

**Broadwater Road West  
Supplementary Planning Document  
December 2008**





# **Welwyn Hatfield Council**

## **Broadwater Road West Supplementary Planning Document**

**Adopted  
December 2008**

C.J. Conway  
Chief Planning & Environmental Health Officer  
Welwyn Hatfield Council  
Council Offices  
The Campus  
Welwyn Garden City  
Hertfordshire  
AL8 6AE

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Team on 01707 357 532 or email  
[planningpolicy@welhat.gov.uk](mailto:planningpolicy@welhat.gov.uk)**



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# Glossary

## Glossary

(Note: terms in italics are explained elsewhere in the glossary)

### **Affordable Housing**

This term is used to encompass both low cost market and subsidised housing (irrespective of tenure, ownership – whether exclusive or shared – or financial arrangements) that will be available to people who cannot afford to occupy houses generally available on the open market.

### **Annual Monitoring Report (AMR)**

This forms part of the Local Development Framework and is a report submitted to the Government by local planning authorities or regional planning bodies assessing progress with, and the effectiveness of, their Local Development Documents.

### **BREEAM**

Building Research Establishment Environmental Assessment Method

### **CLG**

Communities and Local Government

### **Code for Sustainable Homes**

A new national standard for sustainable design and construction of new homes launched in December 2006.

### **Combined Heat and Power Plant (CHP)**

The combined production of heat, usually in the form of steam, and power, usually in the form of electricity.

### **DDA**

Disability Discrimination Act 1995.

### **District Plan**

An old-style development plan prepared by district and other local planning authorities. These plans will continue to operate for a time after the commencement of the new development plan system, by virtue of specific transitional provisions.

## Glossary

### **Development Plan Documents (DPD)**

Statutory planning documents that together with the Regional Spatial Strategy will form the development plan for Welwyn Hatfield. The DPDs are subject to independent examination and will be shown geographically on an adopted proposals map.

### **Indices of Deprivation**

A ward-level index made up from six indicators (income; employment; health deprivation and disability; education; skills and training; housing; and geographical access to services).

### **Key Stakeholder**

A group, body or organisation, with a social, economic, environmental or professional interest in the Borough or that is affected by local developments. The Council may consult with these bodies depending on the nature and scope of the documents being produced.

### **Local Area for Play (LAP)**

Catering for 4-6 age group a LAP should ideally be within one minutes' walking time of home and have an area of around 100 sqm.

### **Local Equipped Area for Play (LEAP)**

Catering for 6-8 age group a LEAP should ideally be within five minutes' walking time of home and have an area of 400sqm.

### **Lifetime Home Standards**

Criteria developed by a group convened by the Joseph Rowntree Foundation in 1991 to help house builders produce new homes flexible enough to deal with changes in life situations of occupants e.g. caring for young children, temporary injuries, declining mobility with age. See [www.buildingforlife.org](http://www.buildingforlife.org).

### **Listed Building**

A building of special architectural or historic interest that has been entered on the Listed Building Schedules under the provisions of The Planning (Listed Buildings and Conservation Areas) Act 1990 and subject to special planning control. Listed Building Consent is required for alterations or demolitions.

Listed buildings are classified in grades to show their relative importance.

Grade I Buildings of exceptional interest

Grade II\* Buildings of special interest and of particular importance

Grade II Buildings of special interest

## Glossary

Listing includes the interior as well as the exterior of the building, and any buildings or permanent structures. English Heritage is responsible for designating buildings for listing in England.

### **Local Development Documents (LDD)**

The collective term used in the Planning and Compulsory Purchase Act 2004 for Development Plan Documents, the Statement of Community Involvement and Supplementary Planning Documents.

### **Local Development Framework (LDF)**

The name for the portfolio of Local Development Documents and other related documents, which will provide the framework for delivering the spatial planning strategy for the borough.

### **NPFA**

National Playing Fields Association

### **Planning & Compulsory Purchase Act 2004**

Legislation aimed at improving the planning process and enhancing community involvement. Replaces parts of the Town & Country Planning Act 1990, and introduces the new planning system.

### **Planning Policy Statement (PPS)**

Government policy (which will replace, over time, Planning Policy Guidance notes) on how local planning authorities should implement national planning policy.

### **Regional Spatial Strategies (RSS)**

Prepared by Regional Planning Bodies such as the East of England Regional Assembly, to guide development for the next 20 years. The Regional Spatial Strategy:

- Identifies the scale and distribution of new housing in the region;
- Indicates areas for regeneration, expansion or sub-regional planning; and
- Specifies priorities for environment, transport, infrastructure, economic development, agriculture, minerals and waste treatment and disposal.
- Replaces Regional Planning Guidance and the countywide Structure Plans and forms part of the development plan for an area.

### **Secretary of State (SoS) (for planning and other matters)**

An appointed Government Minister with a specific portfolio covering local and regional government, housing, planning, fire, regeneration, social exclusion and neighbourhood renewal (currently the responsibility of the Department for Communities and Local

## Glossary

Government (CLG) and the Secretary of State for Communities and Local Government and Minister for Women). The Secretary of State has powers to intervene on development plans and planning applications under certain circumstances.

### **Scoping report**

The purpose of the scoping report is to establish the scope of, level of detail and methodology for, the Sustainability Appraisal (SA) and Strategic Environmental Assessment (SEA) and to identify appropriate data to measure the effects of the alternatives that will need to be considered in the SA/SEA report.

### **Statement of Community Involvement (SCI)**

Sets out how the Local Planning Authority will involve the community in the preparation, alteration and review of all Local Development Documents and in the consideration of planning applications.

### **Statutory Stakeholders**

A list of bodies, groups and organisations that planning legislation requires the Council to consult with.

### **Structure Plan**

An old-style development plan, which sets out strategic planning policies and forms the basis for detailed policies in the District Plan. These plans will continue to operate for a time after the commencement of the new development plan system, due to transitional provisions under planning reform.

### **Supplementary Planning Documents (SPD)**

Provide supplementary information to support the policies in Development Plan Documents. They do not form part of the Development Plan and are not subject to independent examination.

### **Sustainability Appraisal (SA) including Strategic Environmental Assessment (SEA)**

The process of assessing the positive and negative impacts of the policies and strategies in the development plan, setting out how the negative impacts will be made less harmful. These are carried out for each Development Plan Document and Supplementary Planning Document to highlight and assess the significant effects of the plans on the environment. This is required under the Planning and Compulsory Purchase Act 2004 and the Environmental Assessment of Plans and Programmes Regulations 2004. The Strategic Environmental Assessment is required under the European Directive 2001/42/EC.

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### **Sustainable Development**

A widely used definition drawn up by the World Commission on Environment and Development in 1987:

"Development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

The government has set out four aims for sustainable development in its strategy A Better Quality of Life, a Strategy for Sustainable Development in the UK. The four aims, to be achieved simultaneously, are:

- Social progress which recognises the needs of everyone
- Effective protection of the environment
- Prudent use of natural resources
- Maintenance of high and stable levels of economic growth and employment.

### **Disclaimer**

The Glossary is neither a statement of law nor an interpretation of the law, and its status is only an introductory guide to planning issues and should not be used as a source for statutory definitions.

# Glossary

## 1 Introduction

- 1.1 This Supplementary Planning Document (SPD) outlines the Council's vision for the future of Broadwater Road West and sets out a masterplan to guide and promote the comprehensive redevelopment of this key site.
- 1.2 The Welwyn Hatfield District Plan (2005) identifies the Broadwater Road West site as an area of opportunity for mixed use development. The site covers an area of approximately 16 hectares (40 acres) and is located to the east of Welwyn Garden City railway station; making it a key gateway into Welwyn Garden City town centre. Once a major industrial hub, the site is now predominantly redundant, as most of the industries have now vacated the site, thus creating a major opportunity to find a new purpose for this extensive area.
- 1.3 The aim of this document is to set out a clear development framework to support the sustainable regeneration and redevelopment of Broadwater Road West and to establish the type, quantum and mix of development that should be delivered on the site, as well as identifying design and layout constraints, and other requirements that need to be addressed as part of the redevelopment process: details on design and sustainability initiatives are also provided. In addition to this, it is also intended that this document will further assist potential developers in preparing development proposals for the site and in the submission of planning applications of sufficient quality to meet the requirements of both the Council and the local community.

## Vision

- 1.4 An innovative response to the global challenge of climate change is sought on this site. The sustainable design policies in the East of England Plan provide a strong steer for the role of major development sites particularly in Key Centres for Development and Change, and, as such, we would expect Broadwater Road West to be developed as an exemplary scheme.

# 1

## Introduction

- 1.5** Taking on board the relevant national, regional and local policies, as well as the site analysis, consultation findings and outputs from local studies, a vision and set of spatial objectives have been developed for the site. These have set the context in which the masterplan for site has been developed.

### Vision

The Council's vision for Broadwater Road West is...

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

### Objectives

- 1.6** This vision is based on the following objectives:
- To create a sustainable neighbourhood with an appropriate mix of uses for its central location;
  - To establish strong connections between the east side of town, the site and through to the town centre;
  - To use the industrial heritage as cue for form, character and identity – re-use listed structures and ensure sympathetic development;
  - To explore innovative and sustainable uses drawing on the natural, infrastructure and spatial assets of the site;
  - To create urban grain capable of supporting appropriate uses while reflecting the town centre morphology;
  - To consider accommodating large scale uses which would best be located near the centre as the opportunity to do this is unlikely to arise again;
  - To support live-work proximity;
  - To define the amount of employment land/floorspace that should be provided for; and
  - To enhance biodiversity.

### 2 About the SPD

**2.1** The initial stages of work to support this SPD began in September 2006 when an 'Action Planning Day' was held, at which over 90 local stakeholders were engaged in identifying issues and opportunities for the site. The following are some of the key points raised throughout this process:

- The re-construction and enhancement of the pedestrian bridge over the rail lines is a priority;
- There should be a mix of housing types and tenures on the site;
- A recycling centre could be established on the site;
- Importance of retaining the spirit of the Garden City in any new development and change;
- Importance of respecting the listed buildings on the site; and
- Significant potential exists for enhancing the currently unappealing character of this part of Broadwater Road West.

**2.2** The results of this consultation event were then collated in the Issues and Opportunities report (November 2006), which was used to steer the production of draft options for the site. Following further discussions with stakeholders, these options were refined and a masterplan to guide the redevelopment of the site was established.

### Public Consultation

**2.3** Welwyn Hatfield Council's Cabinet approved a draft version of this SPD for public consultation on the 4th March 2008. Statutory public consultation on the draft SPD commenced on 2nd April and ended on 14th May 2008. During this period a consultation event was held on the 22nd April to which local stakeholders were invited.

**2.4** Following the consultation period, the Council considered all responses and amended the draft document as appropriate. The results of the public consultation exercise and the amended SPD were then reported back to the Cabinet Planning and Transportation Panel before being presented to the Council's Cabinet for adoption as a SPD. The timetable for adoption is set out below:

## About the SPD

<b>Adoption Process</b>	<b>Date</b>
Cabinet Planning and Transportation Panel	21st February 2008
Cabinet	4th March 2008
Public Consultation (6 weeks)	2nd April - 14th May 2008
Cabinet Planning and Transportation Panel	13th November 2008
Cabinet	2nd December 2008

- 2.5** A separate report has been produced which includes a summary of all representations received, the issues raised, the Council's response and any resulting changes to the SPD.
- 2.6** The Consultation Statement which summarises the consultation strategy and findings at the pre-production stage of the SPD, as well as the formal consultation strategy, is also available on request.
- 2.7** When planning applications are submitted for this site, public consultation will take place as part of the development control process before any decision is made, and the public will be able to make representations regarding the specifics of any proposal.

### Status of the SPD

- 2.8** This document has been produced by Urban Practitioners, in association with Mouchel Parkman and DTZ: a team appointed by Welwyn Hatfield Borough Council.
- 2.9** This SPD has been prepared within the context of Government guidance, the East of England Plan (2008), the Welwyn Hatfield District Plan (2005) and other relevant supplementary planning guidance notes. Following the statutory consultation period, the draft SPD has been adopted by the Council as a Supplementary Planning Document (SPD). This SPD is a material consideration against which any planning applications submitted in respect of the land covered by this guidance will be determined.

### Strategic Environmental Assessment and Sustainability Appraisal

- 2.10** This SPD has been prepared with the intention of promoting sustainable development for Welwyn Garden City. This means ensuring a better quality of life for everyone, both now and in the future.

## About the SPD

- 2.11** Under the requirements of the Planning and Compulsory Purchase Act 2004, SPD's must be accompanied by a Sustainability Appraisal to assess the social, economic and environmental effects of the SPD, to ensure that it contributes to wider sustainable development objectives. European Directive 2001/42/EC also requires that Strategic Environmental Assessments be carried out for certain types of plans, which set out a framework for future development consents and that are likely to have significant environmental effects.
- 2.12** A Sustainability Appraisal has been carried out in conjunction with the preparation of the SPD, which meets the above regulatory requirements through a single appraisal process. Key objectives included in the Appraisal Framework include:
- Maintain the vitality and viability of existing centres;
  - Protect and enhance biodiversity;
  - Ensure a sustainable supply and use of energy;
  - Move away from waste disposal to minimisation, reuse, recycling and recovery;
  - Improve the choice of sustainable transport modes, encourage their use, and reduce the need to travel by car;
  - Protect and provide green spaces;
  - Protect landscape and townscape character;
  - Maximise the opportunities for leisure and a healthy lifestyle; and
  - Tackle the causes of social exclusion.
- 2.13** The SPD has been appraised against these objectives and the accompanying Sustainability Appraisal is available in a separate report, which has also been the subject of public consultation.
- 2.14** In addition to this, a sustainability checklist has also been produced by the Council which highlights the issues that should be addressed as part of any planning application for development.

## Context

### 3 Context

- 3.1** Broadwater Road West is a strategic site within Welwyn Garden City due to its size (16 hectares/ 40 acres), and its central location, close to the town centre. A plan showing the location of the site is provided below.



**Figure 3.1 BWRW Site Location Plan**

- 3.2** The site is bounded on all four sides: with Broadwater Road (A1000), a distributor road, running along the eastern side of the site - this is one of the main access routes into the Welwyn Garden City Industrial Area; housing in Broadwater Crescent to the southern end of the site; the East Coast Mainline to the west of the site; and Bridge Road and Hunters Bridge, which provides the main access to Welwyn Garden City from the east of the town, to the north of the site.
- 3.3** In addition to this, an important pedestrian route extends across the site via Hydeway and the footbridge over the railway line. This is a significant access route which links the industrial area and nearby housing to Welwyn Garden City railway station and the town centre.
- 3.4** At the time the SPD was prepared, the site comprised of:
- A laboratory complex occupied by the University of Hertfordshire (Bio park);
  - A disused pharmaceutical manufacturing, research and head office complex (including a Grade 2 listed building);

- Two disused factory complexes previously used for the manufacture of decorating products and confectionery (these have now been demolished though);
  - A breakfast cereal factory and associated buildings (including a Grade 2 listed building) – expected to be vacated during 2009/10;
  - A distribution depot currently leased to Cereal Partners UK; and
  - Open land.
- 3.5** The Bio Park buildings located in the south western corner of the site are occupied by the University of Hertfordshire and provide a unique facility for bioscience and health technologies. The SPD does not therefore propose the redevelopment of this part of the site as it recognises the economic development potential of the facility for the town, which should be supported through the redevelopment of the rest of the land.
- 3.6** The site is currently in multiple ownership and the Council is seeking to ensure that a comprehensive vision is developed for the Broadwater Road West site.

### Local Context

- 3.7** The redevelopment of Broadwater Road West affords the opportunity to invest in the area and provide a range of social, economic and environmental benefits. This section sets the site in its wider context and provides some background on the local area.

### Social Analysis

- 3.8** The Broadwater Road West site is situated within Peartree Ward. This is one of the most deprived wards in the Borough (if considered against the Indices of Deprivation), where there is both a higher than average level of persons aged between 16 and 74 who are unemployed or economically inactive, and a high level of child education deprivation, when compared with other ward areas within the East of England. The ward is therefore in need of investment and regeneration.
- 3.9** In addition to this, there is a higher than average number of households in rented Council housing, shared ownership and housing association housing within Peartree, compared to the rest of the Borough, therefore the introduction of housing for private sale will be essential in ensuring a balanced supply of housing in the ward.

## Context

### Transport Analysis

- 3.10** The central location of the site and its immediate access to the railway station is a major benefit, along with the good train service that operates from Welwyn Garden City to London and Cambridge: which means that the site is very well connected.
- 3.11** In addition to this, the majority of the site is within 400m (5mins walking time) of the town centre, with the whole of the site being a comfortable 5mins cycle from the town centre - although there are no dedicated cycle routes linking the site with the wider area. Bus routes also run along Bridge Road to and from the town centre, and there is a more limited service along Broadwater Road.
- 3.12** Opportunities exist on Broadwater Road West to minimise traffic generation and parking by exploiting the site's sustainable location. There are also opportunities for pedestrian areas and routes to be improved; a key route in this regard is the pedestrian bridge linking the Broadwater Road West site to the station and town centre.

### Property Market Analysis

- 3.13** The accessibility of the town centre from the site is a prime factor in influencing the property market. In addition the high quality of the town's environment makes it distinct from other centres in the locality.
- 3.14** The town centre enjoys a low vacancy rate and is supported by the presence of the John Lewis department store and the Howard Centre. The demand for office space in the town centre is limited, with low rents and strong competition from out of centre locations.
- 3.15** There is a growing residential population living within the borough although the residential offer in the town is dominated by larger family housing and there is limited 'flatted' development. This suggests that Welwyn Garden City is not capitalising on the growth sector of town centre living.
- 3.16** The industrial stock on the site is generally older in age, of average quality and includes light industrial floorspace, general industry and storage/ distribution. Many of the units are now derelict or of a specialist nature e.g. laboratories, and do not meet the demands of modern day industry. Within the area of central Hertfordshire, the new business park at Hatfield has become the main distribution/ warehousing location.

## Historical Background

- 3.17** So much has been written about Ebenezer Howard (1850-1928) and the 'Garden City' concept that this section can only provide a summary of the historical context of the site within Welwyn Garden City. Ebenezer Howard had read widely and thought deeply about social issues, and out of this concern came his book 'To-Morrow: A Peaceful Path to Real Reform' (first published in 1898). This book set out Howard's proposal for the creation of new towns of limited size, planned in advance, and surrounded by a permanent belt of agricultural land.
- 3.18** Howard illustrated the concept of garden cities with the 'three magnets' diagram which encapsulated both the positive and negative aspects of the Victorian town and countryside. The town provided economic and social opportunities but also overcrowded housing, whereas the country could provide land and fresh air but equally had poor social interaction and few jobs. Howard's proposal was to create a third option, to merge the opportunities of the town with the qualities of the country. To achieve this, a new town could be developed outside of the city where cheaper agricultural land could be purchased and the garden city concept was borne.
- 3.19** The garden city would make efficient use of land but would also be of a scale whereby all land uses would be within a walking distance thus delivering the 'sustainable' development that we are still seeking to deliver in the 21st Century.
- 3.20** Howard's ideas attracted enough backing to found Letchworth Garden City, in 1903 and Welwyn Garden City in 1920. As chairman of the Garden City Association, Howard appointed the architect Louis de Soissons to interpret the garden city concept into a masterplan for the town of Welwyn Garden City.
- 3.21** One of the elements (or zones) of the garden city was that of a factory belt to attract non polluting industries and where the quality of the conditions for the workforce would be a key consideration. In Welwyn Garden City the site at Broadwater Road was from the outset recognised as the best site for industry due to the fact that the site was level and the goods yards and sidings were also established early in the site's history.
- 3.22** One of the first manufacturing industries to locate to the town was Shredded Wheat which opened in May 1924. The American company considered the garden city image would be ideal for the production of their 'health' food and the new modern factory provided excellent amenities and working conditions, including a recreation ground. Whilst the design of the site and buildings were informed by the functional demands of modern manufacture there is a strong influence of the increased awareness of branding the company's name and a strong corporate image.

## Context

- 3.23** The Great War and the depression of the thirties had a significant impact upon British industry, but science was one area where growth was emerging. One key company to move into the town was the Swiss based pharmaceutical company Hoffman La Roche who took occupation of their site in 1938. Designed by Otto Salvisberg, the main reception building met the administrative needs of the company and so a notable piece of post modern architecture with clean lines was developed, equally promoting the image of the company as a scientific leader.
- 3.24** A British business attracted to locating to Welwyn Garden City was the company British Instructional Films. Formed by Bruce Wolf (a producer and director) in 1919, the Welwyn Film Studios opened on the site in 1928. Reports from newspapers of the time noted the development as the 'last word in studio design and construction'. A new sound studio was installed in 1930 and from 1932 until its closure in 1952, the studios produced over 80 features – most notably Brighton Rock starring Richard Attenborough (1947). Following the studio's closure the site was acquired by Ardath Tobbacco, and from 1962 onwards the site was used by Polycell.

### Urban Design Analysis

- 3.25** As noted above the original masterplan for the town identified the site at Broadwater Road West site as part of the zone for industry. The link from Hyde Way to the residential area to the east of the town was also a key element in establishing the original layout of the site, although it would appear that in its development Hyde Way was slightly altered in alignment (as the masterplan originally intended this route to match Howardsgate to the west). The redevelopment of the site today therefore presents a major opportunity to better knit the eastern and western sides of the town together.
- 3.26** The building footprint on the site is relatively intensive with large scale blocks dominating the form. Broadwater Road forms the main structuring element to which the buildings align to. Whilst the large units start to create a block structure with some fronts addressing the main road, there is no consistent perimeter pattern. Opportunities therefore exist to establish a more robust structure with building fronts and backs clearly defined and addressed. There is currently limited active frontage and this will be enhanced.
- 3.27** A character of medium density industrial buildings is prevalent on and around the site, with low/medium density houses in terraced form in the residential area to the south. Buildings on the site are generally taller than those in the rest of the locality, with a general pattern of higher buildings to the south of the site, but balanced with the prominence of the silos to the north. This pattern creates a rather awkward relationship with the lower level residential housing to the south of the site, which redevelopment of the site could seek to better manage.

## Context

- 3.28** The site has a strong industrial character which contrasts with the residential edge to the south. In addition an industrial fringe area to the east of Broadwater Road provides an awkward context for the site's redevelopment.
  
- 3.29** Due to the generally contained and private nature of the site there is only one established pedestrian route via Hyde Way. It is considered that there is the potential for more routes. However, any proposed access routes should be well defined, well lit, and overlooked, in accordance with the principles of the ODPMs 'Safer Places' document.
  
- 3.30** The quality of the buildings on the site is generally indistinct. However, there are two important buildings of note which are both listed. These are the Cereal Partners UK (CPUK) buildings, silos and associated structures and the Roche reception building. The CPUK silos represent a notable landmark feature on the site, and these could be used as a focal point to encourage legibility through any redevelopment.

### Listed Buildings

- 3.31** As noted above there are two listed buildings located on the site. The first is the CPUK factory and silos designed by Louis de Soissons. These were built in 1925 for the American Shredded Wheat Company and are of a Grade II Listing. The silos are of mass concrete construction and the factory buildings of concrete frame with lightweight metal windows. The silos are a strong landmark and are closely identified with Welwyn Garden City.



Shredded Wheat Factory and Silos

## Context

- 3.32** The second listed structure is that of the Roche Products Factory reception building. Designed by Otto Salvisberg and constructed in 1938, the building is steel frame with reinforced concrete and is also of a Grade II listing. The principal glazed staircase is a key feature which breaks its otherwise strict cubic form.



**Roche Factory Reception**

- 3.33** It is intended that both listed structures should be retained and refurbished for new uses. A full description of the listing for both structures can be found at Appendix 2.

### Archaeology

- 3.34** Whilst the site is not designated as an area of archaeological significance in view of the existing archaeology found in the locality and the extensive area of the site, Hertfordshire County Council have advised that the County Planning Archaeologist should be consulted to discuss the implications of development proposals before the submission of any planning application.

### Environmental Analysis

- 3.35** There is little landscape or planting throughout the site, although a heavily wooded stretch running north south presents a largely undisturbed habitat. In addition, the vacant land in the north west corner of the site presents an unusual example of wild habitat in the centre of town.

### Site Constraints

- 3.36** A number of constraints to development exist on the Broadwater Road West site, which will have to be considered by any prospective scheme. These include:

- **Contamination:** The Council has examined historical records held by the County Records Office, planning histories, historical documents and other sources to assess all of the previous uses of the Broadwater Road West site and the potential for site contamination. As a consequence part of the site will need to be subject to full evaluation and assessment prior to redevelopment.
- **Noise:** The noise created by passing trains and road traffic on Broadwater Road will need to be managed sensitively so as to create an attractive residential neighbourhood on the site. Further guidance on this issue is provided in Chapter 6.
- **Capacity of the Highway Junction:** It should be noted that the Broadwater Road/ Bridge Road junction to the north of the site is currently operating at capacity and will need to be upgraded to accommodate the growth in traffic arising from the development of this site. The junction at Bridge Road East/ Broadwater Road is also one of the key access points for bus services to and from Welwyn Garden City town centre, and, as such, will need to include bus priority measures as part of the upgrading, in order to accommodate future traffic growth.

### Issues and Opportunities

**3.37** A detailed analysis of the site along with the initial consultation has raised a number of issues and opportunities that need to be considered in developing a masterplan for the site.

**3.38** The main issues relating to the Broadwater Road West site can be summarised as:

- The rail line is major barrier for the site and segregates it from the town centre;
- Broadwater Road is the main vehicular link but its built form (and the traffic it carries) is a barrier to pedestrian movement and presents unattractive pedestrian route;
- The junction at Broadwater Road/Bridge Road is at capacity and would need to be altered to cope with an increased volume of traffic;
- The need to ensure the provision of adequate car parking on site;
- There is a poor quality footbridge linking WGC town centre and the site;
- The listed structures and associated buildings may constrain any proposed redevelopment;
- The site is not integrated into the wider area;
- The site is not permeable by foot or car;
- Access to the railway line for Network Rail maintenance staff and vehicles has to be retained in any development proposals;
- Large areas of the site are contaminated due to the former industrial uses on the site; and
- There is an inactive street frontage along Broadwater Road.

## Context

**3.39** However, opportunities exist to:

- Improve the bridge link to the Howard Centre to improve pedestrian links with the town centre;
- Enhance the East/West link across the site via Hyde Way;
- Maximise the site's accessible location and good road and public transport connections;
- Redevelop the Cereal Partners site using the silos as a landmark feature;
- Provide a network of usable green spaces on the site;
- Support business incubation at the Bio Park through adjacent new space;
- Emphasise the site's industrial character and develop taller buildings on the site;
- Incorporate mixed use blocks;
- Create new hub around public space;
- Create a highly sustainable 21st century development;
- Provide renewables and a CHP on the site;
- Provide a safe and crime free environment;
- Improve the current access route to the railway line used by Network Rail for maintenance work;
- Uplift the quality of development in Welwyn Garden City;
- Provide for the leisure/ cultural and community needs/ demands in the town;
- Emphasise the landmark buildings on the site to promote legibility; and
- Integrate the site into the surrounding area.

### Summary

**3.40** Broadwater Road West clearly presents an unrivalled opportunity in the town and there is a need to strike a balance between the character of this former industrial area and modern day demands.

**3.41** The site has the potential to support a sustainable mixed use development due to its central location and the industrial character of the area should be used positively to form a strong identity. This could be reinforced through scale and the opportunity for higher density.

**3.42** Innovative and sustainable uses for the site should be explored and strong connections with the town centre reinforced and developed.

## Policy Framework

### 4 Policy Framework

- 4.1** A number of national, regional and local planning policies influence the nature of future development in the Borough. This chapter provides a summary of these key policy documents, and, for clarification, sets out the key components of the Development Plan for Welwyn Hatfield.

#### Welwyn Hatfield's Development Plan

- 4.2** The Development Plan for the Borough comprises the East of England Plan (2008), the five saved policies of the Hertfordshire Structure Plan 1998 (Policies 3, 15, 24, 35 and 52), the Hertfordshire Mineral and Waste Local Plans, and the saved policies of the Welwyn Hatfield District Plan. These form the statutory basis for the determination of all planning applications within the Borough.
- 4.3** The Broadwater Road West SPD has been prepared in order to implement the policy objectives of saved District Plan policy EMP3 and is therefore supplementary to the Development Plan.
- 4.4** Policy EMP3 identifies the site for mixed use development, consisting primarily of employment, housing, leisure and rail-related uses.

#### **Policy EMP3**

The site within Employment Area EA1 is defined as an opportunity area of planned regeneration for mixed use development comprising primarily employment, housing, leisure and rail related uses. Development of the site shall be in accordance with the criteria in Policy EMP2 and other relevant policies of the Plan relating to the uses proposed. Development shall also comply with a Development Brief to be approved by the Council as a supplementary planning document. The Development Brief shall include the minimum quantum of Class B floorspace to be provided on site.

- 4.5** Other saved policies within the Development Plan may also be relevant, and these are set out in Appendix 1. Here, it is particularly important to have regard to Policy SD1, which requires all development proposals to demonstrate that the principles of sustainable development are satisfied.

## Policy Framework

### The National Policy Context

- 4.6** Central government has published a wealth of advice, guidance notes and planning policy statements relevant to the development of Broadwater Road West, and these have been taken into account when preparing this SPD. Details of relevant Planning Policy Statements and Guidance Notes are provided below:

### PPS1: Delivering Sustainable Development

- 4.7** PPS1 sets out the overarching planning policies on the delivery of sustainable development through the planning system and states that planning should facilitate and promote sustainable development by making suitable land available for development in line with economic, social and environmental objectives; contribute to sustainable economic development; protect and enhance the natural and historic environment; ensure high quality development through good/inclusive design and the efficient use of resources; and, ensure that development supports existing communities and contributes to the creation of safe, sustainable, liveable and mixed communities.
- 4.8** Paragraph 21 of PPS1 highlights the need for the prudent use of resources whilst paragraph 22 states that both regional and local authorities should promote resource and energy efficient buildings; community heating schemes, the use of combined heat and power, small scale renewable and low carbon energy schemes in developments, the sustainable use of water resources and the use of sustainable drainage systems.
- 4.9** PPS1 also highlights that good, high quality design is a key element in achieving sustainable development and should be the aim of all those involved in the development process.

### Supplement to PPS1: Climate Change

- 4.10** Published in December 2007 this document supplements PPS1 by setting out how planning can contribute to reducing emissions and stabilising climate change. The document advises that local planning authorities should engage constructively and imaginatively with developers to encourage the delivery of sustainable buildings and be supportive of innovation.
- 4.11** Paragraph 39 of the PPS advises that in the interim period before the development plan is updated to reflect the policies in the PPS, planning authorities should ensure that proposed development is consistent with the key planning objectives in delivering sustainable development as set out in the document. To promote this, paragraph 41 states that planning authorities should make use of Design and Access Statements to obtain relevant information from applicants to show how their scheme will contribute to the policies set out in

## Policy Framework

the PPS and any relevant RSS/DPD policies. This is further amplified by paragraph 42 which sets out the criteria that planning authorities should expect new development to achieve including:

- Compliance with adopted policy on local requirements for decentralised energy and sustainable buildings;
- Take account of landform, layout, building orientation, massing and landscape to minimise energy consumption;
- Deliver a high quality local environment;
- Provide public and private open space so that it offers accessible choice of shade and shelter;
- Give priority to the use of sustainable drainage systems;
- Provide for sustainable waste management; and,
- Create and secure opportunities for sustainable transport in line with PPG13.

### PPS3: Housing

**4.12** PPS3 sets out the national planning policy framework for delivering the Government's housing objectives. These provide the context for planning for housing and the specific outcomes that planning should deliver include:

- High quality housing that is well designed and built to a high standard;
- A mix of both market and affordable housing to support a wide variety of households in all areas;
- Sufficient quantity of housing taking into account need and demand and seeking to improve choice;
- Housing developments in suitable locations which offer a good range of community facilities and access to jobs, services and infrastructure;
- A flexible, responsive supply of land managed such that it makes an efficient use of land including re-use of previously developed sites.

**4.13** PPS 3 reiterates that good design is a key contributor to the creation of sustainable, mixed communities and paragraph 16 highlights those matters that should be considered in assessing design quality.

### PPG4: Industrial, Commercial Development and Small Firms

**4.14** PPG4 notes that one of the Government's key aims is to encourage continued economic development in a way that is compatible with its stated environmental objectives. Paragraph 6 states that in allocating land for industry and commerce, planning authorities should be realistic in their assessment of the needs for business and aim to ensure that there is sufficient land available which is readily capable of development and well served by infrastructure and that there is a variety of suites available to meet differing needs.

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- 4.15** Paragraph 21 states that underused or vacant industrial land should be brought back into beneficial use and that optimum use should be made of potential sites and existing premises in urban areas. In such cases local authorities should identify such areas and indicate their appropriate alternative uses, including industrial and commercial uses.
- 4.16** It is also necessary to have regard to the new draft PPS4: Planning for Sustainable Economic Development, which sets out how planning bodies should, in the wider context of delivering sustainable development, positively plan for sustainable economic growth and respond to the challenges of the global economy.

### PPG13: Transport

- 4.17** The key objectives of PPG13 are to integrate planning and transport at the national, regional, strategic and local level so as to promote more sustainable transport choices; promote accessibility to jobs, shopping, leisure and services by public transport, walking and cycling; and, to reduce the need to travel – particularly by car.
- 4.18** In order to deliver these objectives PPG13 sets out a number of issues that local authorities should consider when preparing development plans and assessing applications. Paragraph 21 in particular notes that local authorities should seek to make the maximum use of the most accessible sites and should be proactive in promoting and setting a clear vision for the development of such sites through the use of planning briefs. PPG13 also advises local authorities to consider the use of traffic and demand management in a way that complements the wider planning and transport objectives.

### PPG15: Planning and the Historic Environment

- 4.19** PPG15 provides a full statement of the Government's policy with regard to the protection of historic environment. In addition the Planning (Listed Buildings and Conservation Areas) Act 1990 provides specific protection for buildings and areas of specific architectural or historic interest.
- 4.20** Paragraph 2.14 highlights that the design of new buildings intended to stand alongside historic buildings needs very careful consideration and that generally it is better that old buildings are woven into the fabric of the living and working community. This can be achieved provided that new buildings are carefully designed to respect the setting of historic buildings and follow fundamental architectural principles of scale, height, massing, and alignment and use appropriate materials.

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- 4.21** Chapter 3 of PPG15 provides clear guidance on aspects of listed building control and advises that applicants must be able to justify their proposals and will need to show why works which would affect the character or a listed building would be desirable or necessary. Advice is also given with regard to the use, alteration and/or extension and demolition of listed buildings.

### PPG16: Archaeology

- 4.22** PPG16 sets out the Government's policy on archaeological remains on land, and how they should be preserved or recorded both in an urban setting and in the countryside. It gives advice on the handling of archaeological remains and discoveries under the development plan and control systems, including the weight to be given to them in planning decisions and the use of planning conditions.

- 4.23** Paragraph 6 of PPG16 highlights the fact that archaeological remains should be seen as a finite and non-renewable resource, which in many cases are highly fragile and vulnerable to damage and destruction, and states that appropriate management is therefore essential, to ensure that they survive in good condition. It goes on to say, that in particular, care must be taken to ensure that archaeological remains are not needlessly or thoughtlessly destroyed, as they can contain irreplaceable information about our past and are valuable both for their own sake, and for their role in education, leisure and tourism.

### PPS22: Renewable Energy

- 4.24** PPS22 and its companion guide outline the Government's commitment to the development of renewable energy, which alongside improvements in energy efficiency and combined heat and power can make a vital contribution to meeting the Government's aim to cut the UK's carbon dioxide emissions by 60% by 2050.

- 4.25** Paragraph 18 notes that local planning authorities and developers should consider the opportunity for incorporating renewable energy projects in all new developments and that small scale renewable energy schemes which utilise technologies such as solar panels, small scale wind turbines, photovoltaic cells and combined heat and power can be incorporated into both new developments and existing buildings.

### PPS23: Planning and Pollution Control

- 4.26** PPS23 sets out the Government's policies on land affected by contamination. Paragraph 22 recommends that where land is known or suspected to be affected by contamination, developers should hold informal pre-application meetings with the Local Planning Authority and other bodies with a legitimate interest. If

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potential for contamination is confirmed, further studies by the intending developer to assess the risks and identify and appraise the options for remediation should be required. The remediation of land affected by contamination through the granting of planning permission should secure the removal of unacceptable risk and make the site suitable for its new use. Further guidance is provided in Annex 2 to PPS23: Development on Land Affected by Contamination.

### PPG24: Planning and Noise

**4.27** PPG24 provides advice on how the planning system can be used to minimise the adverse impact of noise without placing unreasonable restrictions on development. The guidance introduces the concept of Noise Exposure Categories for residential development and recommends a range of noise levels covering day and night time periods. Paragraph 12 notes that when determining applications for development which will be exposed to a noise source, Local Planning Authorities should consider both the likely level of noise exposure at the time of the application and any increase that may be expected in the foreseeable future. Annex 3 to the document gives guidance on the assessment of noise from different sources including roads, railways, commercial and recreational activities.

### PPS25: Development and Flood Risk

**4.28** PPS25 sets out the Government's policy on development and flood risk. It aims to ensure that flood risk is taken into account at all stages of the planning process to avoid inappropriate development in areas at risk of flooding, and to direct development away from areas of highest risk.

**4.29** PPS25 states that the sustainable management of surface water is an essential element of reducing future flood risk to both site and surroundings. Paragraph 5 states that the effective disposal of surface water from development is a material planning consideration in determining proposals for the development and use of land. The disposal of surface water from redeveloped sites should therefore be considered at the earliest opportunity, to enable the most suitable methods to be utilised and accounted for in the land acquisition and design process.

**4.30** Paragraph 8 places a responsibility on regional planning bodies and local authorities to promote the use of sustainable drainage systems for the management of runoff, and ensure that planning applications are supported by site-specific flood risk assessments (FRAs) as appropriate.

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### Key National Strategies

**4.31** A number of key national strategies have also been taken into account when preparing this SPD, and these are outlined below:

### The Sustainable Communities Plan

**4.32** In 2003 the Government published the document 'Sustainable Communities – Building for the Future'. The main objectives of this plan were to: ensure the continued economic success of London and the South East; enable economic growth; encourage regeneration; maintain international economic competitiveness; improve quality of life; and promote sustainable development and the creation of sustainable communities.

**4.33** Sustainable communities are defined by the Government as being communities that:

- Are prosperous;
- Have decent homes for sale or rent at an affordable price;
- Safeguard green and open space;
- Enjoy a well-designed, accessible and pleasant living environment;
- Promote a good quality of life;
- Provide a good working environment; and
- Are effectively and fairly governed, with a strong sense of community.

**4.34** Whilst the Plan's main focus is the four Growth Areas in the South East (Ashford, The Thames Gateway, Milton Keynes and South Midlands, and the London-Stansted-Cambridge-Peterborough corridor), the above principles apply to all future development across the Country.

### The Code for Sustainable Homes

**4.35** The Code for Sustainable Homes was published in December 2006. The Code has been introduced to drive a step-change in sustainable home building practice. It is a standard for key elements of design and construction which affect the sustainability of a new home, and will become the single national standard for sustainable homes, used by home designers and builders as a guide to development, and by home-buyers to assist in their choice of home.

### Building a Greener Future

**4.36** This policy statement was published in July 2007 and sets out how planning, building regulations and the Code can drive change, innovation and deliver improvements to the environment. It sets a programme for assessment against

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the Code to become mandatory and also suggests changes to the energy requirements under the Building Control Regulations which works towards a target of all new homes being zero-carbon by 2016.

### The Housing Green Paper

**4.37** Published by CLG in July 2007, the Housing Green Paper outlines the Government's plans for delivering three million new homes across the UK by 2020. The paper promotes the prioritization of brownfield land for new development over greenfield sites and states that all new housing should be made more sustainable, whilst also being of a higher standard of design, in order to meet the needs of all members of the community. The paper also places an emphasis on the delivery of affordable housing and promotes the use of the Lifetime Homes Standard, to ensure that homes meet people's needs throughout their lives (see [www.buildingforlife.org](http://www.buildingforlife.org) for details).

### Secured by Design and Safer Places

**4.38** Secured by Design is the UK Police flagship initiative supporting the principles of 'designing out crime' through the use of effective crime prevention and security standards for a range of applications. The Secured by Design website can be accessed at <http://www.securedbydesign.com/index.aspx>

**4.39** 'Safer Places – The Planning System and Crime Prevention' was published by the Planning Directorate of the Dept. for Communities & Local Government and the Home Office in 2004. This guide challenges developers and designers to think holistically about developments, and sets out ways in which the planning system can take account of crime prevention and personal safety. It also recognises the merits of using the SBD model.

### The Regional Policy Context

**4.40** This SPD has been prepared within the context of the guidance set out in the East of England Plan. A summary of the key policies contained within the plan is provided below:

### The East of England Plan

**4.41** The East of England Plan was published in May 2008. This supersedes an initial RSS which comprised the former Regional Planning Guidance for East Anglia (RPG6) together with relevant sections of Regional Planning Guidance for the South East (RPG9). It also supersedes many of the policies of the Hertfordshire Structure Plan (1998).

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**4.42** Policy SS1 of the East of England Plan seeks to apply the guiding principles of the *UK Sustainable Development Strategy 2005* and the key elements contributing to the creation of sustainable communities, as set out in the Government's *Sustainable Communities: Homes for All (2005)*. Policy SS1 states that local development documents, and other relevant strategies, should:

- Help meet obligations on carbon emissions; and
- Adopt a precautionary approach to climate change by avoiding or minimising potential contributions to adverse change and incorporating measures which adapt, as far as possible, to unavoidable change.

**4.43** In particular, the East of England Plan seeks to ensure that development:

- Maximises the potential for people to form more sustainable relationships between their homes, workplaces, and other concentrations or regularly used services and facilities, and their means of travel between them; and
- Respects environmental limits by seeking net environmental gains wherever possible, or at least avoiding harm.

**4.44** Policy SS3 of the East of England Plan identifies 21 Key Centres for Development and Change (KCDCs) where new development should be concentrated in order to achieve sustainable development. Hatfield and Welwyn Garden City are, together, identified as a KCDC. The East of England Plan also identifies four sub-areas where future planning will need to address sets of issues requiring local authorities and other agencies to work across administrative boundaries. These areas are the Cambridge Sub-Region, Essex Thames Gateway, Haven Gateway and the London Arc. Welwyn Hatfield falls within the London Arc, which comprises areas very close to and strongly influenced by London.

**4.45** As part of the East of England Plan's wider strategy for the London Arc, Policy LA3 sets out the spatial strategy for the Hatfield and Welwyn Garden City KCDC as follows:

- Overall housing growth of a minimum of 10,000 additional dwellings from 2001 to 2021 focussed mainly on Hatfield and Welwyn Garden City – identification of urban extensions will require a strategic review of the green belt that allows scope for continued growth until at least 2031;
- Substantial employment growth capitalising on links to Central London and Stevenage;
- Ensuring an adequate supply of employment land by developing new sites and rationalising and regenerating existing ones;
- Making the most of opportunities associated with the University of Hertfordshire;
- Reinforcing Welwyn Garden City town centre;
- Creating a more vital Hatfield town centre.

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- Action to raise opportunities and expectations and making better provision for health education, employment, transport and quality of life;
- Retaining and improving the image and quality of the two towns including provision of enhanced green infrastructure between Hatfield and St Albans; and
- Additional waste water treatment capacity.

**4.46** Policy H1 of the East of England Plan sets out the housing delivery targets for the Borough between 2001 and 2021 (see above). This local requirement is part of a much larger figure of at least 508,000 new dwellings for the East of England region, required to respond to housing pressures, problems of affordability and household projections such as decreases in household size, more single person households and an ageing population. Within the overall housing requirement for the area, the East of England Plan notes that the delivery of housing should be monitored against the target for some 35% of housing coming forward through planning permissions to be affordable (Policy H2).

**4.47** In addition to this, the Plan also sets an indicative target for the net growth of 68,000 jobs in Hertfordshire for the period 2001 to 2021 (Policy E1). It does not, however set a target for each individual local authority area. Policy E2 notes however that Local Development Documents should ensure that an adequate range of sites/ premises are allocated to accommodate the full range of sectoral requirements to achieve the indicative job growth targets outlined above.

**4.48** Policy T1 sets out the Regional Transport Strategy for the East of England and seeks to widen travel choice by increasing and promoting opportunities for travel by means other than the car, particularly walking, cycling and public transport; improve access to jobs, services and leisure facilities; tackle congestion; improve air quality; reduce greenhouse gas emissions; and encourage the carriage of freight by rail.

**4.49** Policy ENG1 concerns the reduction of carbon dioxide emissions and the improvement of energy performance in the region. The Plan states that in order to meet regional and national targets for reducing climate change emissions, new development should be located and designed to optimise its carbon performance. In particular the policy notes that local authorities should maximise opportunities for developments to set new yardsticks of performance in the use of energy from on site renewable and/or decentralised renewable or low carbon energy sources (particularly in Key Centres for Development and Change). In addition to this, the Plan also states that local authorities should promote innovation through incentivisation, masterplanning and development briefs. The policy also advises that in the interim a minimum 10% of the energy consumed in new development should come from such energy sources. Supporting this, Policy ENG2 provides regional renewable energy targets for 2010 and 2020.

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- 4.50** With regard to waste management, Policy WM1 of the East of England Plan highlights that development should be designed and constructed to minimise waste, make maximum use of recycled materials and facilitate the collection, separation, sorting, recycling and recovery of waste, and that in particular, high density and mixed use development should provide for waste collection and management in its design.
- 4.51** It is also necessary to have regard to Policy ENV1 (green infrastructure) and Policy ENV7 (quality in the built environment), both of which are relevant to this SPD.

### Key Regional Strategies

- 4.52** In addition to this, a number of key regional strategies were also taken into account when preparing this SPD, and these are outlined below:

### Regional Economic Strategy for the East of England 2008 - 2031

- 4.53** The RES identifies a series of strategic ambitions for the London Arc, of which Welwyn Hatfield is a part, including to:
- Support the development of basic business infrastructure (e.g. power and water supply and treatment) to support housing and economic growth;
  - Support measures to raise employment rates and the profile of higher value employment across the arc by overcoming barriers to employability and raising basic and higher level skills and participation in deprived wards;
  - Support the sub-regional roles of Key Centres for Development and Change by recognising the reality of sub-regional economies and the need to support the roles that they play within the region and the sub-region;
  - Deliver a high quality and sustainable urban environment across the arc, that supports historic assets, brings forward brownfield sites for development and delivers regeneration in the former new towns;
  - Ensure a supply and mix of employment land and premises in sustainable locations that meet the needs of business, supports the requirements of key sectors, growing businesses, innovators and start-ups;
  - Enable and facilitate cluster expansion, business innovation and radical performance enhancements around the arc's globally leading companies and research institutes, supporting and enabling supply chains and business networks; and
  - Continue to grow the University of Hertfordshire as the UK's leading business-facing university and Anglia Ruskin University's applied science offer.

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### The Local Policy Context

**4.54** In addition to the Development Plan, a number of other local policy documents have also been considered when preparing this SPD, and these are outlined below:

### Parking Standards SPG

**4.55** This guidance supports saved policy M14 of the District Plan and sets out the demand based car parking standards to be applied as part of the strategy to reduce dependence on the car and encourage greater use of non-car modes of travel.

### Supplementary Design Guidance

**4.56** This document supplements the design policies of the District Plan and provides guidance on a range of design issues. The guidance also includes the sustainability checklist that is expected to accompany all applications as indicated in saved policy SD1 of the District Plan.

### HCC Local Transport Plan and the WGC Urban Transport Plan

**4.57** The current Local Transport Plan covers the period 2006/7 to 2010/11 and sets out the County Council's commitment to improving transport within Hertfordshire. Here, it is important to have regard to the County Council's rail strategy, which notes that improvements are needed to the footbridge access to Welwyn Garden City railway station.

**4.58** The WGC Urban Transport Plan outlines a number of proposed transport improvements for Welwyn Garden City within the context of the Hertfordshire Local Transport Plan, including the need for a replacement footbridge across the railway with improved station access. The plan estimates the cost of this project to be approximately £5 million and notes that its delivery would need to be led by Network Rail and the site developers, with support from the County Council, Welwyn Hatfield Council and First Capital Connect.

### Relevant Local Strategies and Studies

**4.59** This SPD has also been prepared in the context of a number of other relevant local strategies and studies, which are outlined below:

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### The Sustainable Community Strategy

**4.60** The Sustainable Community Strategy (SCS) for Hertfordshire is “*Hertfordshire 2021: A Brighter Future*”. Produced by Hertfordshire Forward, a partnership of the key agencies in the county with an interest in improving the quality of life and wellbeing of local people, the SCS identifies nine key areas of concern for improvement:

- Jobs, prosperity and skills;
- Safer and stronger communities;
- Children and young people;
- An ageing population;
- Health and well-being;
- Housing, affordable housing and quality neighbourhoods;
- Transport and access;
- Sustaining Hertfordshire’s unique character and quality of life; and
- Promoting sustainable development.

**4.61** To help address these key areas, the partnership has agreed a set of actions, which will support the achievement of a series of long term (2008-2021) objectives.

### Building Futures

**4.62** Building Futures provides practical, user-friendly guidance for planning officers and developers on how to make development in Hertfordshire as sustainable as possible.

**4.63** It is an important resource for everyone involved in the preparation of development proposals, for local authorities and other agencies in assessing those proposals, and for individuals with an interest in development in the county.

**4.64** Building Futures is an evolving web-based guide. The guide currently contains eight modules, each covering a sustainable building topic area. The website can be accessed at <http://enquire.hertscc.gov.uk/buildingfutures/default.cfm>

### Active Hertfordshire Sports Facilities Strategy

**4.65** The Active Hertfordshire Sports Facility Strategy was launched by the Hertfordshire Sports Partnership in 2008. The purpose of this study is to inform the level and nature of sports facility provision that is needed in Hertfordshire.

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**4.66** The study shows that in Welwyn Hatfield there is the need for 1.1 additional sports hall facilities (4 badminton court size and above), 0.3 swimming pools (4 lane x 25m and above), and 130 fitness stations (affordable and accessible for community use) by the year 2016, based on an increase in population.

### Welwyn Hatfield Corporate & Community Plan 2021

**4.67** The Corporate and Community Plan sets out the Council's shared long term vision for Welwyn Hatfield in 2021, which is for the Borough to be a place where people live together in healthy, safe and strong communities, have a thriving economy and a pleasant and sustainable environment.

**4.68** The emerging shared long term objectives of the Plan reflect both local and county-wide priorities and have been used to inform the production of the masterplan for Broadwater Road West. The objectives cover:

- Jobs, Prosperity and Skills – promoting vocational and foundation skills for young people to maximise their employment opportunities;
- Safer and Stronger Communities – tackling serious acquisitive crime linked to drugs markets;
- Children and Young People – valuing our children and young people and sharing the responsibility of raising them;
- An Ageing Population – increasing the independence of the elderly in their community;
- Health and Well-Being – increasing smoking cessation and physical activity in the over 16s, and reducing teenage pregnancy;
- Affordable Housing and Quality Neighbourhoods – delivering new affordable homes within mixed and sustainable communities;
- Transport and Access – improving accessibility to, and the use of, public transport;
- Sustaining Welwyn Hatfield's unique character and quality of life – supporting housing and employment growth while respecting the unique character and history of the area; and
- Promoting Sustainable Development – tackling the climate change agenda effectively.

**4.69** The Community Plan further identifies a wide range of priorities and short-term actions and the Corporate Plan captures the Council's promises for the Borough and is supported by a range of short term actions and medium term objectives.

### Welwyn Hatfield Cycling Strategy

**4.70** The main objectives of the cycling strategy are:

- To increase utility cycle trips e.g. journeys to work and school

## Policy Framework

- To increase cycle use generally; and
- To decrease journeys made by car

**4.71** These objectives reflect a number of national and regional policy documents including 'a New Deal for Transport', the national cycle strategy and Hertfordshire's Local Transport Plan.

### Central Herts Employment Land Review

**4.72** In partnership with Hertsmere Borough Council and St Albans District Council, the Council commissioned an Employment Land Review for Central Hertfordshire which has been a consideration in deciding how much land at Broadwater Road West could be released from employment uses.

**4.73** An Interim Report was produced in November 2006 based on the based on the job growth figures set out Policy E2 of the draft East of England Plan, December 2004. For the period from 2001 to 2021 it is forecast that Welwyn Hatfield will have 74,000 square metres oversupply of office floorspace (including planning consents granted but not yet built) and 146,000 square metres of industry and warehousing. This situation of oversupply is based on the premise that sites will be redeveloped for new floorspace and that this new floorspace will employ people at higher densities than in the past. The Report does not translate floorspace predictions into land areas because there are wide variations in plot ratios depending on the location of employment developments. At typical plot ratios achieved by new development completed from 2001 to 2006 in Welwyn Hatfield, however, it is estimated that this equates to approximately 40 hectares of oversupply. The Broadwater Road West site was assessed in the Report as being of average quality.

**4.74** Draft analysis produced in February 2007, based on the job growth scenario set out in the Secretary of State's Proposed Changes to the East of England Plan forecasts only very small changes to the forecast floorspace figures in the Interim Report. It is envisaged that final figures will be published in a London Arc Hertfordshire Employment Land Review.

**4.75** The CHELR is however currently being updated following the adoption of the East of England Plan, as part of the London Arc Hertfordshire Employment Land Review (LAHELRL). The partner authorities working alongside the Council to complete the LAHELRL include Broxbourne, Hertsmere, Three Rivers, Watford, Dacorum and St. Albans. The purpose of LAHELRL will be to enable the partner authorities to update their Employment Land Reviews (to take account of the revised job growth forecasts in the EEP) and the evidence will help to inform the partner authorities' Local Development Frameworks.

## Policy Framework

### Leisure and Community Review for Welwyn Garden City

**4.76** The Leisure and Community Review was prepared to identify the leisure and community facility needs/ demand within Welwyn Garden City and to highlight the potential development opportunities to address them. Those areas where a clear need was highlighted include:

- A centralised multi purpose community facility with a particular demand for facilities for young people to “hang out”, multi-purpose faith group facilities and shared meeting rooms.
- A centralised cultural facility the key focus of which could be a local museum.
- A strong demand for commercial leisure to improve the evening economy such as bars, restaurants, cinema etc.

**4.77** In looking at development options the study proposes Broadwater Road West as a site suitable for considering a commercial cinema-led leisure development, with supporting development opportunities including at least one other element of commercial leisure provision. However, a key point relating to local demand is that when consulted on this proposal, the local community were keen to ensure that any commercial leisure facilities should be designed to be something more in keeping with the Garden City’s heritage than the ‘leisure park’ typical of such developments elsewhere.

**4.78** More recently however, an economic analysis of the predicted demand and supply for cinema screens has been undertaken in the Retail and Town Centre Needs Assessment (a borough wide study undertaken for the Council in November 2007). This later study indicates that there is already sufficient capacity to meet predicted demand to 2021 for cinema provision within the town (even taking into account the rise in population likely to occur if the proposals for increased housing provision in the Borough set out in the draft Regional Spatial Strategy were to take place). A canvass of leisure operators was also carried out for this study and no interest was indicated at this stage. Therefore it is questionable as to whether there would be enough market demand for a cinema-led commercial operation on the Broadwater Road West site.

**4.79** Using an industry-standard model, the Leisure and Community Review also indicated that there is likely to be an oversupply of health and fitness facilities within a 10 minute drive time of Welwyn Garden City by 2010. It indicated that there was a good mix of public and private provision but that there is a concentration of such uses in the south of the Borough. The Retail and Town Centre Needs Assessment, however, works to a longer time horizon (to 2021) and has indicated that there could be scope to improve health and fitness provision in line with predicted increases in membership rates and the potential increase in the Borough’s population arising from the increased housing provision proposed in the East of England Plan.

### The Housing Needs Survey and Strategic Housing Market Assessment

- 4.80** The Housing Needs Survey (2004) recommends that the target sought for affordable housing should be 40% of all suitable sites negotiated. This target should be apportioned for housing for social rent (70%) and intermediate housing (30%) to meet the assessed need of low income households, key workers and others on average incomes unable to purchase a home. Furthermore there should be a mix of house types in both market and social sectors but there is a need for flats and detached houses to address the shortages in the existing stock and provide a more balanced housing market.
- 4.81** A Strategic Housing Market Assessment has been commissioned by Welwyn Hatfield Council, along with Watford, Three Rivers, St. Albans, Hertsmere, Dacorum and Hertfordshire County Council. This assessment will help provide an understanding of how housing markets operate to inform housing policies in future local development documents in accordance with Planning Policy Statement 3: Housing. The matters to be dealt with by the assessment include:
- The proportion of households requiring market and affordable housing;
  - The profile of household types requiring market housing; and
  - The size and type of affordable housing required.
- 4.82** Once completed, this will supersede the Housing Needs Assessment.

# Masterplan Framework

## 5 Masterplan Framework

- 5.1** In his book 'To-Morrow: A Peaceful Path to Real Reform' (first published in 1898), Ebenezer Howard wrote about raising the standard of health and comfort of all true workers whatever their grade. His aspiration was to combine the advantages of human society and the beauty of nature - the idea that town and country must be married. Following this, in 1920, the architect and planner Louis de Soissons produced the first masterplan for Welwyn Garden City, based on this visionary working model that Howard had previously described.
- 5.2** Garden City philosophy strongly supports the idea of engendering community spirit and self-sufficiency through settlement and neighbourhood design. Whilst Louis de Soissons' interpretation for Welwyn Garden City accommodated car-based travel, the designs were intended to encourage significant walking and cycling through the proximity of zoned uses and attractive, green, landscaped spaces.
- 5.3** The vision and spatial objectives that have been developed for the Broadwater Road West site seek to integrate this garden city philosophy with the very best of high quality 21st Century design, to create a sustainable and supported neighbourhood, which can successfully connect with the local community: therefore building on the vision set out by Howard over a century ago.
- 5.4** In considering how this vision can be translated into reality it is again useful to consider Howard's views. Howard was very forward thinking for his time and recognised that the garden cities he promoted would one day need to expand, and on this point he wrote "the town will grow, but in accordance with a principle, which will result in this - that such growth shall not lessen or destroy, but ever add to its social opportunities, to its beauty, to its convenience". In addition to this, Ebenezer Howard also recognised that 'each generation should build to suit their own needs' but that all development should aspire to promote a higher standard of quality of life, in line with the original garden city ideals.
- 5.5** Whilst the Broadwater Road West site was originally earmarked for industry, and some of the first major employers in the town were located on this site, in the eighty years since, there have been a number of significant changes in the town, and as a result the role of this site has now changed. It is our intention that the development of this site should therefore emphasise the garden city principles outlined above, reflect current best practice guidance and build on the lessons learnt from other exemplar sustainable developments, in its layout, design and delivery.
- 5.6** The following chapters set out the development framework and design guidance being promoted for the site, which should assist in the interpretation of this vision.

# Masterplan Framework

## Key Elements

**5.7** The development of the site should be of the highest quality, in keeping with Policy D1 (Quality of Design) of the District Plan, and respecting the spirit of the garden city design principles. Drawing on the vision and objectives outlined in Chapter 1, the following key elements have been identified and are proposed as part of the masterplan for the site (see Figure 5.1).

### Summary of Key Elements

#### **Broad land use arrangement:**

- Mixed use blocks
- New residential community
- Employment hub next to station

#### **Provision for the local community:**

- Affordable housing
- Leisure opportunities
- Community facilities
- Youth facilities

#### **Retain and refurbish listed structures:**

- Former Roche building
- CPUK silos & block structures

#### **Permeable block layout promoting:**

- Grid form
- Hierarchy of routes

#### **Provide open space and landscape:**

- Tree-lined avenues
- Public green space
- Community parks
- Young people's play
- Provision for older youth groups and teenagers

#### **Respects Garden City design:**

- Acknowledges the industrial heritage
- Echoes the spirit of the Garden City
- Promotes Eco-city ideas

#### **Achieve sustainable design:**

- Aim for Code Level 4
- Maximise energy efficiency
- Promote water efficiency measures
- Balanced approach to car parking

#### **Enhance links to/ from the site:**

- New bridge link to town centre
- Encourage east-west links

#### **Sustainable resource management:**

- Promote a site wide CHP
- Provide an on site recycling centre

# Masterplan Framework

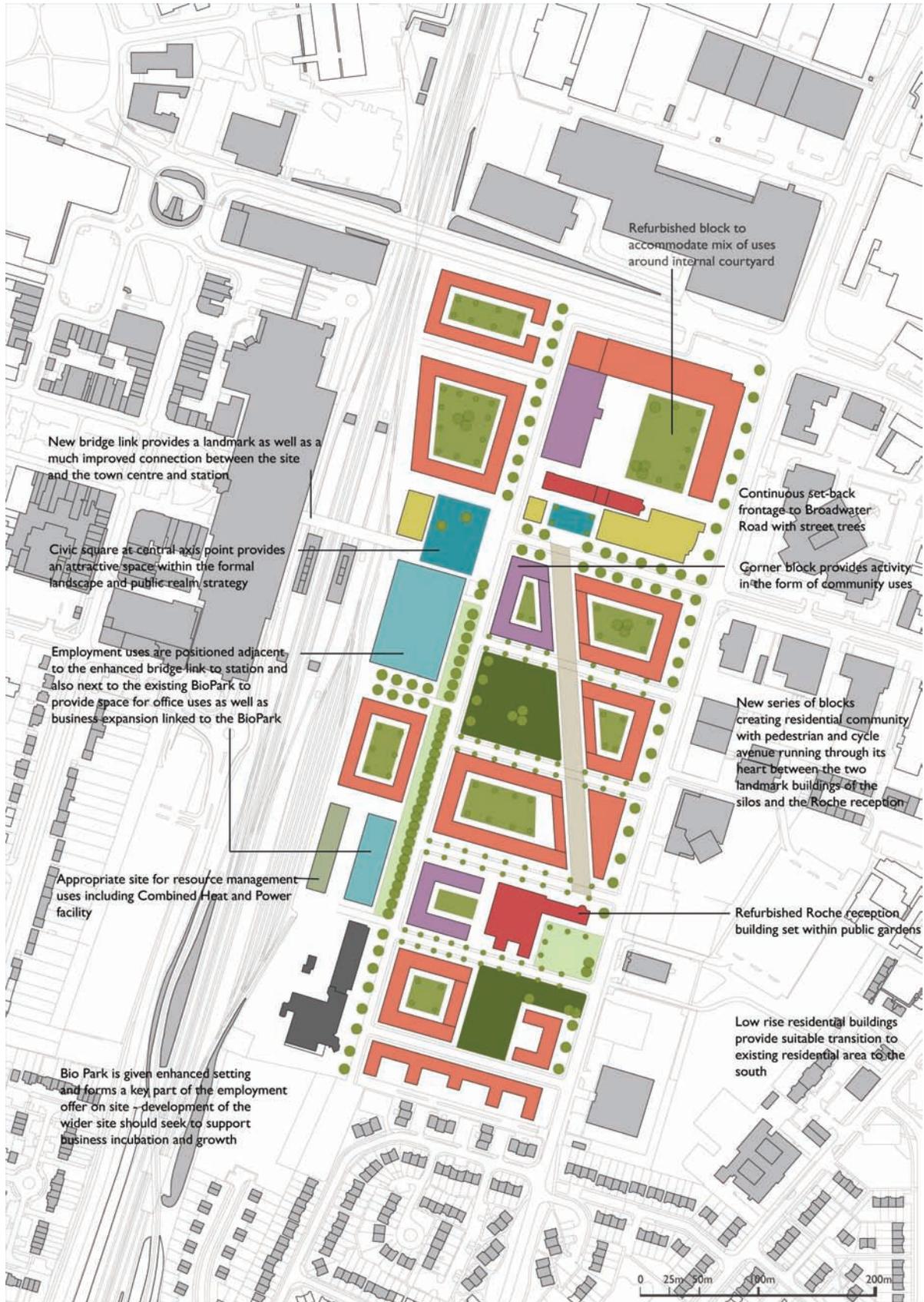


Figure 5.1 Broadwater Road West Masterplan Framework

## Masterplan Framework

### Land Uses

- 5.8** Following the closure of many of the operations on site, the District Plan review process identified the site as suitable for redevelopment.
- 5.9** Policy EMP3 allocates the site for mixed use development, and this mix should primarily comprise :
- Employment;
  - Housing;
  - Leisure; and
  - Rail-related uses.

### Land Use Strategy

- 5.10** Given the findings of the Central Hertfordshire Employment Land Review (as explained earlier in Chapter 4) it is considered that there is an oversupply of employment land within the Borough. As such the proportion of employment land to be re-provided on the site has been reduced from the existing scale to 19,000sqm.
- 5.11** The healthy communities agenda and national, regional and local policy guidance encourage the establishment of sustainable communities through the regeneration of brownfield sites. Moreover, the demand for housing coupled with the housing targets allocated for the Borough means a significant portion of the site should be redeveloped for housing. Importantly, this will also support the viability of the overall scheme.
- 5.12** The site presents a significant opportunity in this regard. The scale of redevelopment gives rise to the opportunity to create a self-sufficient development, particularly with respect to resource use. There is the potential to establish a low carbon and/or renewable energy system to meet all heating and power needs on site.
- 5.13** The approach taken to the disposition of land uses on the site has been closely informed by the site's character and context. With the western edge of the site running adjacent to the rail line, there is a need to consider the noise/vibration impacts on new development on the western side of the main north-south axis. Similarly any road traffic noise from Broadwater Road should be given consideration at detailed design stages. In assessing applications coming forward for the site it will be important to consider the nature of uses proposed against this framework and their compatibility.

## Masterplan Framework

- 5.14** The presence of the Bio Park at the southern end of the site means that there is the potential to support employment activities by locating them on the western side of the site.
- 5.15** The existing residential community to the south (and further to the east) suggest that a smooth transition between new and existing could be best achieved by locating the heart of the residential community to the south of the site.
- 5.16** A key objective in arranging the land uses on the site is to encourage social integration across the wider area and take positive steps to avoid the creation of a 'gated community'. Whilst the new community facilities should predominantly serve the new neighbourhood that is being created there is the opportunity to create links with the wider community. The replacement/enhancement of the pedestrian footbridge across the railway to the town centre is a key priority and will assist in the integration of this site.
- 5.17** As a listed building the Roche reception building does not lend itself easily to residential conversion and therefore alternative uses will be considered. These include community, cultural, office or a hotel facility (or even a combination of these uses).
- 5.18** Similarly, the listed silos on the CPUK site also present a challenge to convert to alternative uses. The cylinders themselves could be considered for storage or as display space, but are unlikely to be able to support any subdivision into residential units by the nature of their construction. There is potential, however, to re-use the top and ground floors of the silos for a commercial or leisure purpose although any proposal would need to be considered within the context of the wider CPUK factory. Again the priority is the retention and viable re-use of this listed building and residential, office, cultural or leisure facilities (or a combination of such uses) would be considered appropriate.
- 5.19** The land use strategy for the site is illustrated in Figure 5.2. The strategy encompasses the following principles:
- Blocks should be primarily mixed with active public uses focused towards the main routes to allow surveillance;
  - Primarily non-residential uses should line the rail tracks;
  - The arrangement of residential and community uses should support the establishment of a mixed and sustainable community: and,
  - The reflection of garden city principles at a higher density of urban living through a formal layout, interspersed with high quality open land and landscaping.

# Masterplan Framework



Figure 5.2 Land Use Strategy

## Masterplan Framework

### Individual Components

**5.20** This section sets out the individual components of the masterplan framework that should be provided on this site.

### Resource Management Facility

**5.21** As stated above, a key land use which will benefit the entire development is that of a Combined Heat and Power facility. The most appropriate location for this use is along the rail line to minimise conflict with other more sensitive uses. The preferred location for this facility is shown to the north of the BioPark in Figure 5.2. The optimum option would be to establish one large CHP unit which could provide the heating, cooling and power for the entire site's development (with potential for further development beyond the site to link into the system). However delivering this option is dependent on the Council's ability to secure the comprehensive redevelopment of the site in a timely manner and the support of the landowners.

**5.22** An alternative option is the provision of smaller facilities associated with individual land parcels of development alongside the use of other renewable energy sources e.g. solar or wind. The use of photovoltaics, for example, could complement the use of a CHP. The Council has an aspiration to promote a sustainable exemplar of development on this site. The provision of a CHP (or suitable alternative) would not only assist in the aspiration to achieve a high rating on the Code for Sustainable Homes for the residential units but would enable all development coming forward to also achieve the renewable energy targets set by the East of England Plan.

**5.23** A local recycling facility is also incorporated into the single unit option to support the overall resource management objectives on site. The design of this block should be an innovative response to its function and should provide an attractive addition to the internal streetscape. It is recognised that the types and quantities of waste arising from the redeveloped site will need to be profiled and considered alongside other sustainable waste strategies consistent with the Waste Local Plan (and the emerging Waste Local Development Framework) before the final design and specification of this facility can be agreed.

**5.24** Close attention to accommodating the transportation requirements associated with the CHP facility will be required. Vehicles transporting material to the facility should be managed in such a way as to minimise disruption to the residential neighbourhood. Restricting vehicles to one route in and one route out through the site would partially achieve this. In addition, deliveries could be restricted to certain times of the day or up to a maximum of movements per day.

## Masterplan Framework



**CHP Facility at Bedzed**



**Inside a CHP Facility (CHP Association)**

### Residential Development

- 5.25** The sustainable vision for the site suggests efficient use of land and the encouragement of significant residential development close to public transport nodes and central amenities.
- 5.26** The site as a whole should provide for a mix of dwelling size and types although houses should be primarily located in the southern half of the site, where building heights will be lower.
- 5.27** All residential units should have access to individual or communal private outdoor space. This space should be attractive, functional and appropriate in size for the estimated number of inhabitants of the unit.
- 5.28** The demand for affordable housing in the borough is significant and therefore a proportion of the residential development will be required to address this demand. The District Plan Policy H7 requires a minimum of 30% affordable housing. However, in order to contribute to the monitoring target set by the East of England Plan we will seek to deliver 35% affordable housing on this site. The proportion, type and mix of affordable housing will be informed by the latest housing needs survey, the Strategic Housing Market Assessment (when completed) and the Council will also make use of its Three Dragons Toolkit when assessing site viability and the delivery of affordable housing and other

## Masterplan Framework

planning obligations. Where Housing Corporation grant funding is sought to assist in the delivery of affordable housing, the units will be required to meet Housing Corporation Scheme Development Standards.

- 5.29** Different tenures of residential accommodation should be well integrated and dispersed across the whole site. Each land parcel allocated for residential use will be expected to provide a proportion of affordable and/or key worker housing. Housing provision should also reflect local needs, both now and in the future. As such the form of housing should be to Lifetime Home standards where possible and in accordance with District Plan Policy H10, the Council will seek to secure a proportion of dwellings to be built to such a standard. Provision for the frail, elderly and those with special needs would be considered in line with the housing policies in the District Plan and the objectives of this SPD .
- 5.30** The launch of the Code for Sustainable Homes in December 2006 provides a strong context for delivering the sustainable vision for the site. The Code sets out a series of essential elements for any new residential development which are:
- Energy efficiency;
  - Water efficiency;
  - Surface water management;
  - Site waste management;
  - Household waste management; and
  - Use of materials.
- 5.31** The Code also identifies optional elements which should be considered in the design of new development:
- Lifetime Homes (see above)
  - Additional sound insulation;
  - Private external space;
  - Higher daylighting standards;
  - Improved security; and
  - A home user guide.
- 5.32** The Code sets out a six level scoring system which is performance based. It is envisaged that development on the site will strongly reflect the targets and standards set out in the Code with the aim that all residential development can achieve an aspirational target of Code Level 4. A CHP system would form a major element in achievement of this target, but that should not mean other methods to reduce the resource footprint within the individual developments are not maximised.

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### Mixed/flexible use

- 5.33** It is fundamental that, in order for the development of this site to result in a sustainable community, it should incorporate a mix of uses. This mix should primarily address the needs of people living on the site but may also support the wider existing areas of housing nearby in Peartree ward.
- 5.34** Given the mix of uses promoted by the masterplan, community uses that should be considered include a crèche and/or nursery. The need for a community venue, which can be used by faith groups, and meeting rooms in the town has been identified in the Welwyn Garden City Community and Leisure Review and following public consultation on the draft SPD there was significant demand expressed by the local Muslim community for a mosque/permanent place of worship in the town as their current facilities are inadequate. Youth provision was also an issue that many people commented on as part of the public consultation with ideas mooted for the development of a youth hub. Furthermore, it is noted that the YMCA are actively seeking to expand their operations in Welwyn Garden City.
- 5.35** The land use strategy allocates c. 8,000 sqm of mixed use space at ground floor levels (and where appropriate at first floor level). A degree of flexibility has been integrated into the land use strategy to allow for future adaptation and change over time. Figure 5.2 indicates some specific blocks where mixed use should be accommodated. In these instances it is intended that active ground floor uses such as community facilities should be accommodated at ground floor level with residential units above (although the design of these blocks will need to reflect the public nature of the ground floor uses and the private needs of the residential units above).

### Employment Use

- 5.36** The employment uses to be accommodated on site will necessarily be informed by market demand. The activities associated with the BioPark provide an opportunity for enhancing the knowledge economy of Welwyn Garden City. The land use strategy allocates c. 19,000 sqm for employment space.

### Leisure Use

- 5.37** The site has potential to accommodate a limited amount of leisure uses. The type of leisure provided should be informed by the market and any technical studies/evidence prepared by the Council and its partners. The land use strategy allocates c. 9,000 sqm for leisure uses. The south eastern corner building of the Cereal Partners block could present an attractive option for refurbishment. Whilst, under current conditions, little operator interest has been identified in such facilities, it is important that the potential to retain a capability to accommodate such a facility is maintained in the masterplan. Following public

## Masterplan Framework

consultation on the draft document, there has been strong public demand for a swimming pool to be considered as part of any redevelopment of this site. Whilst this would be an acceptable land use, the provision of such a facility would need to be considered in terms of traffic generation and its relationship with any adjoining land uses to ensure that there is no harmful impact on amenity or character of the wider area.

### Open Space

**5.38** The provision of well landscaped open space and planting is intrinsic to the character of Welwyn Garden City and should be a key feature of this development.

**5.39** Open space provision on this site should be in accordance with the requirements set out in Policy OS3 of the District Plan. The Council will therefore expect provision of children's play space to meet the NPFA's minimum requirement of 0.8 hectares per 1,000 people, with particular emphasis on provision for children's play in the form of Local Areas for Play (LAP) and Local Equipped Areas for Play (LEAP). It is anticipated that a LEAP and LAP will be required to be provided across the site. Also incorporated within this standard, and reflecting the findings of the Leisure and Community Review should be provision of an area for older children and teenagers to "hang out". Such an area could be developed alongside the provision of dedicated youth facilities (as discussed at paragraph 5.34) and could include the provision of a Multi Use Games Area (MUGA), a teenage shelter as a meeting area as well as other opportunities for outdoor recreation. It is considered that this would best be located centrally within the site where a large area of open space is promoted alongside the mixed use floorspace.

**5.40** Further open space and landscaping, reflecting Garden City design principles, should also be provided for incidental enjoyment throughout the Broadwater Road West site.

### Rail Related Uses

**5.41** The need for rail related uses has been explored during the course of producing this masterplan although none has been identified. However, Network Rail have confirmed that the existing railway sidings are still required for maintenance purposes and this should be considered in relation to new development adjacent to this part of the railway line.

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### Density of Development

- 5.42** Government guidance advises that local planning authorities should avoid the inefficient use of land and emphasises that good design is fundamental to the development of high quality housing. Density of development on this site should achieve a balance between the highly accessible location of the site, the residential character that exists in Welwyn Garden City and the satisfaction of the design policies in the District Plan. This will involve achieving a balance between people, activity and open space.
- 5.43** There are a number of factors influencing the optimum density for the site including that of acceptable building heights. The factory silos are the tallest structures on the site and should remain as a landmark feature with no competing development in the local context. The buildings around the factory are an appropriate height and should inform the height of any new development around the silos. Building heights should be reduced towards the southern end of the site to respond to existing surrounding properties. Development along the railway lines should be managed to provide a level of screening whilst maintaining views to the silos as well as permeability through the site. Due to increased activity along Broadwater Road, there is an opportunity to increase building heights and step back development on this part of the site to create a tree-lined avenue that will form the main route through the area.
- 5.44** The density and layout of development on the site should take account of the need to both mitigate and adapt to climate change. Crucially the amount and distribution of green space will have an important impact on adapting for warmer temperatures and extreme weather. In particular all play spaces should have shade for most of the day which could be provided by tree planting. The presence of a good amount of green space across an area has been modelled and found to keep temperatures at or below current temperatures up until 2080 (ASCCUE project in Manchester). The development should address the need to mitigate and adapt to the impacts of climate change and the balance of green space and building density will be central in achieving this.
- 5.45** Each residential block should be well balanced – providing an appropriate number of good sized units with significant access to both private and public open space. As part of this calculation the demand for parking should be kept to a level which satisfies need but does not require major interventions across the site.
- 5.46** In considering schemes coming forward for development on this site it is recognised that higher densities will be appropriate but it is imperative that the aims of the masterplan are not compromised and that design is the key factor in deriving the densities proposed. Given the objectives of this SPD and the design guidance promoted in Chapter 6, the modelling undertaken by Urban

## Masterplan Framework

Practitioners in developing the masterplan has resulted in an average density across the site of 75dph. Policy H6 of the District Plan allows for densities in excess of 50 dwellings per hectare in central areas and in areas with good accessibility provided that the development does not have an adverse impact on the character of the surrounding area and complies with other design policies in the Plan.

## 6 Design Guidance

- 6.1** In line with Policy D1 (Quality of Design) of the District Plan all the buildings on the site should be of the highest quality design. The designs should translate the industrial legacy of the site into an attractive residential quarter with strong character. Designs should reflect the industrial character whilst also incorporating key Garden City principles into the layout to represent an intelligent modern interpretation of the Garden City.
- 6.2** New buildings should uplift the area, establishing a new benchmark for design quality in this part of Welwyn Garden City. The highest quality materials should be used, with every effort made to re-use or recycle construction materials.
- 6.3** In line with the sustainable vision for the site, it is expected that the environmental performance of design will be of an innovative level. A high standard will be expected across the entire site, with clear recognition of the standards promoted by the Code for Sustainable Homes and BREEAM (Building Research Establishment Assessment Methods). The use of SuDS (Sustainable Drainage Systems) or their appropriate alternative and other water efficiency measures will be a key consideration and will be the responsibility of the developer in terms of their delivery and ongoing maintenance. Various SuDS techniques are available although the suitability and design of any system will need to be determined through consultation with the Council, the Environment Agency and Thames Water to establish that the design methodology is satisfactory and to agree a permitted rate of discharge from the site. Certain types of SuDS can also work alongside new landscaping to create sustainable habitats that will benefit biodiversity.
- 6.4** As noted above, residential properties should have regard for the targets associated with the Code for Sustainable Homes and all buildings on the site should maximise their sustainable potential. Features such as green roofs and grey water harvesting/recycling should be considered and further guidance on the design and implementation of these and other sustainable design elements can be obtained in the Hertfordshire Sustainable Design Guide - Building Futures ([www.hertslink.org/building-futures](http://www.hertslink.org/building-futures)).
- 6.5** Furthermore, the District Plan sets out the following design principles which should inform all new developments and change in the town:
- Character - to respect and relate to the character and context of the area in which development is proposed;
  - Legibility - to enhance and contribute to the legibility of the development itself and of the area in which it is located;

## Design Guidance

- Adaptability - to promote flexible and versatile buildings and open spaces that can respond to changing social, technological, economic and market conditions;
- Diversity - to consider a fine-grained mix of uses, users and forms that serve to create important, sustainable places.
- Continuity and Enclosure - to incorporate the principles of continuity and enclosure to distinguish between public and private spaces;
- Quality of the Public Realm - to create or enhance public areas/public realm; and,
- Ease of Movement - to take account of a development's impact on existing and proposed movement patterns, and to make provision for pedestrian, cyclist and passenger transport facilities.

### Character

**6.6** The character of the site is defined by various contributing elements:

- The existing buildings – including good examples of post modern architecture as well as the scale, white render and clean lines of the factory silos;
- The site context;
- Proximity to the town centre;
- Proximity to the railway station; and
- Broadwater Road as the main route and boundary.

**6.7** These features of the site contribute to its unique identity and need to be preserved and enhanced in order that its industrial character is maintained as the site is redeveloped. Currently the site does not relate well to surrounding development and this issue needs to be considered as part of the overall strategy.

**6.8** The industrial character of the site should be interpreted in the design of new development creating a strong sense of local identity. This can be achieved through the retention of relatively large blocks and simple, clean building lines. However, as a significant element of the site will be residential, the overall effect must also recognise the more domestic scale of the wider area while continuing to reflect upon the industrial heritage of the site and the garden city principles of layout and design.

**6.9** A key objective as set out in chapter 1 is to “use industrial heritage as a cue for form, character and identity – re-use listed structures and ensure sympathetic development”. The listed structures present on the site should be retained and refurbished and used to shape new development. These buildings comprise the following:

- The two storey Roche reception building;

## Design Guidance

## 6

- The silos; and
- The wider CPUK block structure.

**6.10** The following paragraphs identify the proposed form and quality of the built environment and explain how these conclusions have been reached with regard to the history and context of the site.

### Blocks

**6.11** One of the key objectives set out in chapter 1 aims to...“create urban grain capable of supporting appropriate uses while reflecting the town centre morphology”.

**6.12** The proposed urban grain of the site should be characterised by large blocks, continuous building lines and active frontages. Wide streets provide an opportunity for surveillance and tree planting which will play a crucial role in security, micro-climate and street enclosure.

**6.13** Perimeter block forms should predominate and should be based on the layout shown in Figure 6.1. The definition between private and public place should be clear, with frequent activity along front facades supporting a good level of animation on to the street.

**6.14** The existing scale of the built form on the site provides a context for the block sizes and scale to be achieved through redevelopment. New development should not, however, simply replicate existing building mass but relate to those buildings being retained and the wider surrounding area.

# Design Guidance



Figure 6.1 Block Structure

## Design Guidance

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### Building Height

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

### Legibility

- 6.18** A legible place is one which has a clear identity and which is easy to understand.
- 6.19** To enhance legibility, a hierarchy of streets and a network of routes and spaces should be established through the development as indicated in Figure 6.4. The landscape design of these routes should reflect these objectives and the presence of formal tree planting should also communicate the street hierarchy.

## Design Guidance

- 6.20** The more active uses should be located on the key public routes and around key public spaces. The design of public areas can also contribute to the identity and vitality of these places.
- 6.21** In addition to a clear structure of routes in a grid layout, a diagonal route linking the two listed structures should be established. This will preserve key views to these landmarks as well as forming a useful link for people walking and cycling from the south of the site and the adjacent neighbourhoods to the town centre. The structure and views which should form a key part of the layout are illustrated in Figure 6.2.

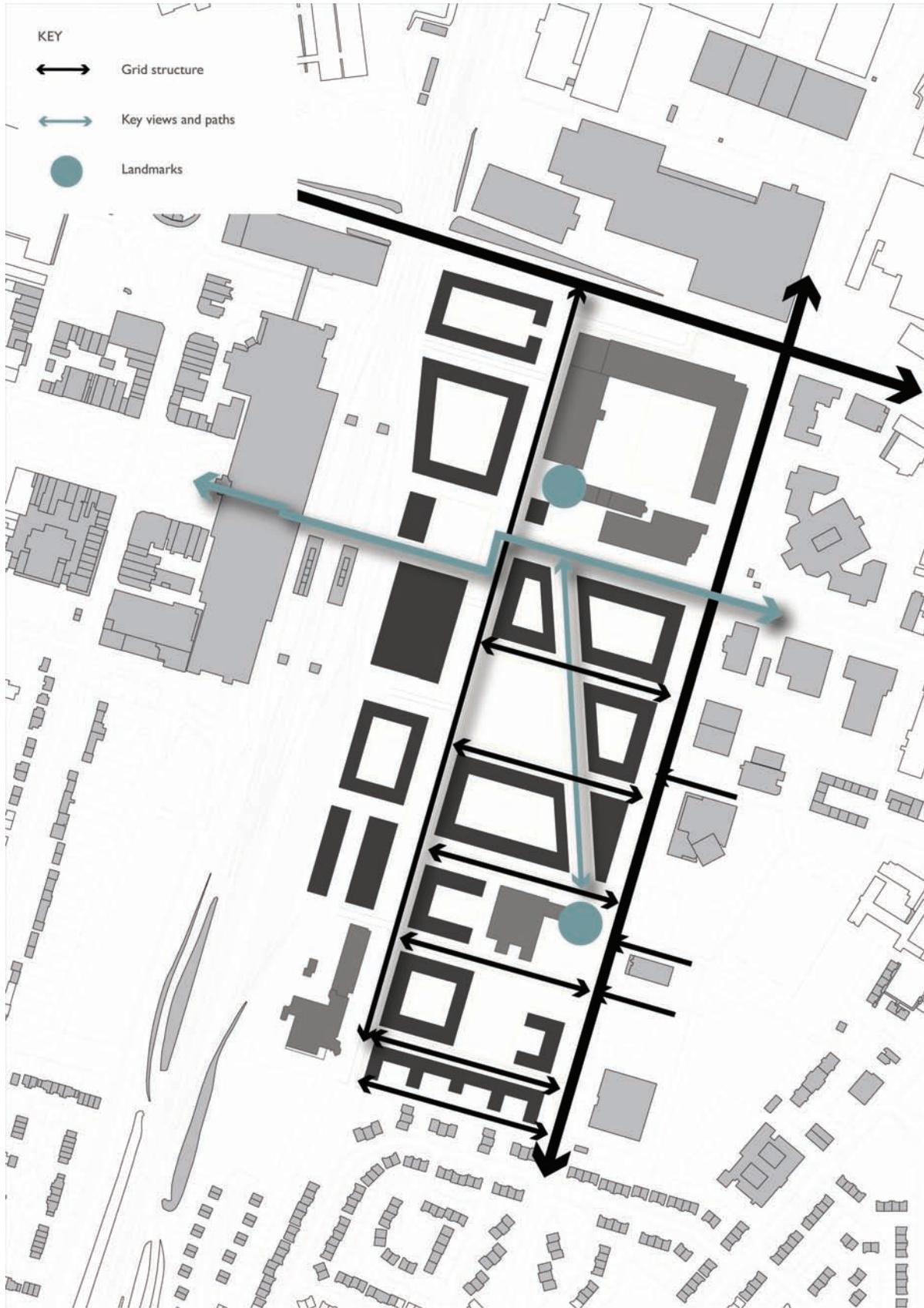


Figure 6.2 Structure and Views

## Design Guidance

### Adaptability

- 6.22** In order to enhance the sustainability of the scheme, buildings should be designed to be adaptable and to accommodate possible change in uses.
- 6.23** The mixed use blocks are intended to have flexible ground floor design options so as to enable a variety of community uses which will allow for different options to be considered once the needs of the new community have been identified. Residential units will occupy the upper floors.
- 6.24** Generous ceiling heights should be maintained throughout so as to assist the ease of conversion should the need arise.
- 6.25** A mix of residential unit types and sizes should be incorporated into the scheme to recognise the need for homes that can adapt to people's lifestyles over time. This will assist in establishing a community rather than a transient population. Supporting this the Lifetime Home Standard should be achieved wherever possible as outlined in Policy H10 (Accessible Housing) of the District Plan.
- 6.26** With regard to the public realm, public spaces should be designed such that they are capable of use by a range of activities and allow access and uses at different times.

### Diversity

- 6.27** The site should maintain its industrial character through the built form while introducing a mix of uses so that people can 'live, work and play' in the same area. In addition the mix of uses within individual buildings will mean that different parts will be used at different times of day.
- 6.28** At the application stages thought should be given to achieving a compatible mix of uses to ensure that they interact with each other positively and help to create a balanced community.
- 6.29** Given its size, uses and forms will vary across the site to create a diverse environment which could be further enhanced by the variety of landownership and differing tenure arrangements.

## Design Guidance

### Continuity and Enclosure

- 6.30** Public, private and community spaces will be easily distinguished. Private spaces associated with residential development will be partially or fully enclosed by blocks while public and community space will be more open and easily accessible.
- 6.31** Open spaces, whether they are streets, footpaths, play areas or parking areas will be overlooked, defined or enclosed by buildings. Secured by Design (the UK police flagship for security and designing out crime) highlights the need for natural surveillance in order to create vibrant and secure pedestrian routes. Early consultation with Hertfordshire Constabulary on the consideration of Secured by Design principles for development on this site is therefore recommended.
- 6.32** Throughout the site it is imperative that blocks are formed to create active frontages on to the surrounding streets. A robust perimeter block form is preferred for the majority of the block structures. Active street frontages are encouraged to maximise opportunities for natural surveillance (and in turn assist in designing out crime). It is important that new residential development creates a strong sense of enclosure and neighbourhood character. A simple perimeter block form, with clear differentiation between the fronts and backs of properties, will work best to achieve this.
- 6.33** The building lines indicated should be adhered to in order to ensure coherent street frontages and public spaces.

### Quality of the Public Realm

- 6.34** The spaces between the buildings on site should be considered as integral and equally important to the overall design concept in line with Policy D8 of the District Plan.
- 6.35** Welwyn Garden City's character is strongly influenced by its landscape design, the quality of its spaces and the interrelationship with the built form. The design of public space and streets throughout the site should reflect this and the Council will expect such areas to include the provision of public art which can help foster a sense of identity and place.
- 6.36** Key features of the landscape design should include:
- Tree-lined avenues;
  - High quality public green space;
  - Multi-functional community parks; and

## Design Guidance

- Attractive play spaces for young people of different ages.
- Consistent approach to hard landscaping;
- Active frontages;
- Well lit public spaces; and
- Use of materials to define public and private space – drawing on the principles of Home Zones.

**6.37** More guidance is provided on the open space, landscape and public realm elements of the masterplan in Figure 6.3.

# Design Guidance

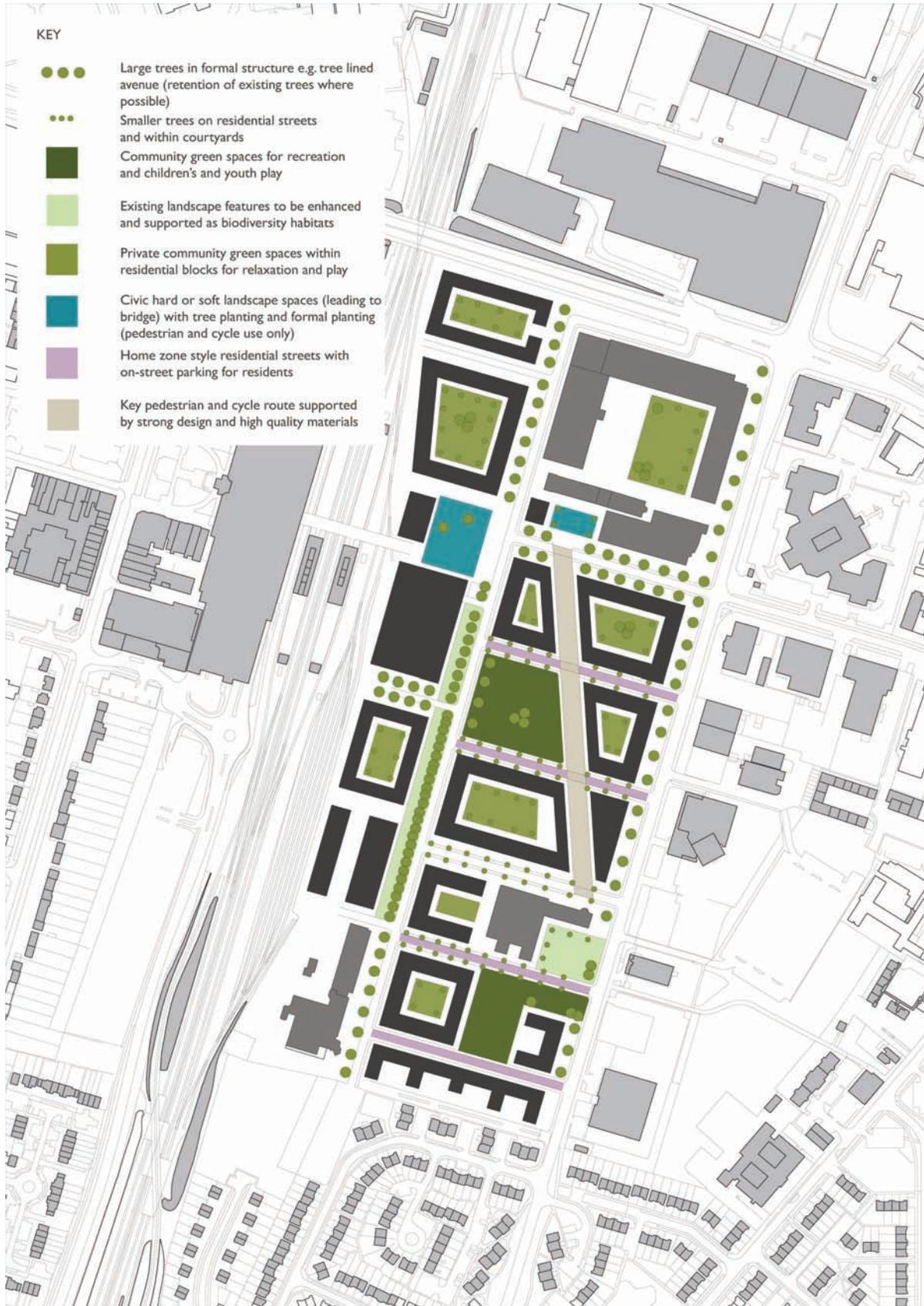


Figure 6.3 Landscape and Public Realm

## Design Guidance

### Landscape Detail

- 6.38** The provision of green and open space in the development on site should be a strong feature of the redeveloped site. The definition of space, the quality of its design and management, provision for its ability to grow to maturity and the amount provided will be key factors in the determination of applications for individual proposals.
- 6.39** Each type of area will be set out differently and furnished according to its function and identity. For example, the key community areas will have play areas, seating, public art and lighting demonstrating that it is a space intended for the public.
- 6.40** The green spaces and elements provided should be multi-functional as well as aesthetic. Recreational spaces for young people's play, sports, quiet reflection and general relaxation will be of utmost importance. Spaces should be sensitively located and designed so as to minimise conflict between users. Play spaces for children should be in safe locations, adjacent to residential blocks and well overlooked. Provision should also be made for teenagers and young people, and in designing such areas within the site consideration must be had with regard to the need for surveillance, the impact of noise and any potential disturbance to local residents. The design of multi-functional green space could also incorporate sustainable drainage methods such as ponds and swales which can provide flood risk, biodiversity and amenity benefits.
- 6.41** The landscape elements will also have important aesthetic roles helping to define and reinforce the character of the area. A key role will be in providing suitable and supportive settings for the two listed structures and landmark buildings. A strong vista should be established between these two buildings. This route should be primarily pedestrian and offer an attractive opportunity for high quality public realm design.
- 6.42** All trees should be located at an appropriate distance from the building line to accommodate for growth and long term viability. As well as using native tree species (which will enhance the biodiversity of the site) street tree varieties that would be appropriate for architectural planting include:
- Limes that could either be trained on frames (a method called pleaching) or cut back after about 12 years growth and then repeatedly cut; or
  - Pollarded Swedish Whitebeam and Lombardy Poplar.
- 6.43** Lombardy Poplar could be planted along the main central avenue to mirror the design in Parkway i.e. in a straight line, in sets of seven, with a large gap (50m) in between each set.

## Design Guidance

## 6

- 6.44** Swedish Whitebeam could be planted in longer lines and the pollarded Lime planted in two rows to mirror planting in WGC town centre, both on Howardsgate and Parkway. The pleached Lime could also be used in more intimate open spaces. Copper Beech trees could be planted adjacent to the railway line to screen the development whereas the Swedish White Beam would be suitable for domestic avenues. Network Rail have also advised that landscaping adjacent to the railway line should comprise of more hardy and resistant trees and shrubs, such as Holly, Hawthorn and Buckthorn. Particular trees to avoid in this location are Lime, Poplar, Sycamore, Rowan and Willow.
- 6.45** Where there are tall buildings it is important to have larger trees e.g. a Maple or Acer. There is also the potential to put in flower beds along the grass verge. The existing trees along Broadwater Road should be retained where possible and actively managed. In addition, there is an existing bank of mature trees located where the main north-south axis is promoted and these trees should be retained, where feasible, as part of the landscape design.
- 6.46** As well as a variety of green spaces and corridors, the site will also require an integrated network of hard landscaped spaces to support increased activity at key points. A new square at the base of the bridge will be a focal point for such interventions. A high standard of design will be expected and a co-ordinated approach to the design of the public realm should be achieved.
- 6.47** This should ensure a balance between existing design character across central Welwyn Garden City and the need to reflect a new modern quarter and the site's industrial heritage. Street furniture and materials should be consistent throughout the public areas of the site and reflect the overarching design intentions.

### Ease of Movement

- 6.48** National policies and Policy M1 of the District Plan emphasise the need to make development accessible by means other than the car and to encourage the use of walking, cycling and public transport modes. The development of the site thus provides an opportunity to put these policies into practice.
- 6.49** A primary element of the redevelopment of the site is to provide a high quality pedestrian link(s) to the town centre. In addition, the enhancement of east-west links across the site to knit into the surrounding urban form is important. New routes need to be established to encourage pedestrian and cycle movement between the eastern side of the town to the town centre and station.

## Design Guidance

**6.50** The structure of routes within the site should be strongly steered by the grid and block form which exists adjacent to the site, and to some degree already within the site. The establishment of a strong avenue running north-south through the site should provide the initial structure. Existing land ownerships provide further divisions for the east-west routes.

**6.51** The following paragraphs outline the movement strategy for the site under the following headings:

- Pedestrian network;
- Cycle routes;
- Public transport connections;
- Vehicular routes; and
- Parking.

**6.52** The key routes and links through the site are illustrated in Figure 6.4.



Figure 6.4 Routes and Linkages

## Design Guidance

### Pedestrian Network

- 6.53** Despite its central location, Broadwater Road West is poorly connected to its immediate surroundings, particularly the town centre. The current pedestrian bridge connection to the Howard Centre is well used but is of poor quality and does not present an attractive route.
- 6.54** A key objective of the redevelopment of the site is therefore to provide a high quality pedestrian link(s) to and from the town centre. This connection will be a principal access point into the site and therefore justifies the replacement of the existing bridge with a high quality pedestrian link to the town centre and train station.
- 6.55** It is imperative that any replacement bridge and the wider development across the site should be designed to allow access by the disabled, those with mobility restrictions and young children in prams and pushchairs. This should also include access to open space, buildings and public areas. There are also opportunities to consider improved ticketing facilities, cycle parking and short stay kiss & ride car parking when developing the eastern entrance to any replacement bridge.
- 6.56** In accordance with Policy M1 of the District Plan, pedestrian movement should be prioritised as much as possible across the site through the use of attractive pedestrian pathways both adjacent to and separate from vehicular routes.
- 6.57** The proposed grid form ensures maximum permeability across the site and gives a strong structure to the pedestrian environment.
- 6.58** The pedestrian network that should be provided is illustrated in Figure 6.5.

# Design Guidance

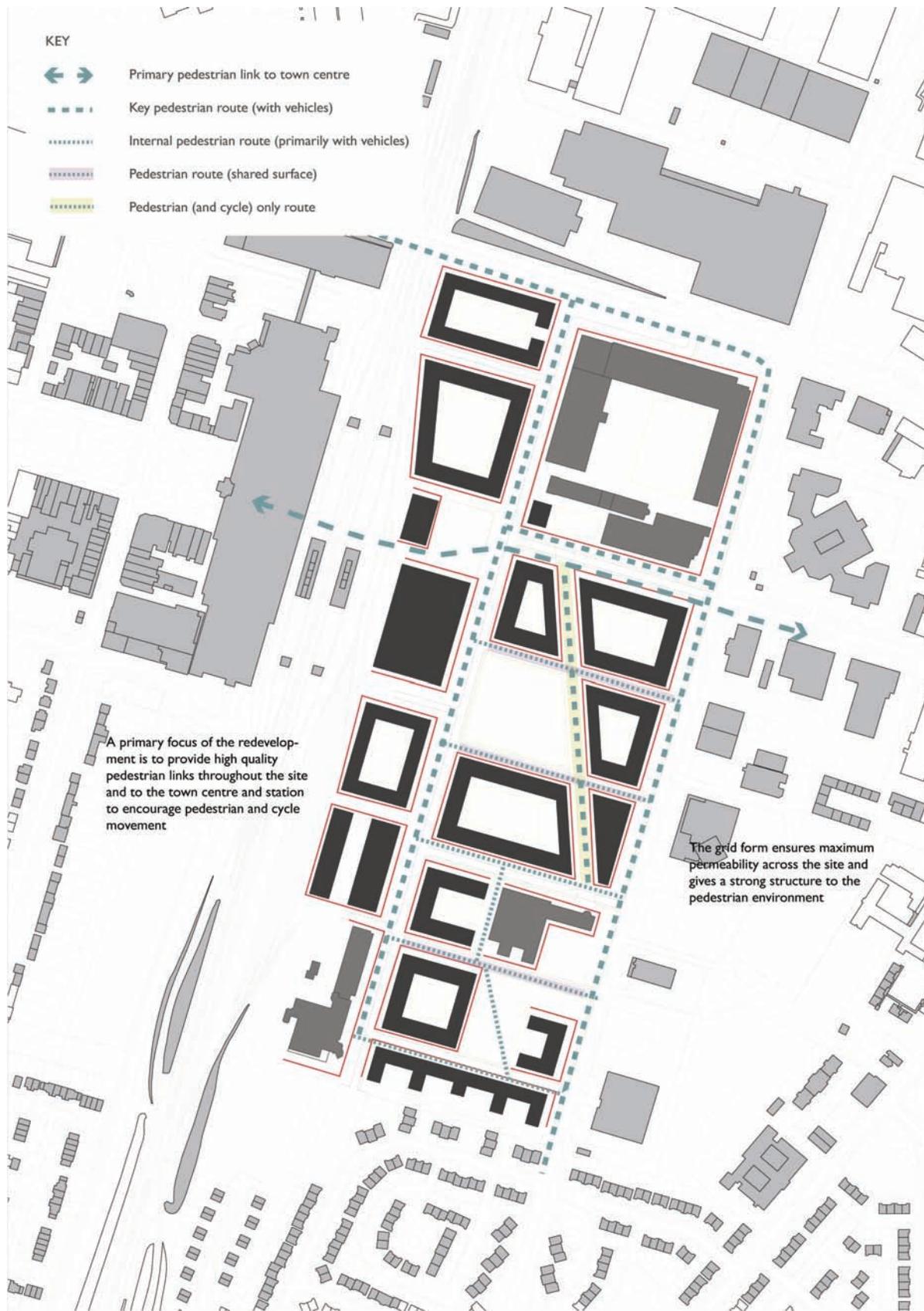


Figure 6.5 Pedestrian Linkages

## Design Guidance

### Cycle Route

- 6.59** The site does not currently benefit from a dedicated cycle route and this status should be addressed through redevelopment.
- 6.60** The facilitation of cycle links to the station and the provision of high quality cycle parking is a prime objective.
- 6.61** There is an established east/west link (Hyde Way) through the site from Broadwater Road to the existing bridge over the railway. This route should be enhanced as a key cycle route. Cycle links should also extend to the surrounding cycling network including the link to Mundells, Stanborough and the Woodhall area.
- 6.62** The cycle network that should be provided is illustrated in Figure 6.6.

# Design Guidance

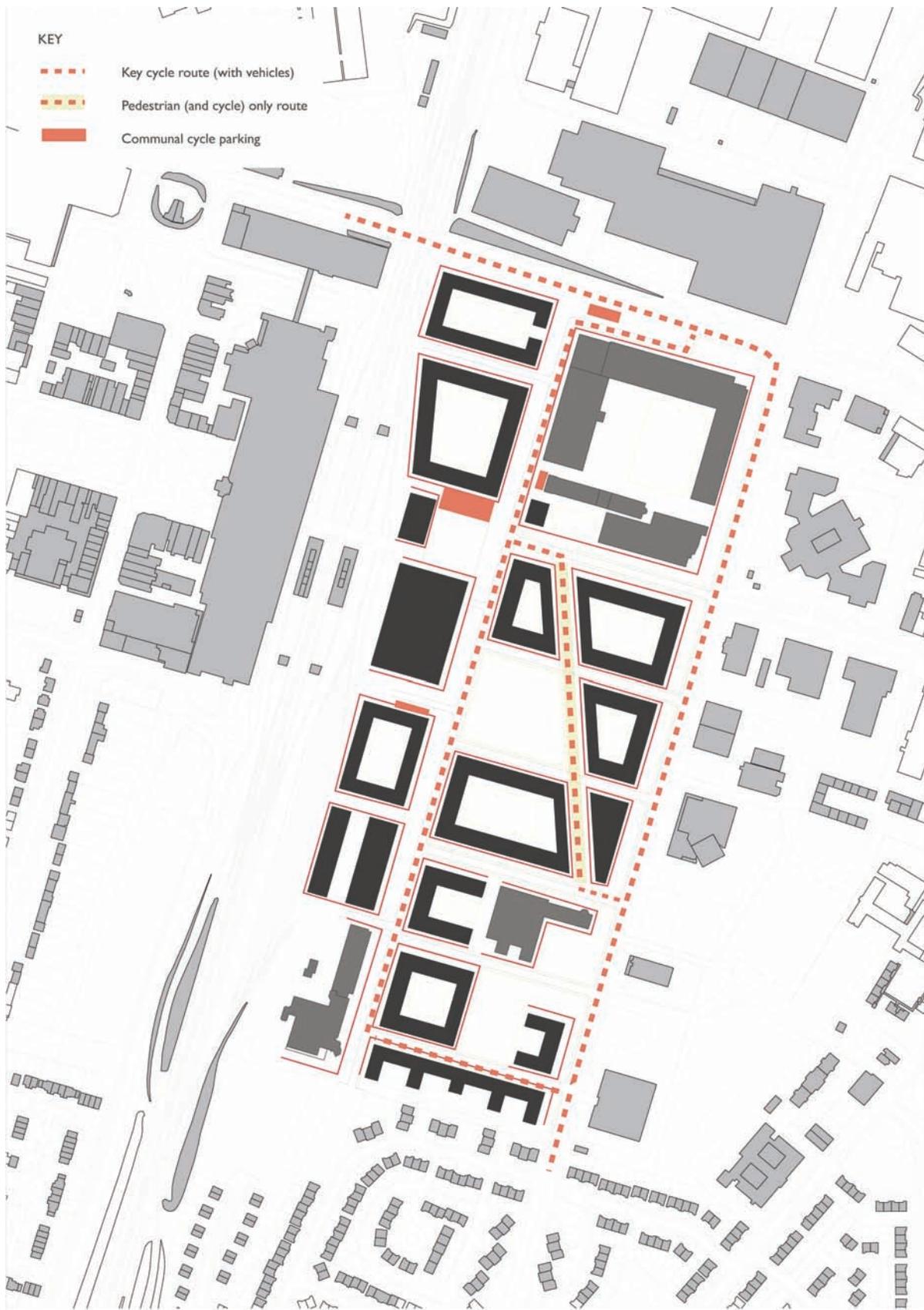


Figure 6.6 Cycle Routes

## Design Guidance

### Public Transport Connections

- 6.63** The immediate proximity of the rail station is the prime asset of the site, and links to the station should be prioritised. Furthermore, access to the town centre and the bus station are one of the objectives outlined in chapter 1 and should be made as direct and attractive as possible.
- 6.64** The provision of bus routes along Broadwater Road is currently limited (there is only one bus service on Broadwater Road). In order to encourage a modal shift from car to bus the frequency of buses will need to increase to a 15 min. interval and in addition there would be a requirement for weekend and evening provision. To support this, the provision of new bus stops and pedestrian crossings to them should be considered while existing bus stops and shelters will need to be upgraded and possibly redistributed along Broadwater Road. There will be a requirement for any enhanced passenger waiting facilities in the area to meet DDA specification and provide real time information. This will form part of a S106 agreement.
- 6.65** The public transport network context which must be appreciated through the redevelopment is illustrated in Figure 6.7.

# Design Guidance

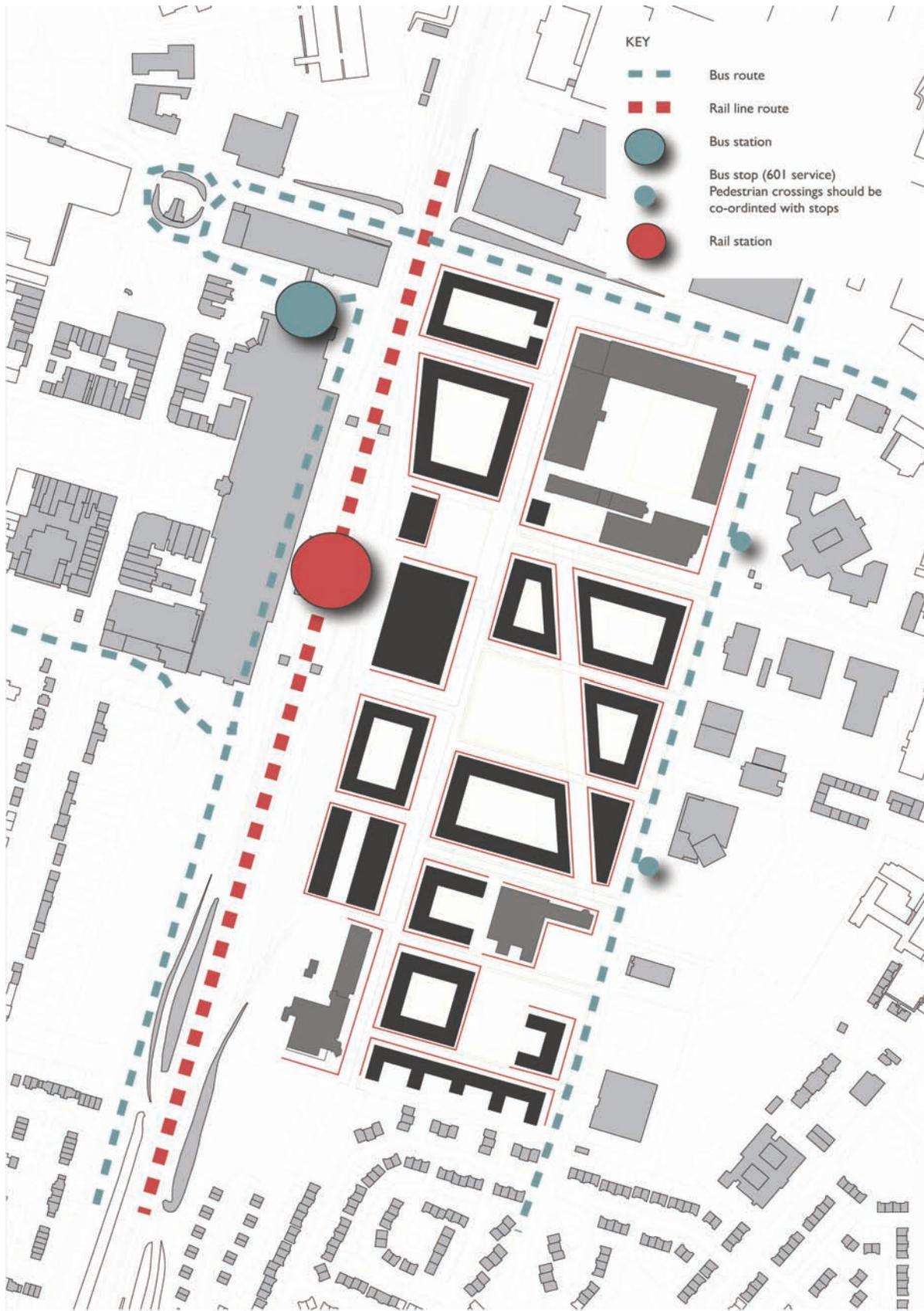


Figure 6.7 Public Transport

## Design Guidance

### Vehicular Routes

- 6.66** Primary vehicular routes into and around the site should be minimised so as to maintain a primarily pedestrian priority environment. The primary vehicular routes will provide the main access points into the site. These routes should be designed so as to minimise traffic speeds and maximise the ease of movement by other modes along these routes. Layout design features that naturally reduce vehicle speeds should be incorporated.
- 6.67** The design of residential streets should reflect home zone principles and there should be spaces which accommodate on-street parking, street trees and recreational use. As a general design principle, the Highway Authority would suggest a layout that has minimal vehicular access directly on to Broadwater Road and that the primary internal vehicular route as shown in Figure 6.4 would be the appropriate adopted highway network. Clearly, the extent of the proposed adopted highway must be established at an early stage as the combination of landowners and possible phases of development will require a consistent approach.
- 6.68** Access to the CHP facility should be managed and limited to one or two routes for entry and exit from the site.

# Design Guidance

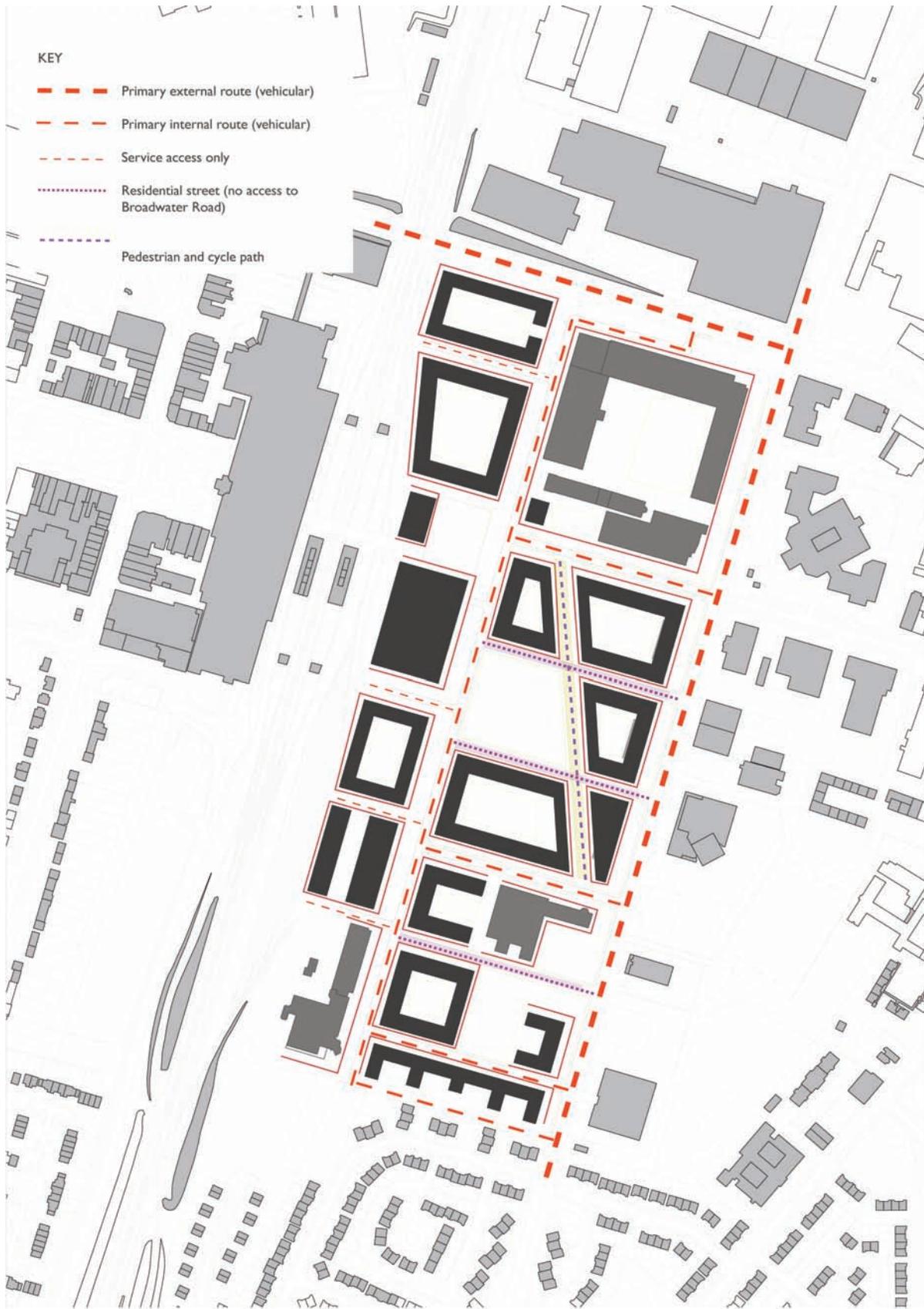


Figure 6.8 Vehicular Routes

## Design Guidance

### Parking

- 6.69** The provision of parking throughout the development should be in line with the Council's adopted parking standards and should not exceed these. Figure 6.9 illustrates the suggested location of parking areas in the development.
- 6.70** The provision of residential parking should be accommodated through sensitively designed on-street parking bays and through the development of basement parking areas beneath the residential blocks. Where it can be demonstrated that basement parking is not feasible, undercroft parking should be considered.
- 6.71** The provision of parking for employment uses should be accommodated through basement parking areas. Where public, large parking or multi-storey/undercroft parking is promoted the principles of the Park Mark Safer Parking Award should be also considered. This is an initiative of the Association of Chief Police Officers and is aimed at reducing crime and fear in parking facilities. The Hertfordshire sustainable design guide, Building Futures, also has a section on parking which forms part of the safety module.
- 6.72** On street parking will not be accommodated on the main north-south axis and its design should illustrate the prioritization of walking and cycling access to the station. No parking should be accommodated for station use, and elsewhere residential street parking should be controlled by permits to prevent general parking.
- 6.73** Opportunities to establish car clubs or other initiatives should be encouraged through the lifetime of the development.

# Design Guidance



Figure 6.9 Parking Strategy

# Implementation and Monitoring

## 7 Implementation and Monitoring

- 7.1** Policy IM2 of the District Plan advises that in order to satisfy the sustainability aims of the plan and to secure the proper planning of the area, development will be required to provide for the infrastructure, services and facilities that are directly related to it and necessary to the granting of permission. In such cases developers will therefore be required to provide or finance the cost of all such provision including both on and off site improvements, services and/or facilities as well as the delivery of affordable housing.
- 7.2** It is on this basis that the Council is seeking to secure planning obligations on each of the individual development sites within the Broadwater Road West development area.

### Planning Obligation Priorities

- 7.3** The Council is looking to promote the comprehensive redevelopment of this brownfield site which occupies a key location adjacent to the town centre. To ensure that the redevelopment of this site achieves the objectives of this SPD there are a number of infrastructure requirements which will need to be funded from a proportion of the development value arising from the masterplan proposals.
- 7.4** This means that the Council will be looking for contributions towards a number of site specific items as well as those relating to affordable housing, open space, public realm, childcare and youth provision, education (primary and secondary), libraries and fire hydrants etc, all of which are considered essential to the operational and long term spatial success of development in this location.
- 7.5** Of particular importance will be those works to the highways network which are required to enable the site to support the scale of development proposed by the masterplan. This will include specific works to the Broadwater Road/Bridge Road junction. Furthermore the bus service provision along Broadwater Road is currently limited in relation to evenings and weekends and needs to be improved. Bus stops, shelters and crossing facilities will need to be upgraded. The cost of the bus service enhancement will be required for a five year period.
- 7.6** It is essential that the access to and from the site is enhanced to enable easy movement for all those making use of the new development. The current pedestrian bridge link across the railway is inaccessible to certain users such as the disabled, is unattractive and in poor condition - particularly the 'bridge extension' which links the railway bridge to the development site.

## Implementation and Monitoring

- 7.7** The Council therefore considers it essential that this pedestrian bridge link be upgraded or replaced by a structure that meets both accessibility standards and user requirements. Aside from seeking financial contributions to this work, the Council will also resist proposals to carry out development in the immediate vicinity to the bridge which would compromise the ability to carry out the required works to the bridge link. In the short term the land should be safeguarded and appropriately landscaped.
- 7.8** It is acknowledged that individual plots within the masterplan area have varying cost implications associated with bringing them forward for development which could impact on the viability of proposals coming forward. These include contamination issues, the need to retain listed buildings and potentially the need to provide noise attenuation measures. This alongside the issues of disparate land ownership across the site will mean that the Council would wish to be equitable in discussing S106 obligations. Therefore an open book approach will be required so that the Council can ensure that developers' contributions for individual applications are set at a level which is appropriate for the specific proposals.

### Obligations Summary

- Broadwater Rd/Bridge Rd Junction Improvements
- Contribution to Replacement Bridge
- Bus Service Enhancement (set up and management for first 5 years)
- Resident Parking Permit Scheme – set up and management for first 5 years or provision of a private scheme where roads are unadopted
- Affordable Housing – target 35%
- Open Space Provision & Maintenance – 5 or 10 years
- Public realm
- Education Provision
- Youth & Childcare Provision
- Libraries
- Fire Hydrants
- Public Art

NB: Further items may be required dependant on the nature of the proposals coming forward. Further guidance in relation to those obligations sought on behalf of Hertfordshire County Council is available via their approved Planning Obligations Toolkit ([www.hertsdirect.org/planningobligationstoolkit](http://www.hertsdirect.org/planningobligationstoolkit))

## Implementation and Monitoring

### Area Wide Development Fund

- 7.9** It is unlikely that the masterplan proposals will be delivered in a single phase of development. Elements will clearly be developed on individual parcels of land dictated by the various land ownerships within the site however the masterplan seeks to ensure that this is done in a manner which will result in a coherent and holistic approach to the redevelopment of the whole site.
- 7.10** Accordingly, the Council will be looking to ensure that key infrastructure can be provided to enable development to come forward as individual planning applications are granted. Depending on the aspirations of the landowners and the final phasing of any development the Council may decide to set up a development fund. It is anticipated that such a fund would be used to enable the Council, in collaboration with key partners such as Hertfordshire County Council and Network Rail, to deliver infrastructure in a timely manner as required to support development. For example, essential highways/ junction works will need to be carried out in the early stages of the process to ensure that development does not put unacceptable pressure on the road network.
- 7.11** Such a system will enable development proposals to come forward more quickly with fair contributions being made to the overall fund based around specific development proposals and the individual circumstances around these.
- 7.12** The Council will not be looking to create disincentives to development and will seek to ensure that contributions will be appropriately prioritised to ensure that the delivery of key infrastructure is prioritised in the context of the overall aspirations for the site. The Council considers that the key priorities for delivery are the need for key transport infrastructure and the replacement bridge link. In the context of paragraph 7.9 above the Council will actively seek to enhance contributions through the identification of additional sources of funding, such as grant funding from government agencies. This could assist in the early delivery of infrastructure and potentially enable a more aspirational approach to be taken to the overall package of developer contributions.

### Planning Application Checklist

- 7.13** For guidance, the Council will require comprehensive information in support of proposals at the planning application stage, including:
- Layout design showing siting and means of access;
  - Indicative building design plan, showing massing, building heights and elevation treatment;
  - Cross sections and levels (existing and proposed);

## Implementation and Monitoring

- Comprehensive Design and Access Statement including response to sustainability requirements and measures to encourage non car travel and car parking strategy;
- Historic buildings assessment & proposed development impact assessment;
- Landscape strategy, including planting area and species;
- Public realm strategy;
- Detailed architectural design;
- Materials and finishes;
- Sustainability checklist;
- Flood risk assessment;
- Contamination assessment;
- Noise/ vibration assessment; and
- Transport assessment.

**7.14** Whilst this is fairly comprehensive the Council may also require further information dependent on the nature of the application/ area of site proposed and further discussion is recommended at pre-application stage. All applications will need to be submitted in accordance with the Council's validation checklists.

### Flood Risk

**7.15** The Council has recently commissioned a Strategic Flood Risk Assessment (SFRA) for the borough. The Environment Agency confirm that due to the size and nature of the potential redevelopment coming forward a Flood Risk Assessment (FRA) would be required to accompany any detailed proposals. Any FRA for the development site should refer to the SFRA and specifically focus on surface water drainage and attenuation of flows from the site. The Environment Agency confirm that any FRA should specifically achieve greenfield runoff rates, attenuation for the 100 year event plus allowance for climate change and optimum use of SuDS in accordance with their standard requirements on sites over one hectare.

### Utilities and Infrastructure

**7.16** The Council will seek to ensure that there is adequate water supply, surface water, foul drainage and sewage treatment capacity to serve all new developments. Developers will be required to demonstrate that there is adequate capacity both on and off the site to serve the development and that it would not lead to problems for existing users.

**7.17** In some circumstances this may make it necessary for developers to carry out appropriate studies to ascertain whether the proposed development will lead to overloading of existing infrastructure. Where there is a capacity problem and no improvements are programmed by the statutory undertaker, the Council will require the developer to fund appropriate improvements which must be completed prior to occupation of the development.

## 7 Implementation and Monitoring

### Contamination

- 7.18** Due to the previous industrial history of this site it is recommended that early and close liaison should be established between the developer, the Council's Environmental Health/ Planning departments and the Environment Agency. This will be crucial to ensure that a site risk assessment process can be incorporated into any development timetable at the outset. For further information please refer to the Council's guidelines under the document 'A Guide to the Assessment and Remediation of Contaminated Land'.

### Noise & Vibration

- 7.19** The site has been identified as an area for planned regeneration for mixed use development of employment, leisure and housing and therefore there is a need to identify potential conflicts of use and identify mitigation measures to resolve them when working up development proposals for the site.
- 7.20** The Council's Environmental Health officer has identified those areas where a conflict of uses could hold the potential for noise disturbance. These include; residential adjacent to the railway line, residential adjacent to employment use, residential adjacent to leisure use, residential adjacent to community use. It is the Council's aim that any mixed use scheme should result in a proposal that provides quiet and comfortable homes through imaginative and technically correct design.
- 7.21** It is recommended that early and close liaison should be established between the developer and the Council's Environmental Health and Planning services to ensure that there is an adopted and agreed method of setting noise levels as part of the design criteria for each building
- 7.22** For any new residential properties the Council will require the internal noise level in habitable rooms to reach the standards stated in British Standard BS 8233:1993 as well as those sited by the World Health Organisation (WHO) by virtue of design and layout and not through the use of façade protection. Furthermore specific internal noise levels should be achieved with a partially open window and there must be access to open space for the residents where noise levels are at or below those stated in the above standards for gardens and communal areas.
- 7.23** With regard to any new housing promoted adjacent to the railway it is suggested that a noise survey should be carried out specifically to assess the noise levels generated by the railway in accordance with the provisions of PPG 24 and the standards noted above. This will identify which noise exposure category the new housing will be in and consequently whether planning permission should be granted or to what extent mitigation measures are needed. In addition a vibration survey is also required and British Standard 6472:1992 should be referred to for advice on acceptable levels of vibration.

## Implementation and Monitoring

- 7.24** Due to the comprehensive redevelopment of this site an agreed method of assessing the representative background levels to provide a benchmark is considered reasonable in accordance with BS 8233:1993 or the WHO guidelines as noted above.
- 7.25** Where there is mixed use within the same building i.e. community use at ground floor and housing above, the construction of the building must ensure that there is no structure borne noise transmitted to the housing above from the use of the building at ground floor level.
- 7.26** Furthermore, it may be considered reasonable to restrict the hours of use and/or to impose a blanket restriction on deliveries during the night time and early hours of the morning depending on the nature of the uses proposed.
- 7.27** Finally, noise assessments of commercial and business uses should also take into account; external plant and equipment, hours of operation, associated traffic, delivery vehicles, ventilation outlets, exhaust systems, amplified music or PA system etc.

### Development Adjacent to the Railway Line

- 7.28** Consultation with Network Rail is advised that where a development proposals would abut the railway line. Specific issues to consider would include increased risk of trespass onto the railway; where adequate fencing should be provided alongside the boundary; drainage; which should not discharge onto railway infrastructure; construction method statements in relation to (in particular) overhead electric line equipment; the position of external lighting in relation to driver's line of sight; and the provision of landscaping schemes adjacent to the railway. Further advice on the requirements of developments adjacent to operational railway lines can be provided by Network Rail.

### Transport Assessment

- 7.29** Detailed traffic analysis and transport assessments will be required as part of proposals for the site. It is understood that there is likely to be an issue with the capacity of surrounding route infrastructure and therefore analysis will need to be undertaken to inform solutions. These capacity issues will obviously have an important impact on the density and number of units which can be accommodated on the site.

### Monitoring

- 7.30** The extent to which the objectives and implementation of the SPD is achieved will be monitored through the Council's Annual Monitoring Report (AMR). This assessment of performance will also help to identify if there is a need for the SPD to be reviewed.

## Implementation and Monitoring

**7.31** The AMR currently contains three different types of indicators:

- **Contextual** - for monitoring the wider social, environmental and economic background against which the plan operates;
- **National** - a set of core output indicators;
- **Local** - a set of local performance indicators.

**7.32** The Council will select a series of contextual, national and local indicators as well as site indicators and where appropriate has developed site targets which will enable the performance of the plan to be monitored and the extent to which the vision and objectives for the site are being achieved. These are outlined below:

### Contextual Indicators

**7.33** The site is located within Peartree Ward which is one of the boroughs most deprived ward (based on ward averages). Within the ward profile key topics for contextual indicators will include - population size, household types, ethnic composition, crime rates, unemployment levels, household income.

### Core National Indicators

1. Indicator - Number of planning applications granted contrary to Environment Agency Advice on flooding and water quality grounds. Site target = 0.
2. Indicator - Renewable energy generation permitted and completed (by installed capacity and type). Site target = 10% of energy from renewable or low carbon sources.
3. Indicator - Total amount of employment floorspace on previously developed land. Site target = 19000sqm B1 use.
4. Indicator - New and converted dwellings on previously developed land. Site target = 900 dwellings.
5. Indicator - Gross affordable housing completions. Site target = 35%
6. Indicator - Number of schemes with Building for Life assessments. Site target = 100% achieving a Silver award or above.

### Local Indicators

1. Indicator - Number of listed buildings demolished. Site target = 0.
2. Indicator - Amount of open space delivered. Site target = NPFA standards of 0.8 ha per 1000 people.
3. Indicator - Loss of employment land to residential use. No site target.
4. Indicator - Number of bus priority measures implemented. Site target = 1

## Implementation and Monitoring

5. Indicator - Amount and percentage of completed residential and non residential development complying with adopted car parking standards. Site target = 100%
6. Indicator - Number of new dwellings completed at density of a) between 30 and 50 dwellings per hectare b) over 50 dwellings per hectare. Site target = average density of 75 dwellings per hectare.

### Site Indicators

1. Indicator - Amount of floorspace by leisure use. Site target = 9,000sqm
2. Indicator - Amount for floorspace by community use. Site target = 8,000sqm
3. Indicator - Number of dwellings achieving lifetime homes standards. Site target = 10%
4. Indicator - Number of dwellings achieving Code for Sustainable Homes Level 4 or above = 100%
5. Indicator - Number of trees planted on site. Site target = net increase.
6. Indicator - Number of schemes incorporating SuDS. No site target.
7. Indicator - Number of schemes achieving Secured by Design certification. No site target.
8. Indicator - Number of jobs. No site target.
9. Indicator - Infrastructure delivered by means of S106 obligations. No site target.

**7.34** Monitoring of the objectives and implementation of the SPD will continue until site completion.

# 1 Relevant Development Plan Policies

## Appendix 1 Relevant Development Plan Policies

This section sets out other Development Plan Policies which may also be relevant to the Broadwater Road West SPD. Please be aware however that this list is by no means exhaustive.

### Welwyn Hatfield District Plan (2005) Saved Policies

EMP2	Acceptable Uses in Employment Areas
R1	Maximising the use of Previously Developed Land
R2	Contaminated Land
R4	Renewable Energy Sources
R5	Waste Management
R10	Water Conservation Measures
R11	Biodiversity and Development
R19	Noise and Vibration Pollution
M1	Integrating Transport and Land Use
M2	Transport Assessments
M3	Green Transport Plans
M4	Developer Contributions
M5	Pedestrian Facilities
M6	Cycle Routes and Facilities
IM2	Planning Obligations
D1	Quality of Design
D2	Character and Context
D3	Continuity and Enclosure
D4	Quality of the Public Realm
D5	Design for Movement
D6	Legibility
D7	Safety by Design

## Relevant Development Plan Policies

D8	Landscaping
D9	Access and Design for People with Disabilities
D10	Public Art
D11	Design Statements
H7	Affordable Housing
H9	Special Needs Housing
H10	Accessible Housing
OS3	Play Spaces and Informal Open Space Provision in New Residential Development
SD1	Sustainable Development

### East of England Plan (2008) Policies

SS1	Achieving Sustainable Development
SS2	Overall Spatial Strategy
SS3	Key Centres for Development and Change
E1	Job Growth
E2	Provision of Land for Employment
E3	Strategic Employment Sites
E4	Clusters
H1	Regional Housing Provision
H2	Affordable Housing
C1	Cultural Development
C2	Provisional Location of Strategic Cultural Facilities
T1	Regional Transport Strategy
T4	Urban Transport

# 1 Relevant Development Plan Policies

T8	Local Roads
T9	Walking/ Cycling
T10	Freight Movement
T13	Public Transport Access
T14	Parking
ENV1	Green Infrastructure
ENV6	The Historic Environment
ENV7	Quality in the Built Environment
ENG1	Carbon Dioxide
ENG2	Renewable Energy Targets
WAT4	Flood Risk Management
WM1	Waste management Objectives
WM2	Waste Management Targets
WM5	Planning for Waste Management
WM6	Waste Management in Development
LA3	WGC and Hatfield Key Centre for Development and Change

## Hertfordshire Waste Local Plan (1999) Saved Policies

7	Re-use of Waste Arising from New Developments
8	Use of Recycled Materials in New Developments
10	Waste Separation and Storage Facilities at Existing and New Residential and Industrial Uses
11	Waste Separation, Storage and Recycling Facilities at Major New Development Sites

## Listed Building Descriptions

### Appendix 2 Listed Building Descriptions

#### Roche Reception Building - Grade II

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.

#### Shredded Wheat Factory - Grade II

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. Flat roofs. 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.