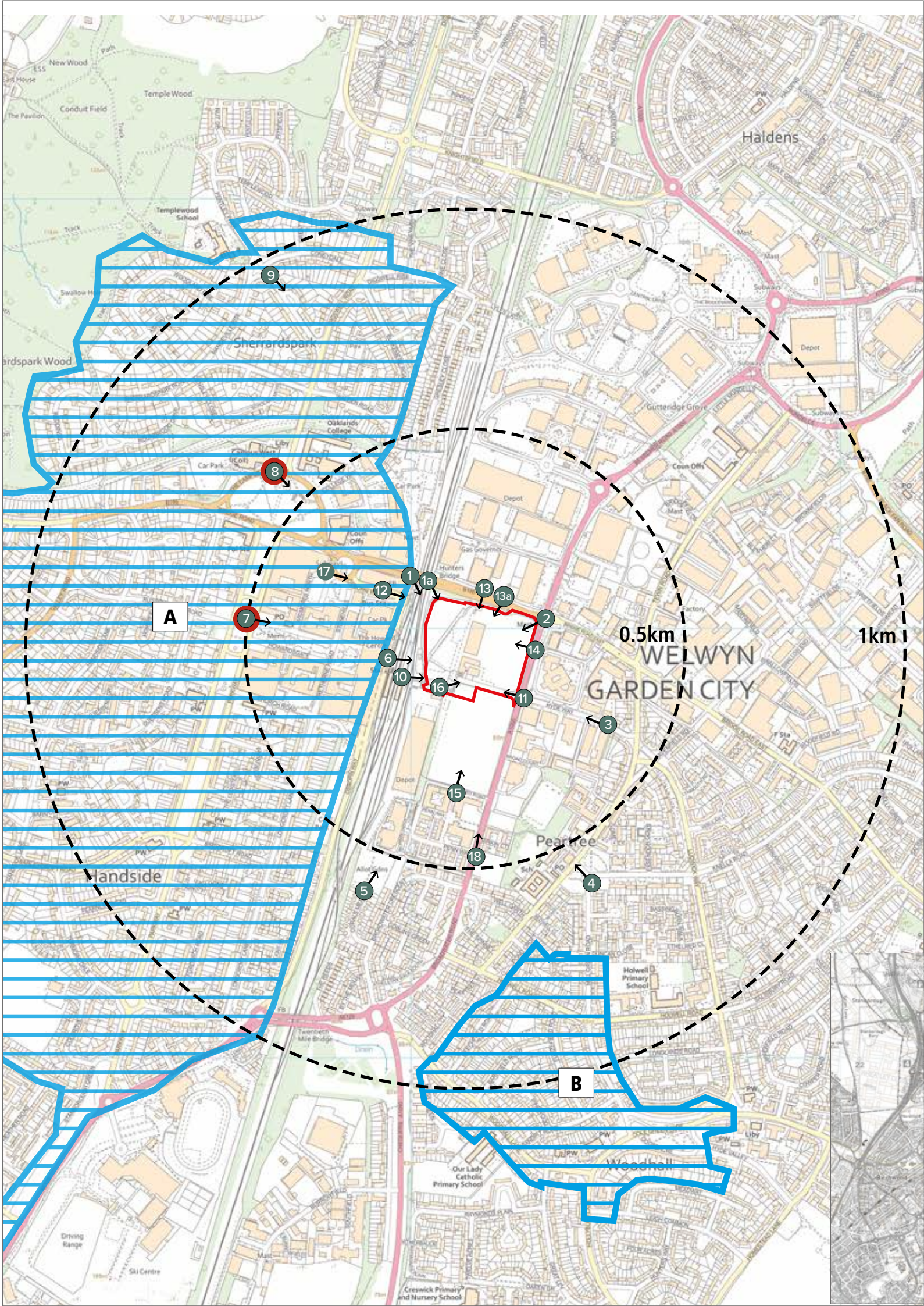
-  SITE BOUNDARY
-  DISTANCE FROM CENTRE OF THE SITE
-  ZTV 2
REPRESENTS THE PROPOSED BUILT FORM WITHIN THE APPLICATION SITE THAT WOULD THEORETICALLY BE VISIBLE, BASED ON THE PROPOSED BUILDING HEIGHTS FOR THE PROPOSED DEVELOPMENT, TAKING ACCOUNT OF THE EFFECT THAT SETTLEMENTS AND SIGNIFICANT WOODLAND BLOCKS / BELTS WOULD HAVE ON VIEWS TOWARD THE PROPOSED DEVELOPMENT AND THEREFORE ILLUSTRATES A REASONABLY REALISTIC AREA WITHIN WHICH THE PROPOSED DEVELOPMENT COULD THEORETICALLY BE VISIBLE DURING THE SUMMER MONTHS.



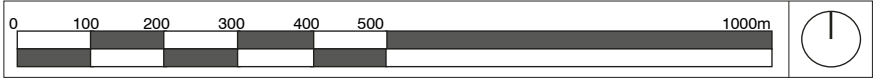
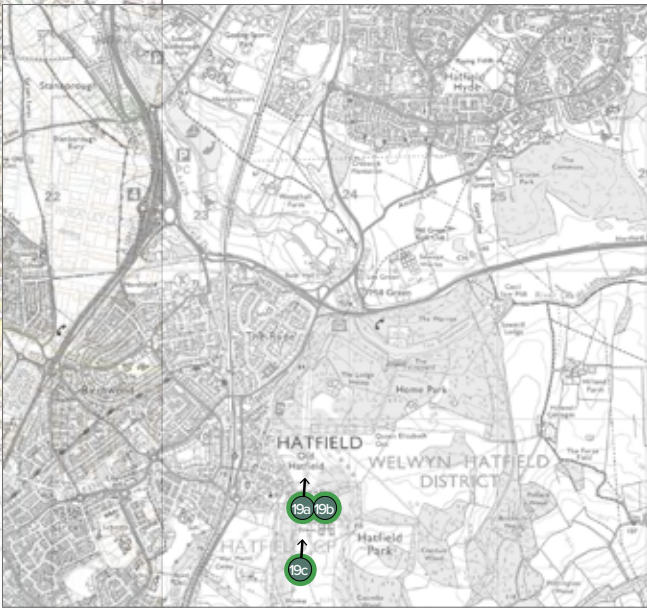
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Client WHEAT QUARTER LIMITED			
Project FORMER SHREDDED WHEAT FACTORY NORTH SIDE			
Drawing Title FIGURE 11.10: ZONE OF THEORETICAL VISIBILITY (ZTV 2)			
Drawn JJ	Checked JJ	Approved RW	Date OCT 2020
Job No. 20.019	Scale NTS	Sheet Size A3	Revision
Drawing Number BMD.20.019.TVIA.FIG 11.10			-





MAP INSERT



- KEY
- APPLICATION SITE BOUNDARY
 - DISTANCE FROM CENTRE OF THE SITE
 - CONSERVATION AREAS
A - WELWYN GARDEN CITY
B - PEARTREE
 - VIEWPOINT LOCATION
 - KEY VIEW / VISTA
(IDENTIFIED IN WELWYN GARDEN CITY CONSERVATION AREA APPRAISAL)

- BRIDGE ROAD (B195) LOOKING SOUTH EAST FROM THE RAILWAY BRIDGE (WEST SIDE)
- BRIDGE ROAD (B195) LOOKING SOUTH EAST FROM THE RAILWAY BRIDGE (EAST SIDE)
- BROADWATER ROAD (A1000) AT THE JUNCTION WITH BRIDGE ROAD (B195)
- HYDE WAY LOOKING WEST
- KNELLA ROAD / PEARTREE LANE, PEARTREE
- CORALS MEAD, BROADWATER CRESCENT
- WELWYN GARDEN CITY RAIL STATION
- PARKWAY LOOKING EAST ALONG HOWARDSGATE
- THE CAMPUS, PARKWAY
- PENTLEY PARK, SHERRARDS PARK
- NETWORK RAIL FOOTBRIDGE - 1
- HYDE WAY / BROADWATER ROAD JUNCTION
- OSBORN WAY FOOTBRIDGE
- BRIDGE ROAD (B195) LOOKING SOUTH
- BRIDGE ROAD (B195) LOOKING SOUTH (BUS STOP)
- BROADWATER HOUSE / MERCURY WAY/ ALBANY PLACE
- OTTO ROAD / SOUTHERN SITE BOUNDARY
- NETWORK RAIL FOOTBRIDGE
- WIGSMORE NORTH
- BROADWATER ROAD / PENN WAY
- A- HATFIELD HOUSE (1ST FLOOR)
- B- HATFIELD HOUSE (ROOF)
- C- HATFIELD HOUSE AND GARDENS (SOUTHERN APPROACH)

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Client WHEAT QUARTER LIMITED			
Project FORMER SHREDDED WHEAT FACTORY NORTH SIDE			
Drawing Title FIGURE 11.11: VIEWPOINT LOCATION PLAN			
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Job No. 20.019	Scale NTS	Sheet Size A3	Revision
Drawing Number BMD.20.019.TVIA.FIG 11.11			-