

4.2. CHARACTER

The Wheat Quarter and South Side are part of the same overall masterplan but are contained within two separate and distinct sites. The original masterplan gave each site a slightly different character in response to the surrounding context.

The character zones which were proposed in the original masterplan have been retained in the resubmitted schemes.

WHEAT QUARTER SITE

The Wheat Quarter to the North is focused around the former factory and new proposed public square. Around the square are a number of commercial uses such as the distinctive civic building which activate this new urban realm. The combination of uses, and the presence of the factory will make this area feel quite urban. This more urban, industrial nature is reflected in the proposed landscaping and architectural treatments.



SOUTH SIDE

In contrast the South Side is entirely residential and has been designed to focus around the central park which weaves up towards the North Site. Therefore the uses and layout indicate a much more residential character. The architecture will look to emphasise that and interpret the details and architectural style which proliferates in the Garden City into a contemporary and high density idiom. The proposed landscaping is much softer and greener in order to create a garden setting for the South Side



- Key
- Wheat Quarter
  - South Side - Phase 1
  - South Side - Phase 2
  - South Side - Phase 3



4.3. BUILT FORM

HEIGHT

We have developed built parameters establish our vision for the site whilst achieving the following ambitions of the built form:

- Appropriately locating the buildings on site in accordance with the 2019 Planning Permission.
- Ensuring a good level of daylight and sunlight to homes and open space.
- Providing an appropriate quality and quantity of amenity space, including space which is publicly, communally and privately accessible.
- Maximising current and future connectivity to the town centre and surrounding residential neighbourhoods.
- Enhancing the gateway into the site along Hydeway, on approach from the east and west.
- Preserving identified key views of the retained listed buildings.
- Respecting the setting of the original 1920 silos - including working with the Local Planning Authority and Historic England to ensure an appropriate relationship with the proposed buildings.
- Improving the hierarchy of building height, transitioning up from existing built form in the south – to taller buildings around the gateway at Hydeway in accordance with the BWR SPD.
- Interpreting the details and architectural style which proliferates in the Garden city into a contemporary and high density idiom.

SUNLIGHT & DAYLIGHT

The application site is bound by mainline railway line on the west and industrial buildings on the north and east orientations. The taller building elements are proposed along the outer edges of the site, so as to minimise overshadowing of the amenities as well as impact on the Listed Buildings.

Thus, the architectural design complements the landscape and public realm design, with the aim of providing enjoyable outdoor amenity that can be used as extensions of the living spaces, safely and comfortably at different times of the day and throughout the year.

The masterplan has been developed to create a comfortable microclimate and usable outdoor spaces / public realm. The proposed buildings will have minimal or no impact on buildings in adjacent sites.

Building blocks have been arranged so as to avoid overshadowing and provide accessible amenity spaces. Opposing facades have been kept at a minimum separation distance of 18 metres. A large percentage of the dwellings have dual aspect living rooms to ensure adequate daylighting. Throughout the design process, building volumes and landscape have been adjusted – within the parameters of the project brief to ensure the usability of outdoor spaces such as play areas.



Eastern elevation - showing indicative scheme for Phase 3.

Phase 3.

Phase 2.

Phase 1.

# 4.4. ARCHITECTURAL DESIGN PRINCIPLES

## RESIDENTIAL DESIGN

All dwellings will be flats.

The proposed residential designs are based on the standards set by The Department for Communities and Local Government’s Technical housing standards – nationally described space standard, in addition to the Design Team’s experience and advice obtained through consultations. Some important design principles that inform this proposal are:

- well defined, generous communal entrances;
- active street frontages,
- clearly defined defensible spaces at ground level;
- large proportion of dwellings with multiple aspects;
- direct routes from cores to apartments;
- architectural design details reference the local character
- a balanced mix of dwelling sizes and housing types;
- generous private amenity space for all, with usable balconies sufficient for outside dining;
- easily accessible, centralised bin stores;
- secure car and cycle parking with direct access from building cores.

Drawings of the proposed flats within Phase 2 can be found within the Appendix.

## ACTIVE FRONTAGES

Active frontages are maximised throughout the scheme with the inclusion of both communal and private residential entrances at street level.

Communal entrances will be clearly visible and transparent. Primary entry will be from public paths, but direct to secure car parks will also be provided. Direct routes will link the vertical circulation in each building to secure amenity areas. All ground floor dwellings facing public pathways will have usable defensible spaces.

The design of entrances and doorways across the South Side site varies from building to building, adding variety and character along the public spaces.

Plant room and service access frontage will be kept to a minimum, but cycle stores will be adjacent to entrance lobbies or close to residential cores and benefit from street frontage where possible, to facilitate security and easy access.

## VISION

There is an exciting challenge and opportunity here to interpret the details and architectural style which proliferates in the Garden City into a contemporary and high density idiom.

In consultation with the local planning authority, including the local planning authority's Urban Design Officer, we have undertaken an analysis of the details and architectural style which proliferates in the Garden City, and the proposed architectural treatment interprets them into a contemporary and high density idiom.

The full analysis is provided at Chapter 5, with further details linking this analysis to the specific design features within subsequent chapters.



## 4.5. LANDSCAPE DESIGN PRINCIPLES

In this setting of Welwyn Garden City, the quality and contribution of the landscape to a development is fundamental to its success in terms of placemaking. The underlying garden city principles that drove the design process on the extant consented scheme has been crucial in underpinning the masterplanning exercise that has taken place to support this new planning application for MTVH

The landscape strategy has been developed as part of an iterative masterplanning process, ensuring that the landscape and setting characterises the development just as much as the built form. The design has continued to evolve to respond to a new set of needs and aspirations, fostering a sense of ownership from both potential residents and those within the wider community.

The site's location, in an area defined by a wide range of ongoing development, offers a unique opportunity to improve and forge new links between Peartree in the east and Handside in the west. The design and layout of the landscape and public realm has carefully considered the movement of pedestrians, cyclists, potential residents and visitors. The resultant series of interconnected flexible green spaces respond to use and movement and help to stitch the new development in to the existing urban fabric.

Soft landscape combines a range of planting typologies to create a multifunctional habitat mosaic. Planting is introduced in the form of vertical landscape and through the use of green and brown roofs, creating functional and usable green space at both upper and lower levels.

All dwellings will include private outdoor amenity space in a variety of types: front gardens, balconies, and roof terraces. Most dwellings facing communal gardens or courtyards will benefit from private gardens with access to the communal gardens. Where private amenity space faces directly onto a street, it will be well defined defensible space. Some buildings will be split into elements with different heights, thereby providing variety in the townscape as well as roof terraces which will add to the amenity provision.





4.6. ENERGY & SUSTAINABILITY

ENERGY STRATEGY

The energy strategy document has been compiled by Norman Bromley Partnership on behalf of Metropolitan Thames Valley.

The strategy has been prepared such that it is aligned with the Energy Hierarchy, with focus on sustainable building design (reduction of energy consumption at source), provision of energy efficiency measures and installation of building-integrated LZC technologies to meet building regulations and achieve the planning policy requirement of >10% . The energy strategy is based on a fabric first approach, utilising passive design measures, well insulated and airtight building fabric, MVHR (where required) and space and water heating provided by a communal energy centre being provided in the South Site phase 1,block 11,currently under construction. The proposal is to connect the phase 2 blocks 9 and 12 to the energy centre being constructed as part of the phase 1 works. The new dwellings will therefore benefit from both CHP and communal gas boilers, which are provided in the energy centre, to satisfy both the space heating and hot water requirements in addition to U Values and design targets specified to exceed Part L 2014 compliance.

As a result of the above, the predicted site wide reduction in CO2 over Part L 2014 of the Building Regulations is 28.4% with an efficient energy supply reduction of 25.1%. Therefore, the development complies with the CO2 reduction target from on-site, zero or low carbon energy sources as per the Broadwater Road West SPD. At this stage, it is expected that the phase 3 development is also to connect to the energy centre being constructed as part of the phase 1 works. Below is a summary of the measures recommended to ensure the local authority’s requirements will be met.

- High performance super insulated building fabric u-values
- Ground Floor U-value of 0.18 W/ m²K
- External Wall U-value of 0.20 W/ m²K
- Roof U-value of 0.14 W/m²K
- Use of Accredited Construction Details to minimize Thermal Bridging and y Value.
- Low Double-Glazed Window U-values of 1.4 W/m2K
- Low Door U-values of 1.4 W/m2K
- 100% low energy lighting throughout
- MEV – Vent Axia Sentinel Multivent A, or similar, or MVHR to selected units as identified in the acoustic report.
- Design Air Permeability Rate of 5m³/hm².
- CHP with 64% heating efficiency and 30.5% electrical efficiency – 0.5 heat fraction
- 95% efficient communal gas boilers – 0.5 heat fraction

SUSTAINABILITY STRATEGY

Welwyn Hatfield Borough Council is committed to achieving sustainable development. As a result, the current planning policies for this area emphasise the importance of sustainable growth with particular emphasis on the encouragement of energy efficiency and green energy and industry.

It is important, therefore, that the proposed development site contributes to the Council’s sustainability aims as well as meeting regional and national objectives for sustainable development.

This sustainability statement demonstrates that the proposals satisfy a number of key objectives, responding to local needs and

requirements and conforming to current good practice.

In addition, this strategy confirms that the development will meet the Broadwater Road West Supplementary Planning Document target to reduction in carbon dioxide requirement of >10% through the installation of low carbon and renewable technologies.

In summary, the sustainability strategy has informed the design process by identifying opportunities and constraints for sustainable development, and the process has highlighted the proposals sustainability performance against national, regional and local planning policy.



Some of the design measures which will underpin the sustainability of the proposed development: encouraging pedestrian and cycle movement; managing surface water on the ground and roofs; promoting the use of public transport; specifying sustainable materials; providing a variety of outdoor spaces to be enjoyed by the entire community; promoting biodiversity.

## 5. CONTEXT ANALYSIS

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WGC SOUTH SIDE









5.3. GARDEN CITY AND GARDEN SUBURB PRECEDENTS

LETCHWORTH



HAMPSTEAD GARDEN SUBURB, NORTH LONDON

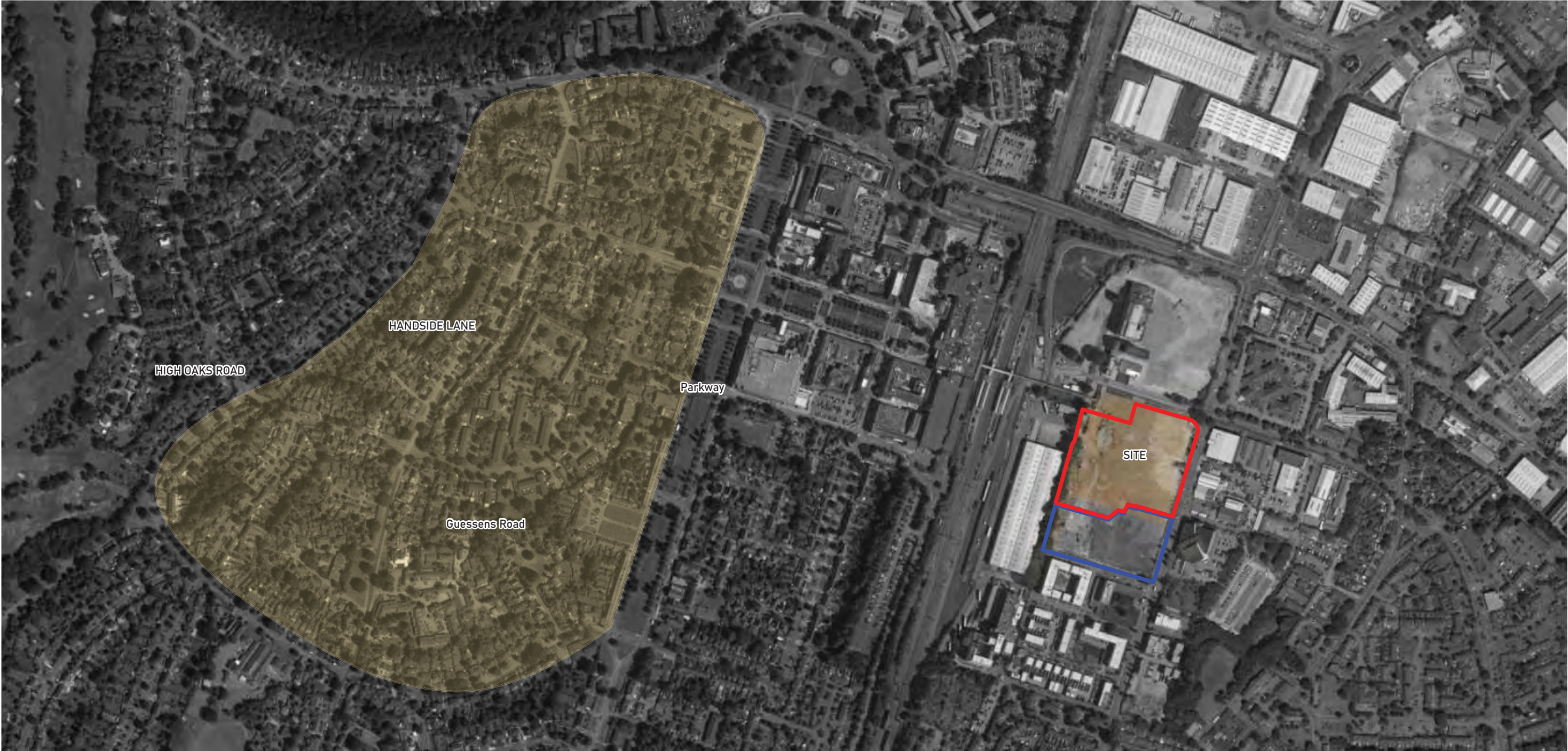




# 5.4. CHARACTER AREA

Parkway, Guessens Road and Handside Lane were the oldest houses in the town, designed in Neo-Georgian and Neo-Tudor styles by De Soissons and his assistants C.H. James and A.W. Kenyon.

A range of houses were built to show off the newest and most economical building styles, and included steel and concrete framed houses. No.19 was the concrete framed house, now converted into flats, designed by De Soissons with a flat roof in an Italian villa style. De Soissons designed a pair of houses in a similar style on High Oaks Road, around the same period.

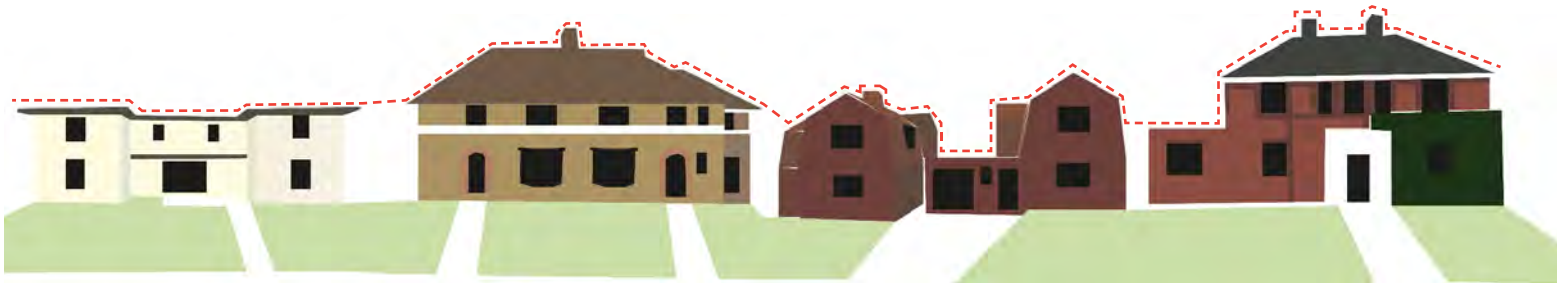




5.5. STREET ANALYSIS



High Oaks Road



Colours and roof line varies along High Oaks Road



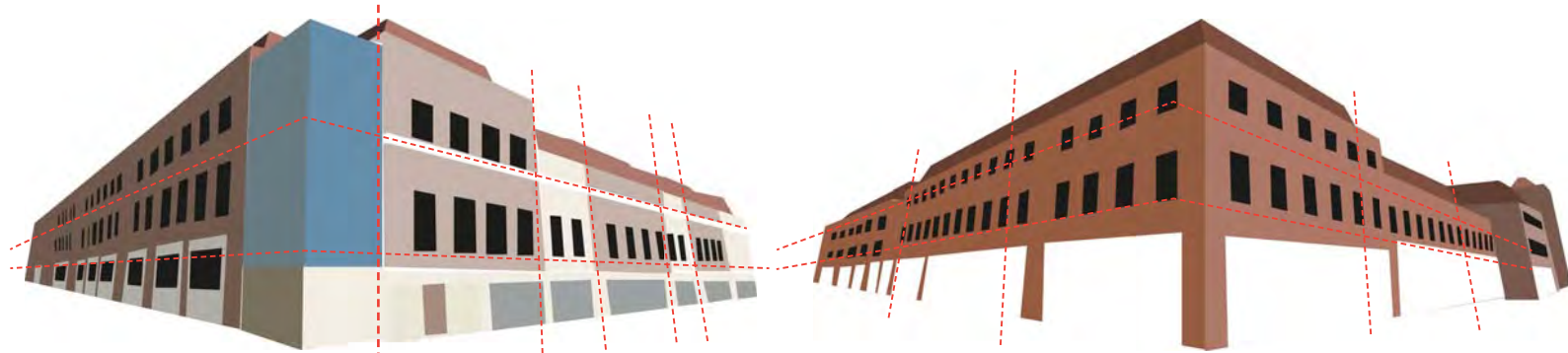
Handside Lane and Guessens Road



Colours and roof line varies along Handside lane and Guessens Road



Parkway and Corners



Distinctive contrast of brick colours with glazing at corner

Emphasis verticality and monolithic facade with ground floor as shop front and mansard roof on top



5.6. REFERENCE FOR FACADE DETAILING

In order to inform the facade design of the proposal, brickwork within the area has been studied and some of the review work done is shown in this section. This study looked beyond brick colouring and into the detailing and composition of local buildings.

SIMPLE BRICKWORK

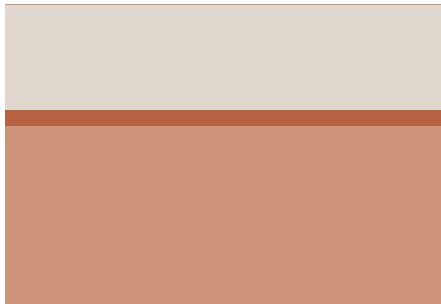
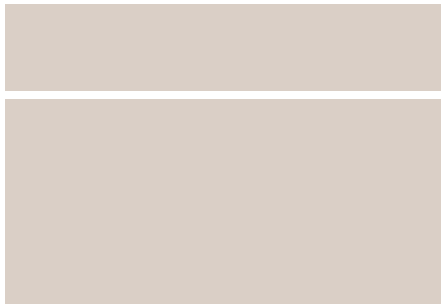
One facade typology which can be found in Welwyn Garden City are simple red brick facades with a regular pattern of white punched windows. These windows may vary in proportion based on the level.





HORIZONTAL BANDING

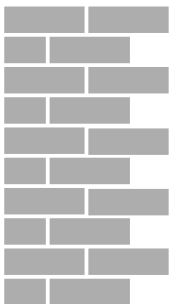
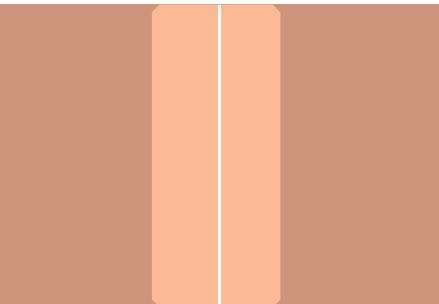
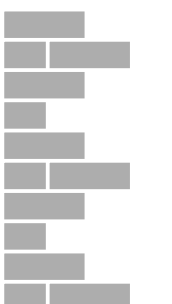
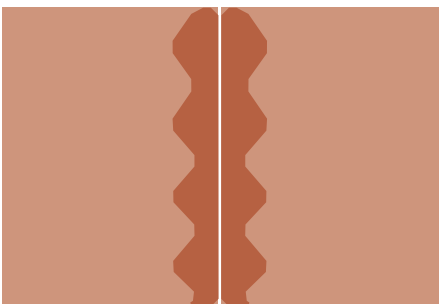
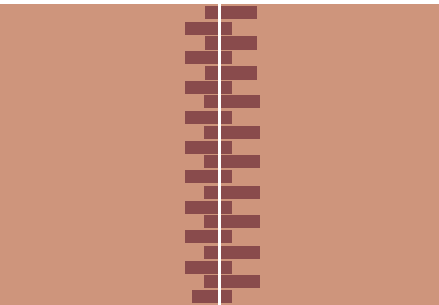
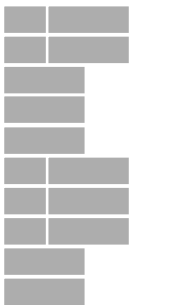
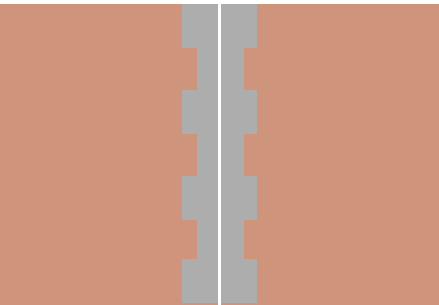
Some buildings within the city contain horizontal banding details or changes of material within the elevations. In some cases the ground floor is a contrasting material forming a solid plinth to the brickwork above. There are most subtle details elsewhere such as a simple soldier course defining the top of the brickwork in the Waitrose building.



EXPRESSED CORNERS

Some detailing which can be found on various buildings is the expression of corners through detailing of the brickwork.

These detail of these vary corners vary in pattern and contrast with main brickwork.





WINDOW FRAMING AND SIZING

Soldier coursing and contrasting brickwork are used in places to emphases window opening in various buildings within the city. Some brick detailing is subtle with a simple soldier course in matching brickwork running above the opening. In other locations there are patterns in contrasting brickwork created.



DISTINCTIVE ENTRANCES

Varies shape and form of entrances were found in surrounding buildings of Welwyn Garden City.

Four major distinctive entrances to be highlighted as following photos and diagrams.





5.7. CREST REFERENCES

COLOURS AND DETAILING - SHREDDED WHEAT FACTORY

Although both factories are predominately white in colour, the shredded wheat factory has elements of yellow and green.

There is a large yellow area where the former factory sign was painted. There is green in the copper of the top floor on top of the silos and a there is more vivid green colour in tile details.

As well as referencing the existing architecture there is the history of the city which can inform the design proposals.

The Crest established in 1958 for Welwyn garden city looks to expre the ones of place of that time. Note that this was incorporated into the Welwyn Hatfield Crest in 1974.

The crest looks to celebrate both the workforce, agricultural industry and natural setting of the city. This expressed through the imagery portray - worker bees, wheatsheaves but also through the colours proposed. The green and gold colours represent the natural colours of the setting.





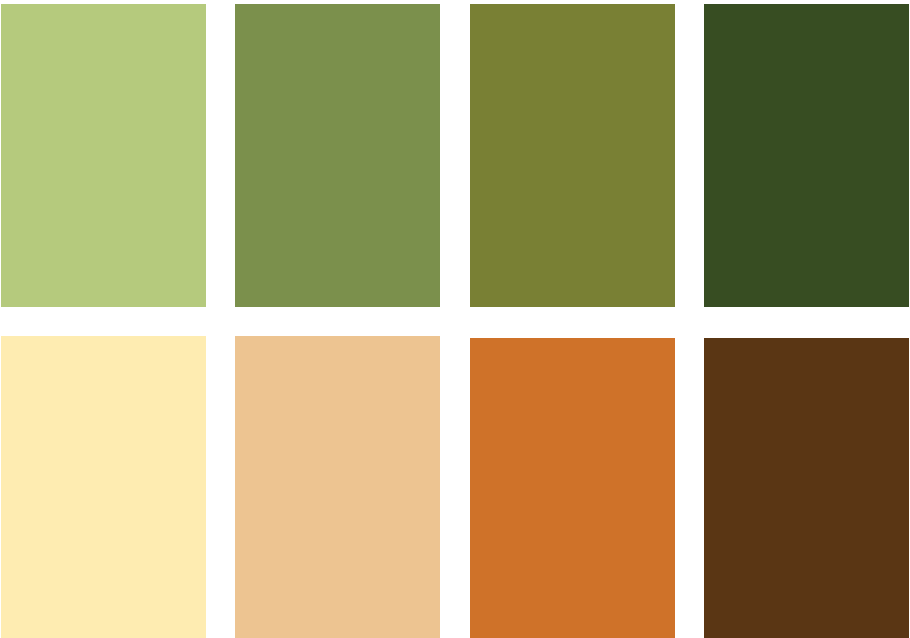
5.8. CONTEXTUAL COLOURING

The colours of the local area help define the sense of place.

A key characteristic of the town centre is the amount of green. The central route has grass, planting and trees, whilst larger trees can be seen in the background. The surrounding built environment is largely warm, ranging from the buff coloured hard landscaping to the dark brown of the roofscape.

In the surrounding countryside the colour green also prevails, but again mixed in with warm tones that range from sandy tones to deeper browns.

The local palette of colours has been used to inform the material choices for the proposed scheme.





## 6. PROPOSED DESIGN

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WGC SOUTH SIDE



ColladoCollins Architects on behalf of  
Metropolitan Thames Valley Housing



6.1. PHASING

The South Side is under constructed from South to North, with the first phase - blocks 10 and 11 - already in construction under the extant consent. This hybrid application is for the remaining blocks within the South Side.

The second phase of development will comprise of blocks 9 and 12. Both blocks have been submitted in full for this application.

Blocks 8 and 13 will make up the third phase of development. As this portion of the development wont be constructed until after phase 2, these blocks have been submitted in outline.

- KEY:
- Phase 3
  - Phase 2
  - Phase 1





## 6.2. LANDSCAPE AND MASTERPLAN

The proposals follow the same principles as the 2019 Planning Permission. The blocks are located in similar positions and the mews streets and central weave have been retained.

The massing of the individual blocks has been amended in order to improve the number and quality of the units being proposed and respond to the wider developing context. The footprint of block 8 has been amended in order to open up the Northern end of the weave where the South Side meets the Wheat Quarter development to the North. In terms of height the proposals step up from the Phase 1 in the south towards the more urban development of the Wheat Quarter site to the North. Massing has been reduced towards the south, in accordance with the BRW SPD. This also allows more natural sunlight to the residential podium gardens which sit in the middle of each proposed block.

Additional roof terraces have been provided within the new blocks which provide additional residential amenity space for the future residents. Lush planting on these terraces will be visible from street level adding to the narrative of the garden city.

The extant consent provides range of high quality play spaces within the scheme's public realm, green open space and podium gardens. The updated Phase 2 & 3 Layout has retained this approach with a LAP, doorstep play provided within each residential block, and informal play areas along with the introduction of exercise equipment for all ages within The Weave.





6.3. PROPOSED RESIDENTIAL LAYOUT

The scheme has been designed in order to maximise dual aspect units and minimise north facing single aspect units. The breaks proposed in the upper levels of the buildings create additional dual aspect units.

Each unit has a separation distance of at least 18m in one direction from the surrounding development in line with the original outline application.

Within Phase 2 each core has direct access to the courtyard amenity space, and a roof terrace. All balconies are designed to be a minimum of 1.7m deep. Refer to the submitted drawings for further details on the balcony positions and private terraces.

Phase 2 (detailed)  
52% of the units benefit from dual aspect,  
43% are single aspect  
5% are single aspect north facing units

Note that blocks 8 and 13 are being submitted for outline permission and so the internal layouts are not for approval.

- KEY:
- Dual Aspect
  - Single Aspect
  - Single Aspect North
  - Private Amenity space

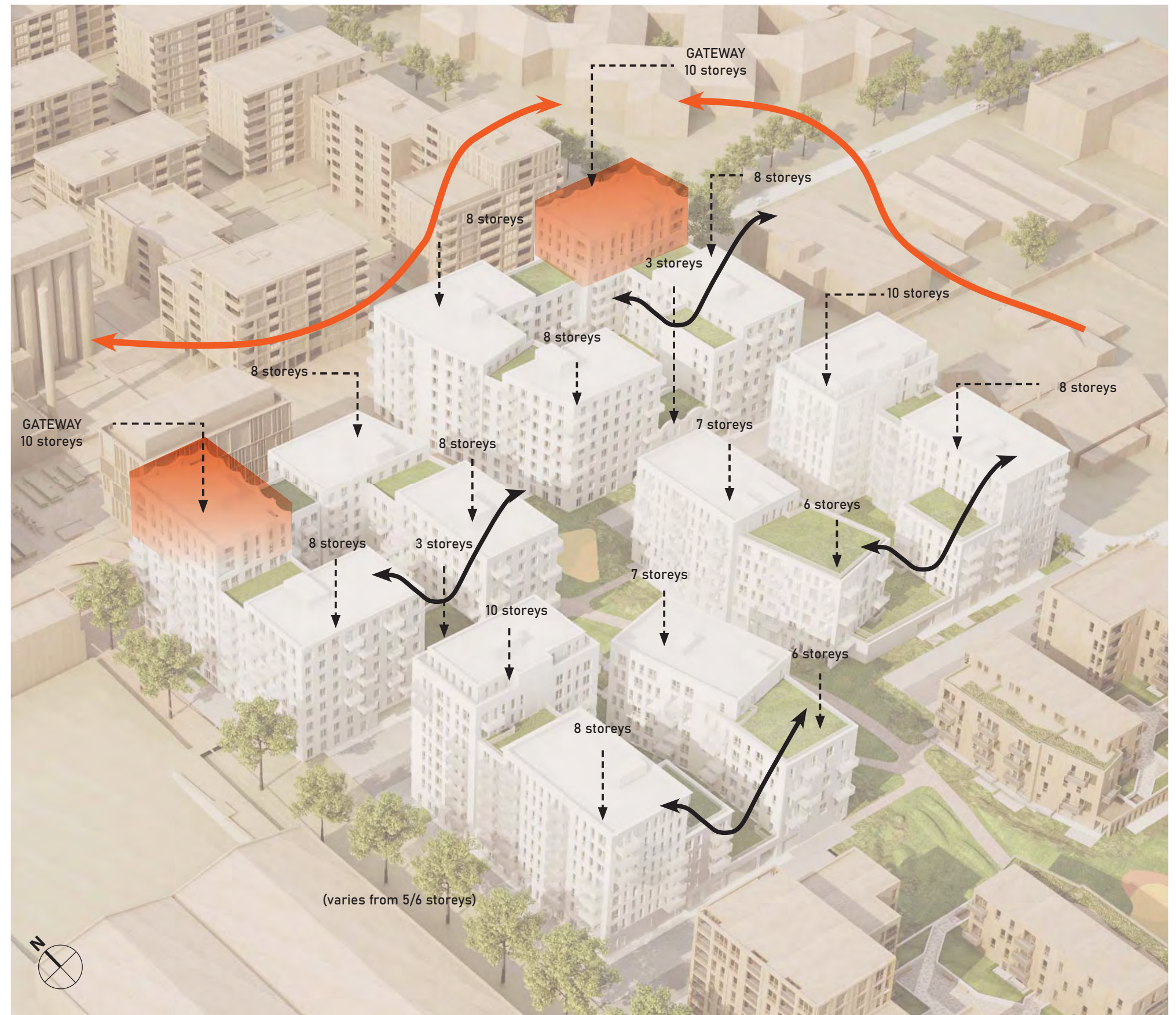




## 6.4. HEIGHT AND MASSING

We have developed built parameters establish our vision for the site whilst achieving the following ambitions of the built form:

- Appropriately locating the buildings on site in accordance with the 2019 Planning Permission.
- Ensuring a good level of daylight and sunlight to homes and open space.
- Providing an appropriate quality and quantity of amenity space, including space which is publicly, communally and privately accessible.
- Maximising current and future connectivity to the town centre and surrounding residential neighbourhoods.
- Enhancing the gateway into the site along Hydeway, on approach from the east and west.
- Preserving identified key views of the retained listed buildings.
- Respecting the setting of the original 1920 silos - including working with the Local Planning Authority and Historic England to ensure an appropriate relationship with the proposed buildings.
- Improving the hierarchy of building height, transitioning up from existing built form in the south – to taller buildings around the gateway at Hydeway.



Massing diagram











6.5. ROUTE TO WELWYN GARDEN CITY CENTRE/ STATION

APPROACH FROM PEARTREE TOWARDS CITY CENTRE

Hydeway is a key gateway route into central Welwyn Garden City from the west. One of the principles of our design is to enhance this by creating a excellent building to mark that gateway on the corner of Hydeway and Broadwater Road.

We have responded to specific stakeholder suggestions to reduce the height of this building from 13 storeys so that the building does not break the horizon when viewed from the southern approach to Hatfield House and so that the building falls below the ultimate height of the retained silos when viewed from The Campus in Welwyn Garden City Conservation Area.

The final proposals successfully respond to both of these suggestions whilst appropriately marking the key gateway.



View location diagram



Proposed indicative view

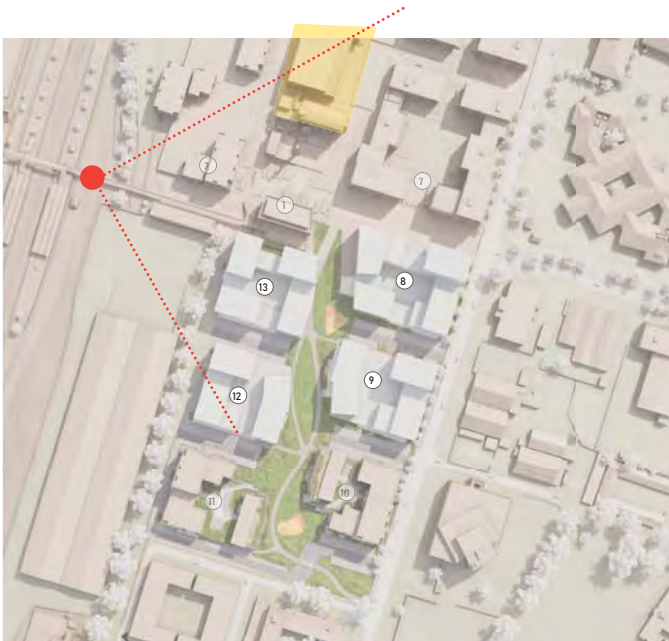


6.6. GATEWAY APPROACH VIEWS

APPROACH FROM CITY CENTRE & STATION

One of the key routes into the site is that from the station footbridge, travelling east into the site.

In response to the suggestion from Welwyn Hatfield Borough Council officers, we have sought to create a positive gateway into the development, and the east side of Welwyn Garden City as a whole,.



View location diagram



Proposed indicative view



6.7. ARCHITECTURAL EXPRESSION

The original overall permission contained 6 repeated blocks, two of which are under construction in Phase 1. The revised proposal references these blocks but looks to create more variation across the site, responding better to the immediate context of each block.

A more cohesive strategy is proposed for the later phases which reference the materials used in Phase 1

The proposals for phase 2 look to draw inspiration from local vernacular, both residential and industrial as well as some from wider afield. It is proposed that the buildings within Phase 2 are predominately buff brick. The architectural expression is looked at in more detail in section

Phase 3 is located nearest to the city centre, and provides a visual link back to the central park. As such it is proposed that the architecture in this phase references the red brick buildings which line the main parkway.

Details of the strategy and proposals are covered in the following sections of this document. Details of the inspiration for the proposed buildings’ appearance from the established Welwyn Garden City vernacular is included within the Context Analysis section of this document.

- KEY:
- Gateway Element
  - Red brick
  - Dark red brick
  - Dark buff brick
  - Mid buff brick
  - Light buff brick







BLOCK 13

BLOCK 8

BLOCK 9

BLOCK 10

BLOCK 12

BLOCK 11



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WGC SOUTH SIDE



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# 7. PHASE 2 (FULL PLANNING)