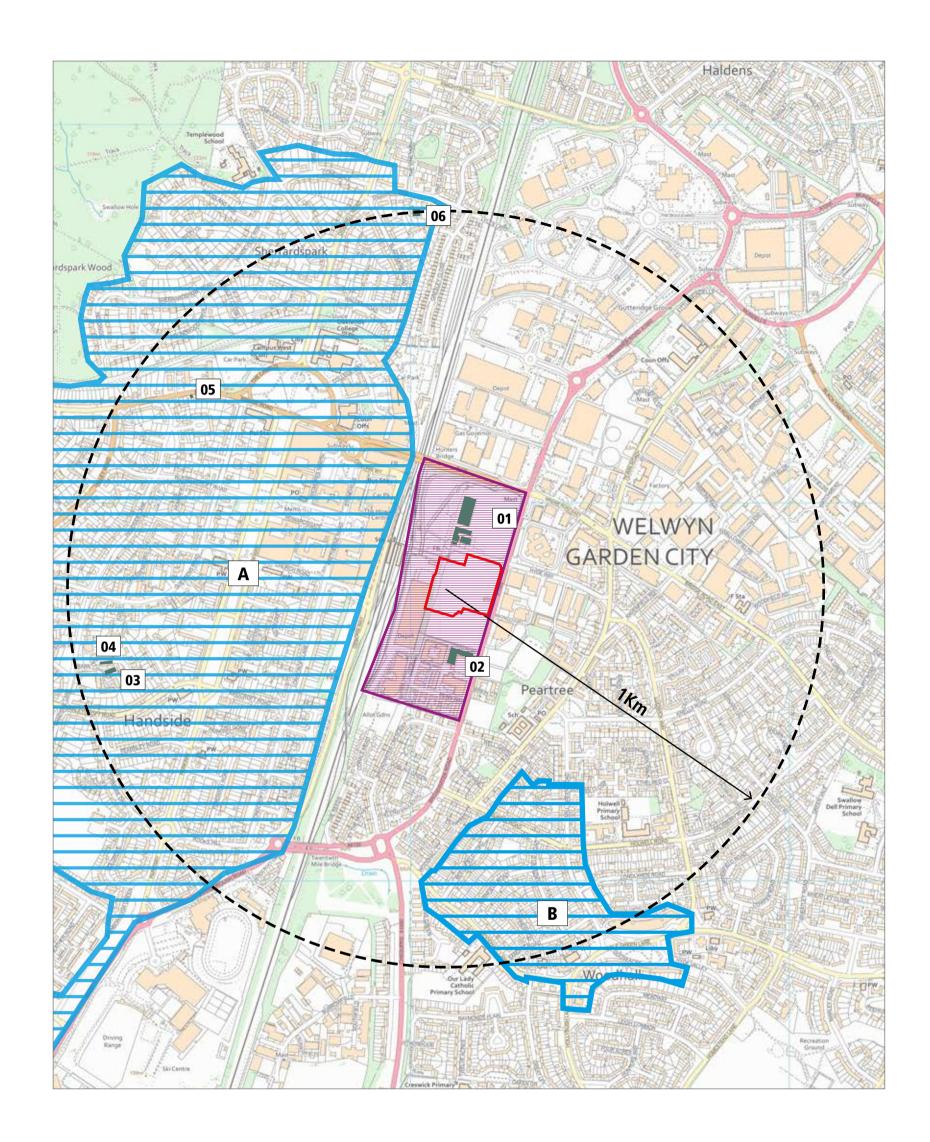


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0.001		LITAN THAN	IES VALLEY (MTVH)			
Project FORMER SHREDDED WHEAT FACTORY SOUTH SIDE (PHASES 2 & 3) Drawing Title							
FIG	URE 11	.1: SITE AND	O STUDY ARE	A			
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APPLICATION SITE BOUNDARY

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DISTANCE FROM CENTRE OF THE SITE



CONSERVATION AREAS A - WELWYN GARDEN CITY B - PEARTREE



MIXED USE DEVELOPMENT SITE AT BROADWATER ROAD WEST (POLICY - EMP3)

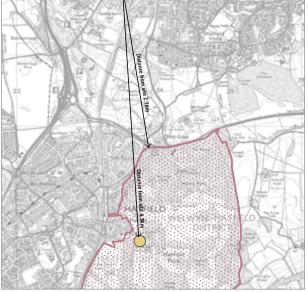
REGISTERED PARK AND GARDEN HATFIELD HOUSE - GRADE I (POLICY R28)

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

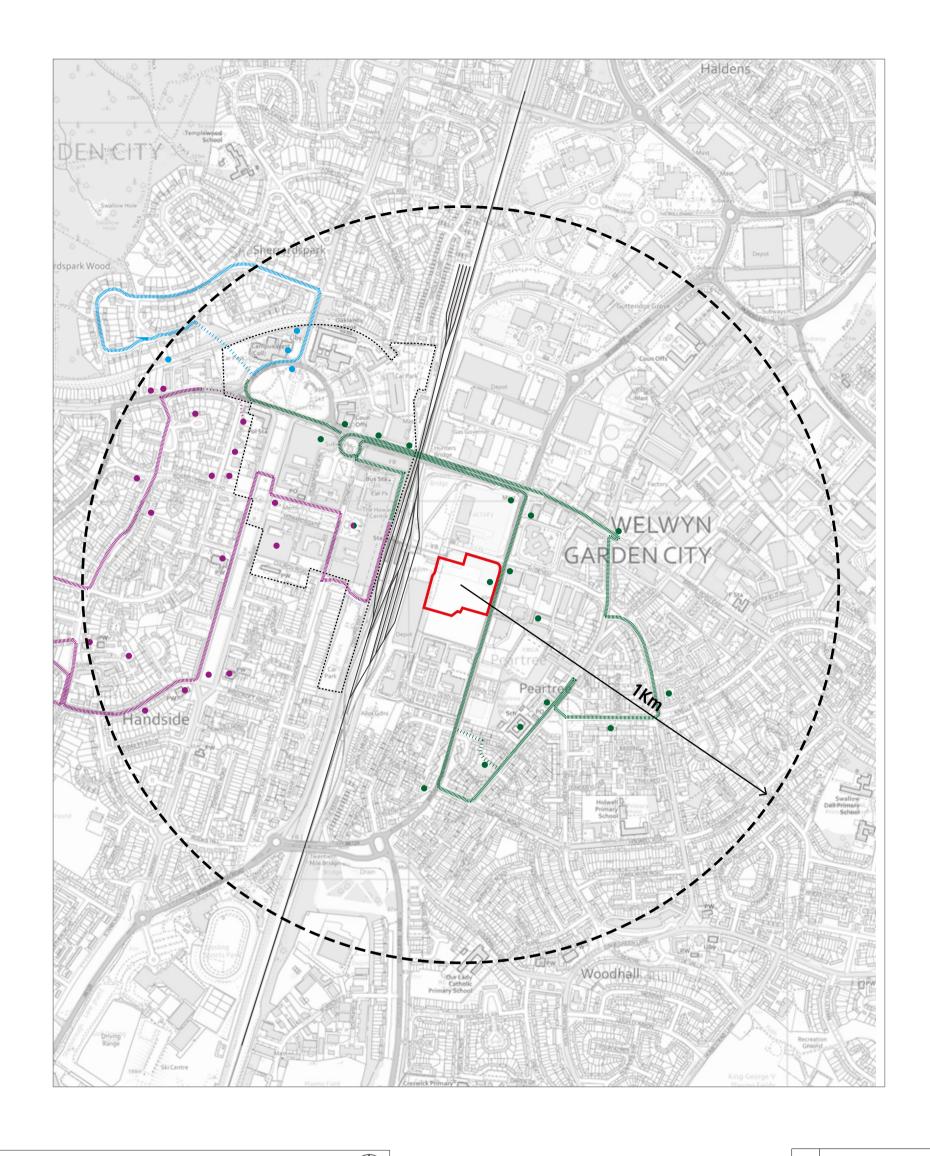
HATFIELD HOUSE GRADE I LISTED BUILDING

SOURCE:

- WELWYN HATFIELD DISTRICT PLAN (2005) ٠ •
- 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)

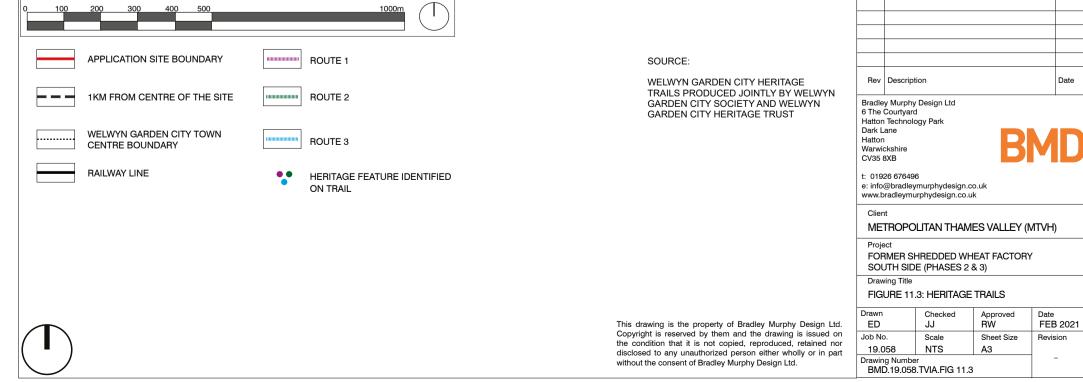


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	INUFU		ES VALLET (N	/1 V - 1)			
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FIGURE 11.2: PLANNING POLICY & DESIGNATIONS							
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Drawing Number - BMD.19.058.TVIA.FIG 11.2							



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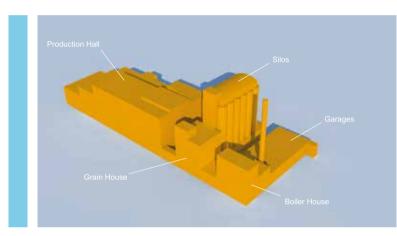


FULL PLANNING PERMISSION TO REDEVELOP THE FORMER SHREDDED WHEAT FACTORY SITE TO ACCOMMODATE UP TO 1,340 HOMES IN A MIX OF TENURES AND A RANGE OF NON-RESIDENTIAL USES (REF: 6/2018/0171/MAJ) WAS GRANTED IN FEBRUARY 2019 AND REMAINS EXTANT ('EXTANT PLANNING PERMISSION').

AS PART OF THE EXTANT PLANNING PERMISSION THE 1930's AND 1950'S PARTS OF THE FACTORY WERE CONSENTED FOR DEMOLITION AND HAVE BEEN REMOVED.

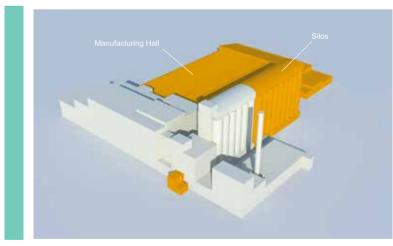
THE 1920'S PARTS OF THE FACTORY COMPLEX WERE RETAINED AS PART OF THE EXTANT PLANNING PERMISSION OF THE FORMER SHREDDED WHEAT FACTORY SITE.

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.

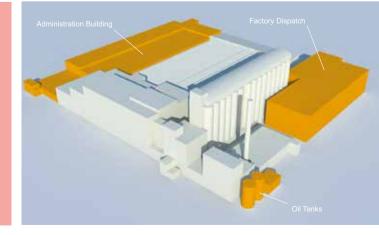


PHASE 2 (1937 & 1939) -

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.

SOURCE:

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



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.

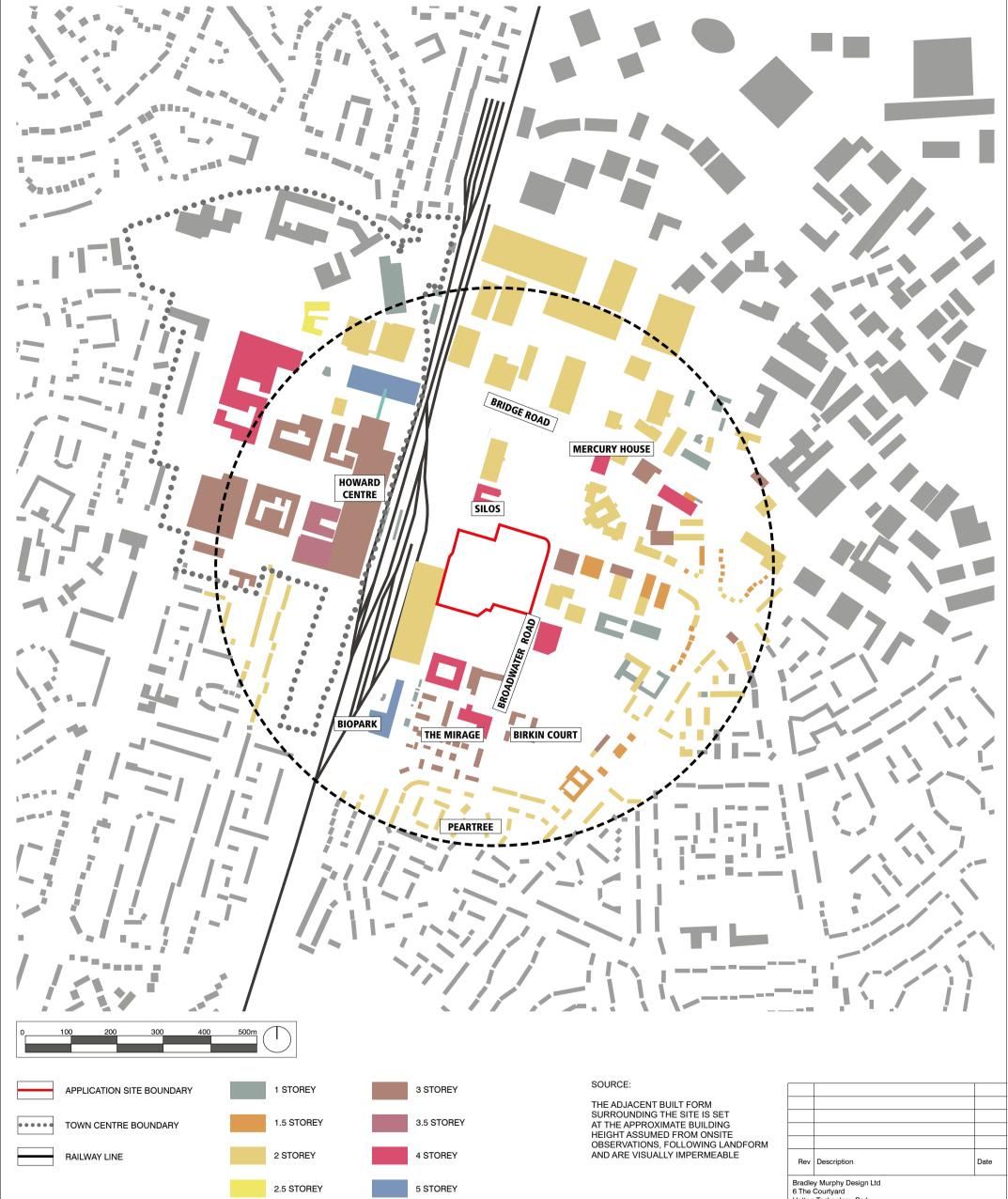
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FIG	FIGURE 11.4: HISTORY OF DEVELOPMENT FOR SHREDDED WHEAT FACTORY						
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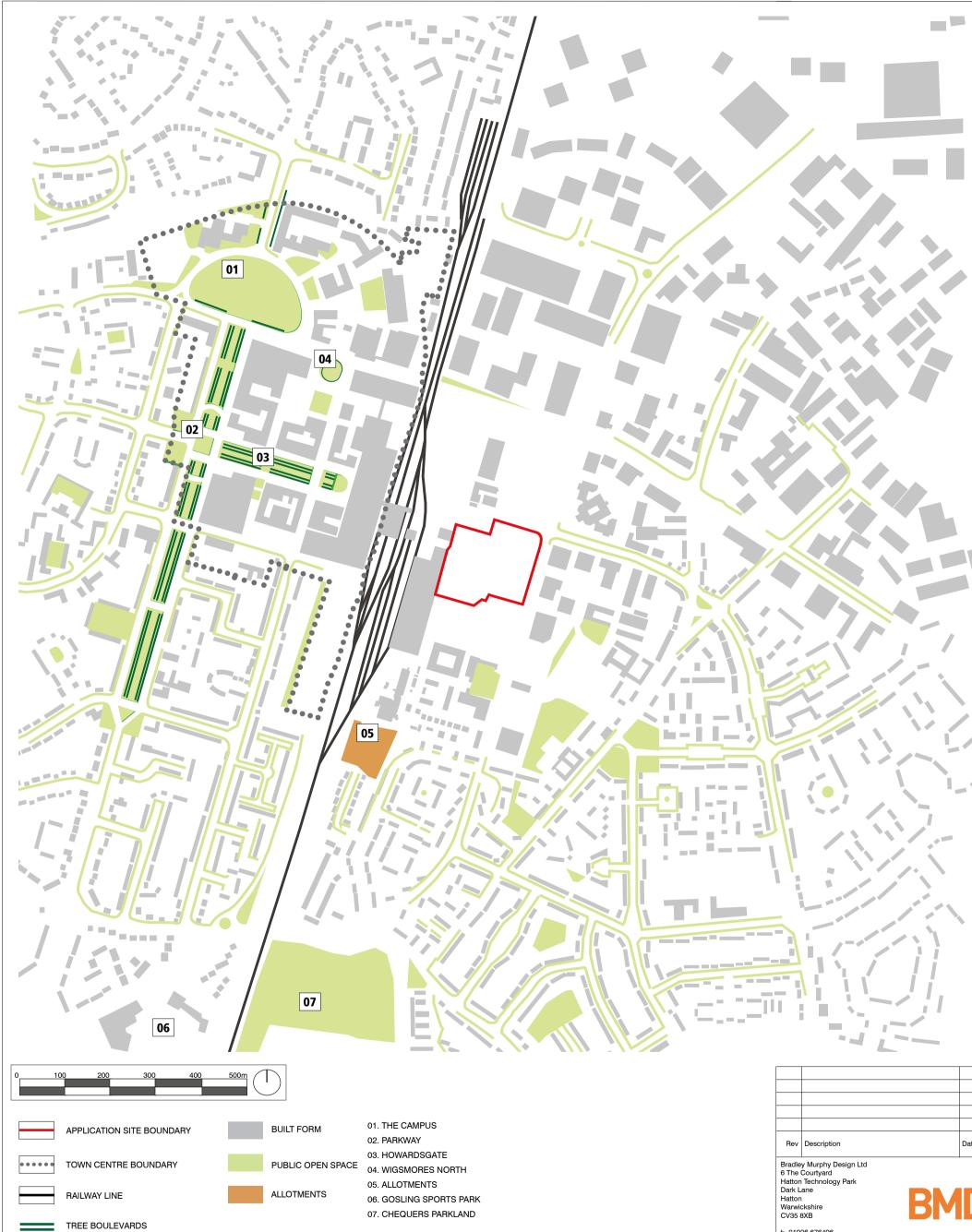
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				Client METROP	OLITAN THAN	/IES VALLEY (MTVH)
					SHREDDED W DE (PHASES 2		Y
				Drawing Titl FIGURE	e 11.5: LAND U	ISE	
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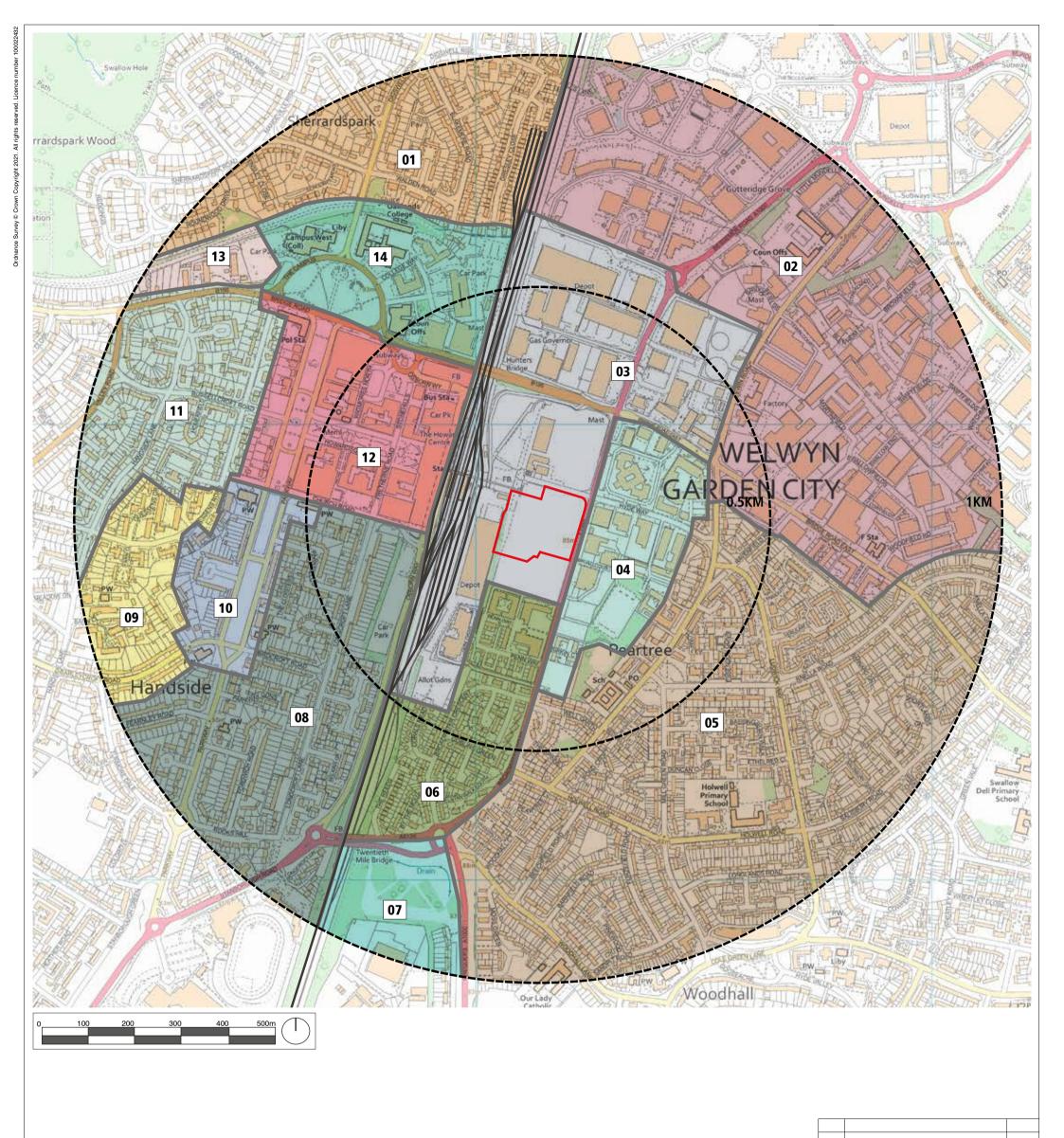
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Clier ME		LITAN THAN	IES VALLEY	(MTVH)			
Proje	RMER SH JTH SID	HREDDED WH E (PHASES 2	HEAT FACTOF & 3)	iY			
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SOL Draw FIG	•	.6: SCALE	Annual	Data			
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d on nor part	Job No 19.0)58	Scale NTS	Sheet Size A3	Revision			
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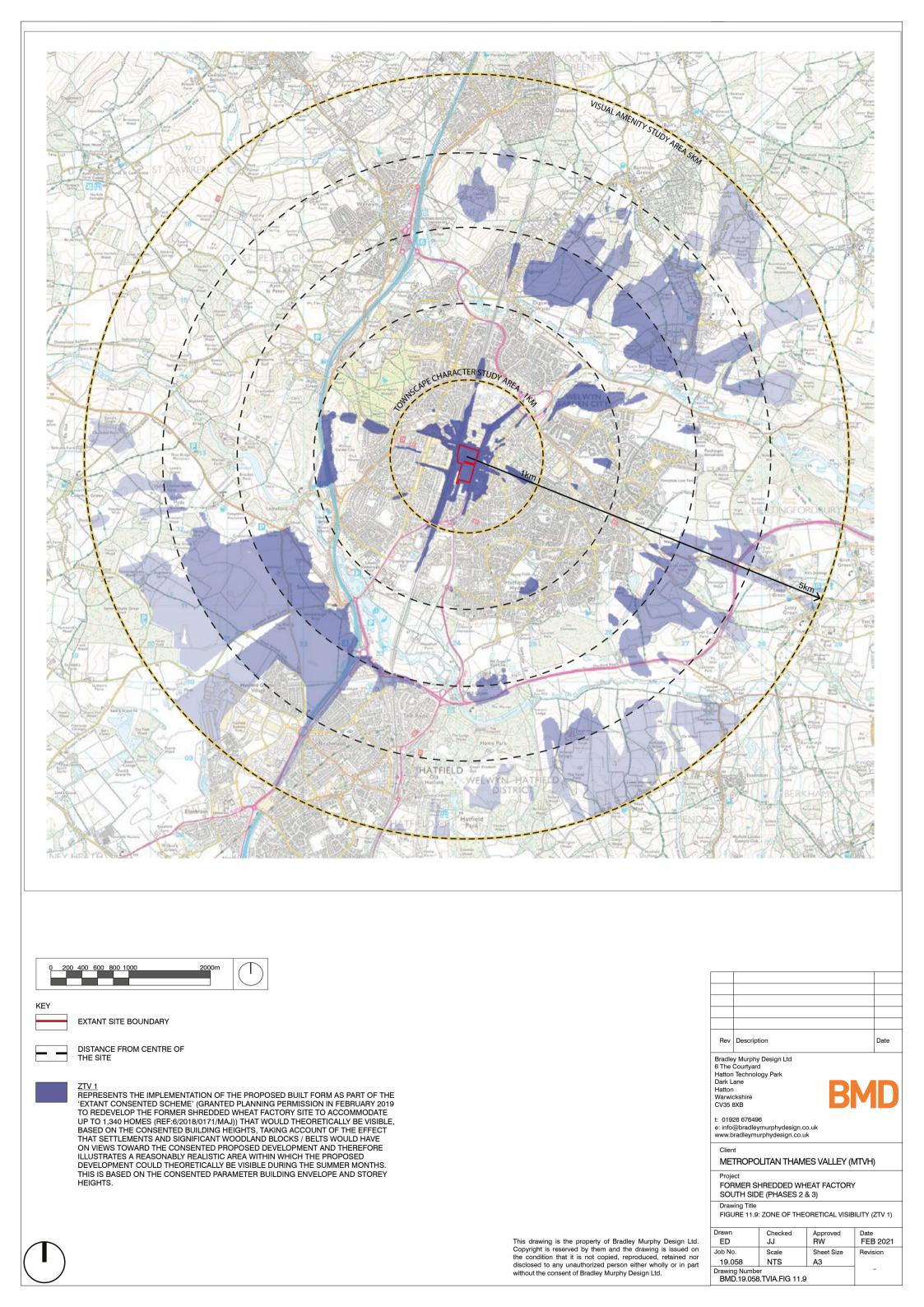
RAILWAY LINE

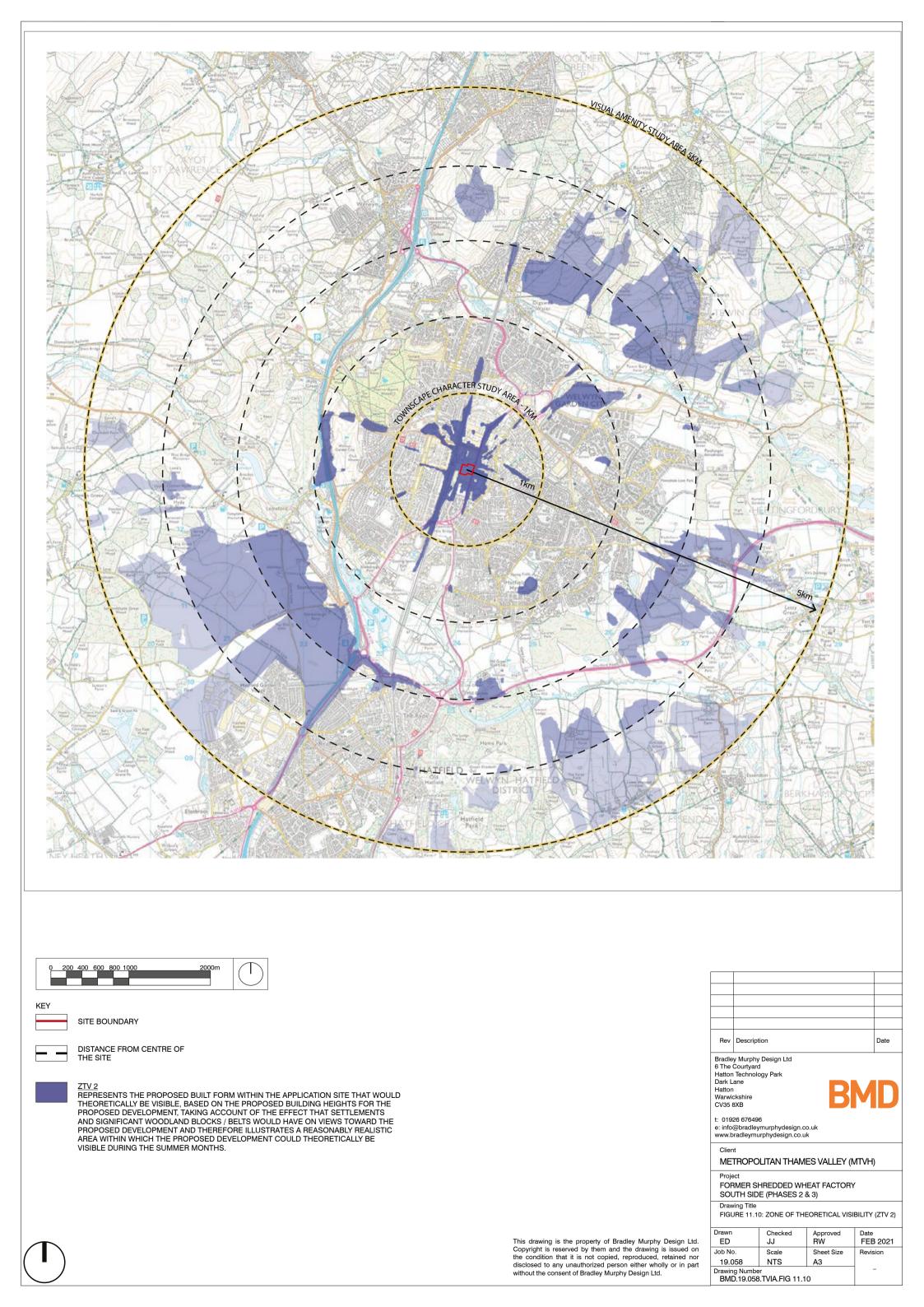
CHARACTER AREA	NAME
AREA 1	SHERRARDS PARK
AREA 2	SHIRE PARK BUSINESS AREA
AREA 3	BROADWATER ROAD INDUSTRIAL AREA (SITE)
AREA 4	PEARTREE MODERN BUSINESS & INDUSTRIAL AREA
AREA 5	PEARTREE RESIDENTIAL AREA
AREA 6	BROADWATER CRESCENT RESIDENTIAL AREA
AREA 7	CHEQUERS PARKLAND
AREA 8	LONGCROFT LANE AREA
AREA 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

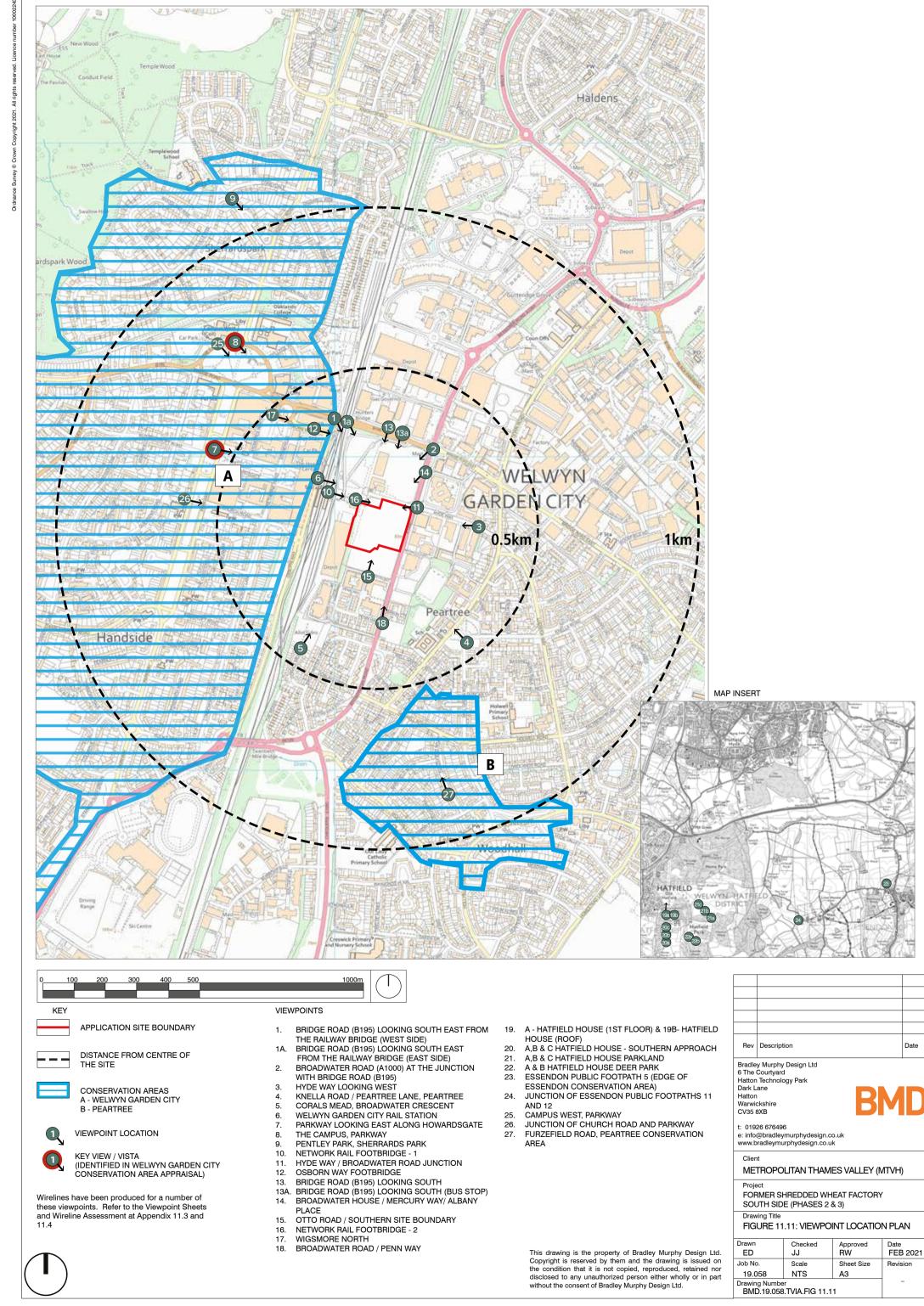
SOURCE:

THE LOCAL TOWNSCAPE CHARACTER AREAS WERE DEVELOPED SPECIFICALLY BY BMD FOR THE TVIA FOLLOWING THE GUIDANCE AND PRINCIPLES SET OUT IN THE GOVERNMENTS PLANNING AND DEVELOPMENT GUIDANCE ONLINE FOR 'AN APPROACH TO LANDSCAPE CHARACTER ASSESSMENT' NATURAL ENGLAND AND DEPARTMENT FOR ENVIRONMENT, FOOD AND RURAL AFFAIRS, 2014).

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FIGURE 11.8: TOWNSCAPE CHARACTER AREAS							
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BIVID. 19.058.1 VIA.FIG 11.8							







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e: info@		6 murphydesign.co irphydesign.co.u					
	Client METROPOLITAN THAMES VALLEY (MTVH)						
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