

Broadwater Gardens, Welwyn Garden City
December 2020



BROADWATER GARDENS, WELWYN GARDEN CITY

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1.0 Introduction

- 1.1 This Heritage, Townscape and Visual Impact Assessment has been prepared by Bidwells on behalf of HG Group to provide an assessment of the potential impacts of the proposed Broadwater Gardens upon the historic environment and surrounding townscape in support of a full planning application. The proposals are for the demolition of existing buildings and construction of 289 residential units (Use Class C3) and community hub (Use Class E/F.2), with public realm and open space, landscaping, access, associated car and cycle parking, refuse and recycling storage and supporting infrastructure.
- 1.2 The site presently comprises the Bio-Park building located at Broadwater Road, Welwyn Garden City. The site is located adjacent to the railway line within Welwyn Garden City, within a former industrial park, now a regeneration area. The immediate surroundings comprise the full extent of the former industrial area which continues to the north and residential suburbs to the south, east and west. At present there is considerable re-development underway to the north with the clearance of a large area of land. This reflects the consented Shredded Wheat Quarter. To the west of the site, the railway line and a lorry trailer park divorces the site from the Town Centre, an area defined in local policy and separately as the Welwyn Town Centre Conservation Area, a designated heritage asset. Within the same former industrial park to the north is the Grade II listed Former Office Block of the Roche Products Factory and Shredded Wheat Factory. Over four kilometres to the south is the Grade I listed Hatfield House and the Grade I listed Hatfield House Park and Garden. These are all designated heritage assets and the site falls within these heritage assets' respective wider and extended settings.
- 1.3 The buildings on site have not been identified as designated or non-designated heritage assets, nor are they located within a Conservation Area. However due to proximity to and potential intervisibility between the designated heritage assets noted above, in accordance with paragraphs 189-202 of the NPPF (2019) this report will include an assessment of the significance of these assets, and the impact of the proposals upon that significance. These assets have been identified through consultation with the Historic Environment Record as well as an on-site survey and historic mapping assessment. It is acknowledged that additional heritage assets are located within the wider surroundings of the site, including within Hatfield Park and Garden, Hatfield Old Village and surrounding Mill Green but due to intervening development, distance and a lack of intervisibility these have been scoped out of assessment. This includes the Peartree Conservation Area located to the south east, St Etheldreda's Church as well as Hatfield Old Palace, both designated at Grade I and located over 4 km south of the site. This is in line with paragraph 189 of the NPPF which requires a proportionate level of assessment no more than is sufficient to understand the potential impact of any proposals.
- 1.4 This statement includes a Significance Assessment which identifies the relative heritage value of the assets which may be affected by the proposals, as well as an analysis of surrounding townscape character areas. It also contains an Impact Assessment which considers the potential impact of the proposed development on the significance of the heritage assets identified, including the contribution made by setting, as well as the impact to the surrounding townscape character areas and identified view-points. This approach to impact-assessment is required in order to satisfy the provisions of Sections 66 (1) and 72 (1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 and the National Planning Policy Framework (NPPF) where the impact of development on a heritage asset is being considered.
- 1.5 The findings of this report have found the proposals to be moderate to minor beneficial introduction to the setting of the nearby heritage assets and townscape character areas, posing no harm to their significance as well as the overall townscape character. As such the proposals are considered to comply to Sections 66(1) of the Planning (Listed Buildings & Conservation Areas) Act 1990 and we see no heritage or townscape reason why the application should not be viewed favourably from a townscape and heritage perspective.



^ Site Aerial View



^ Site Aerial View



^ Site Aerial View

Figure 1 Aerial view of site (highlighted in red).

2.0 Heritage Policy and Guidance Summary

Legislation

- 2.1 The primary legislation relating to Listed Buildings and Conservation Areas is set out in the Planning (Listed Buildings & Conservation Areas) Act 1990.
- Section 66(1) reads: *“In considering whether to grant planning permission for development which affects a listed building or its setting, the local planning authority or, as the case may be, the Secretary of State shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.”*
 - In relation to development within Conservation Areas, Section 72(1) reads: *“Special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area.”*

National Planning Policy Framework

- 2.2 The revised National Planning Policy Framework (NPPF) was published on 19th February 2019, replacing the previously-published 2012 and 2018 Frameworks. With regard to the historic environment, the over-arching aim of the policy remains in line with philosophy of the 2012 framework, namely that *“our historic environments... can better be cherished if their spirit of place thrives, rather than withers.”* The relevant policy is outlined within chapter 16, ‘Conserving and Enhancing the Historic Environment’.
- 2.3 This chapter reasserts that heritage assets can range from sites and buildings of local interest to World Heritage Sites considered to have an Outstanding Universal Value. The NPPF subsequently requires these assets to be conserved in a *“manner appropriate to their significance”* (Paragraph 184).
- 2.4 NPPF directs local planning authorities to require an applicant to *“describe the significance of any heritage assets affected, including any contribution made by their setting”* and the level of detailed assessment should be *“proportionate to the assets’ importance”* (Paragraph 189).
- 2.5 Paragraph 190 states that the significance any heritage asset that may be affected by a proposal should be identified and assessed. This includes any assets affected by development within their settings. This Significance Assessment should be taken into account when considering the impact of a proposal, *“to avoid conflict between the heritage asset’s conservation and any aspect of the proposal”*. This paragraph therefore results in the need for an analysis of the impact of a proposed development on the asset’s relative significance, in the form of a Heritage Impact Assessment.
- 2.6 Paragraph 193 requires that *“When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset’s conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance.”*
- 2.7 It is then clarified that any harm to the significance of a designated heritage asset, either through alteration, destruction or development within its setting, should require, *“clear and convincing justification”* (Paragraph 194). This paragraph outlines that substantial harm to grade II listed heritage assets should be exceptional, rising to ‘wholly exceptional’ for those assets of the highest significance such as scheduled monuments, Grade I and grade II* listed buildings or registered parks and gardens as well as World Heritage Sites.

- 2.8 In relation to harmful impacts or the loss of significance resulting from a development proposal, Paragraph 195 states the following:

“Where a proposed development will lead to substantial harm to (or total loss of significance of) a designated heritage asset, local planning authorities should refuse consent, unless it can be demonstrated that the substantial harm or total loss is necessary to achieve substantial public benefits that outweigh that harm or loss, or all of the following apply:

- a. the nature of the heritage asset prevents all reasonable uses of the site; and*
- b. no viable use of the heritage asset itself can be found in the medium term through appropriate marketing that will enable its conservation; and*
- c. conservation by grant-funding or some form of not for profit, charitable or public ownership is demonstrably not possible; and*
- d. the harm or loss is outweighed by the benefit of bringing the site back into use.”*

- 2.9 The NPPF therefore requires a balance to be applied in the context of heritage assets, including the recognition of potential benefits accruing from a development. In the case of proposals which would result in *“less than substantial harm”*, paragraph 196 provides the following:

“Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal, including, where appropriate, securing its optimum viable use.”

- 2.10 It is also possible for proposals, where suitably conceived and designed, to result in no harm to the significance of heritage assets.
- 2.11 In the case of non-designated heritage assets, Paragraph 197 requires a Local Planning Authority to make a *“balanced judgement”* having regard to the scale of any harm or loss and the significance of the heritage asset.
- 2.12 The NPPF therefore recognises the need to clearly identify relative significance at an early stage and then to judge the impact of development proposals in that context.
- 2.13 With regard to Conservation Areas and the settings of heritage assets, paragraph 200 requires Local Planning Authorities to look for opportunities for new development, enhancing or better revealing their significance. Whilst it is noted that not all elements of a Conservation Area will necessarily contribute to its significance, this paragraph states that *“proposals that preserve those elements of a setting that make a positive contribution to the asset (or better reveal its significance) should be treated favourably.”*

Planning Practice Guidance (PPG)

- 2.14 The Planning Practice Guidance (PPG) was updated on 23 July 2019 and is a companion to the NPPF, replacing a large number of foregoing Circulars and other supplementary guidance. It is planned that this document will be updated to reflect the revised NPPF in due course however the following guidance remains relevant.
- 2.15 In relation to non-designated heritage assets, the PPG explains the following:

“Non-designated heritage assets are buildings, monuments, sites, places, areas or landscapes identified by plan-making bodies as having a degree of heritage significance meriting consideration in planning decisions, but which do not meet the criteria for designated heritage assets.” (Paragraph: 039 Reference ID: 18a-039-20190723)

- 2.16 It goes on to clarify that: “A substantial majority of buildings have little or no heritage significance and thus do not constitute heritage assets. Only a minority have enough heritage significance to merit identification as non-designated heritage assets.”
- 2.17 This statement explains the need to be judicious in the identification of value and the extent to which this should be applied as a material consideration and in accordance with Paragraph 197.

Historic England ‘Conservation Principles: Policies and Guidance’ 2008



- 2.18 Historic England sets out in this document a logical approach to making decisions and offering guidance about all aspects of England’s historic environment, including changes affecting significant places. The guide sets out six high-level principles:
- *“The historic environment is a shared resource*
 - *Everyone should be able to participate in sustaining the historic environment*
 - *Understanding the significance of places is vital*
 - *Significant places should be managed to sustain their values*
 - *Decisions about change must be reasonable, transparent and consistent*
 - *Documenting and learning from decisions is essential”*
- 2.19 ‘Significance’ lies at the core of these principles, the sum of all the heritage values attached to a place, be it a building, an archaeological site or a larger historic area such as a whole village or landscape. The document sets out how heritage values can be grouped into four categories:
- ***Evidential value:*** *the potential of a place to yield evidence about past human activity*
 - ***Historic value:*** *the ways in which past people, events and aspects of life can be connected through a place to the present – it tends to be illustrative or associative.*
 - ***Aesthetic value:*** *the ways in which people draw sensory and intellectual stimulation from a place*
 - ***Communal value:*** *the meanings of a place for the people who relate to it, or for whom it figures in their collective experience or memory”.*
- 2.20 It states that:
- “New work or alteration to a significant place should normally be acceptable if:*

- a. *There is sufficient information comprehensively to understand the impacts of the proposal on the significance of the place;*
- b. *the proposal would not materially harm the values of the place, which, where appropriate, would be reinforced or further revealed;*
- c. *the proposals aspire to a quality of design and execution which may be valued now and in the future;*
- d. *the long-term consequences of the proposals can, from experience, be demonstrated to be benign, or the proposals are designed not to prejudice alternative solutions in the future” (Page 58)”.*

Historic England The Historic Environment and Site Allocations in Local Plan Advice Note 3 (October 2015)

- 2.21 This advice note provides information on evidence gathering and site allocation policies to ensure that heritage considerations are fully integrated into site allocation processes.
- 2.22 It provides a site selection methodology in stepped stages:

“STEP 1 Identify which heritage assets are affected by the potential site allocation

- *Informed by the evidence base, local heritage expertise and, where needed, site surveys*
- *Buffer zones and set distances can be a useful starting point but may not be appropriate or sufficient in all cases Heritage assets that lie outside of these areas may also need identifying and careful consideration.*

STEP 2 Understand what contribution the site (in its current form) makes to the significance of the heritage asset(s) including:

- *Understanding the significance of the heritage assets, in a proportionate manner, including the contribution made by its setting considering its physical surroundings, the experience of the asset and its associations (e.g. cultural or intellectual)*
- *Understanding the relationship of the site to the heritage asset, which is not solely determined by distance or inter-visibility (for example, the impact of noise, dust or vibration)*
- *Recognising that additional assessment may be required due to the nature of the heritage assets and the lack of existing information*
- *For a number of assets, it may be that a site makes very little or no contribution to significance.*

STEP 3 Identify what impact the allocation might have on that significance, considering:

- *Location and siting of development e.g. proximity, extent, position, topography, relationship, understanding, key views*

- *Form and appearance of development e.g. prominence, scale and massing, materials, movement*
- *Other effects of development e.g. noise, odour, vibration, lighting, changes to general character, access and use, landscape, context, permanence, cumulative impact, ownership, viability and communal use*
- *Secondary effects e.g. increased traffic movement through historic town centres as a result of new development*

STEP 4 Consider maximising enhancements and avoiding harm through:

- *Maximising enhancement*
- *Public access and interpretation*
- *Increasing understanding through research and recording*
- *Repair/regeneration of heritage assets*
- *Removal from Heritage at Risk Register*
- *Better revealing of significance of assets e.g. through introduction of new viewpoints and access routes, use of appropriate materials, public realm improvements, shop front design*
- *Avoiding Harm*
- *Identifying reasonable alternative sites*
- *Amendments to site boundary, quantum of development and types of development*
- *Relocating development within the site*
- *Identifying design requirements including open space, landscaping, protection of key views, density, layout and heights of buildings*
- *Addressing infrastructure issues such as traffic management*

STEP 5 Determine whether the proposed site allocation is appropriate in light of the NPPF's tests of soundness

- *Positively prepared in terms of meeting objectively assessed development and infrastructure needs where it is reasonable to do so, and consistent with achieving sustainable development (including the conservation of the historic environment)*
- *Justified in terms of any impacts on heritage assets, when considered against reasonable alternative sites and based on proportionate evidence*
- *Effective in terms of deliverability, so that enhancement is maximised and harm minimised*
- *Consistent with national policy in the NPPF, including the need to conserve heritage assets in a manner appropriate to their significance*

Decisions should be clearly stated and evidenced within the Local Plan, particularly where site allocations are put forward where some degree of harm cannot be avoided, and be consistent with legislative requirement.”

Historic England The Historic Environment in Local Plans Historic Environment Good Practice Advice (GPA) in Planning Note 1 (March 2015)

- 2.23 This advice note “emphasises that all information requirements and assessment work in support of plan-making and heritage protection needs to be proportionate to the significance of the heritage assets affected and the impact on the significance of those heritage assets. At the same time, those taking decisions need sufficient information to understand the issues and formulate balanced policies” (Page 1).

Historic England Advice Note 2 ‘Making Changes to Heritage Assets’ (February 2016)

- 2.24 This document provides advice in relation to aspects of addition and alteration to heritage assets:

“The main issues to consider in proposals for additions to heritage assets, including new development in conservation areas, aside from NPPF requirements such as social and economic activity and sustainability, are proportion, height, massing, bulk, use of materials, durability and adaptability, use, enclosure, relationship with adjacent assets and definition of spaces and streets, alignment, active frontages, permeability and treatment of setting” (paragraph 41).

Historic England: Historic Environment Good Practice Advice (GPA) in Planning Note 2 ‘Managing Significance in Decision-Taking in the Historic Environment’ (March 2015)

- 2.25 This advice note sets out clear information to assist all relevant stake holders in implementing historic environment policy in the NPPF (NPPF) and the related guidance given in the Planning Practice Guidance (PPG). These include: *“assessing the significance of heritage assets, using appropriate expertise, historic environment records, recording and furthering understanding, neglect and unauthorised works, marketing and design and distinctiveness” (para 1).*
- 2.26 Paragraph 52 discusses ‘Opportunities to enhance assets, their settings and local distinctiveness’ that encourages development: *“Sustainable development can involve seeking positive improvements in the quality of the historic environment. There will not always be opportunities to enhance the significance or improve a heritage asset but the larger the asset the more likely there will be. Most conservation areas, for example, will have sites within them that could add to the character and value of the area through development, while listed buildings may often have extensions or other alterations that have a negative impact on the significance. Similarly, the setting of all heritage assets will frequently have elements that detract from the significance of the asset or hamper its appreciation”.*

Historic England The Setting of Heritage Assets Historic Environment Good Practice Advice (GPA) in Planning (second Edition) Note 3 (December 2017)

- 2.27 This document presents guidance on managing change within the settings of heritage assets, including archaeological remains and historic buildings, sites, areas and landscapes. It gives general advice on understanding setting, and how it may contribute to the significance of heritage assets and allow that significance to be appreciated, as well as advice on how views contribute to setting. The suggested staged approach to taking decisions on setting can also be used to assess the contribution of views to the significance of heritage assets.
- 2.28 Page 2, states that *“the extent and importance of setting is often expressed by reference to visual considerations. Although views of or from an asset will play an important part, the way in which we experience an asset in its setting is also influenced by other environmental*

factors such as noise, dust and vibration from other land uses in the vicinity, and by our understanding of the historic relationship between places.”

- 2.29 The document goes on to set out ‘A staged approach to proportionate decision taking’ provides detailed advice on assessing the implications of development proposals and recommends the following broad approach to assessment, undertaken as a series of steps that apply equally to complex or more straightforward cases:
- “Step 1 - identify which heritage assets and their settings are affected;
 - Step 2 - Assess the degree to which these settings make a contribution to the significance of the heritage asset(s) or allow significance to be appreciated;
 - Step 3 - assess the effects of the proposed development, whether beneficial or harmful, on that significance or on the ability to appreciate it;
 - Step 4 - explore ways to maximise enhancement and avoid or minimizing harm;
 - Step 5 - make and document the decision and monitor outcomes.” (page 8)

Historic England Analysing Significance in Heritage Assets Advice Note 12 (October 2019)

- 2.30 This document provides guidance on the NPPF requirement for applicants to describe heritage significance in order to aid local planning authorities’ decision making. It reiterates the importance of understanding the significance of heritage assets, in advance of developing proposals. This advice note outlines a staged approach to decision-making in which assessing significance precedes the design and also describes the relationship with archaeological desk-based assessments and field evaluations, as well as with Design and Access Statements.

- 2.31 The advice in this document, in accordance with the NPPF, emphasises that the level of detail in support of applications for planning permission and listed building consent should be no more than is necessary to reach an informed decision, and that activities to conserve the asset(s) need to be proportionate to the significance of the heritage asset(s) affected and the impact on that significance. This advice also addresses how an analysis of heritage significance could be set out before discussing suggested structures for a statement of heritage significance.

Town and Country Planning Association, Policy Advice Note: Garden City Settlements (October 2008)

- 2.32 This document seeks to outline the pressures on Garden Cities in terms of development, advocating for clarity from local planning authorities setting out specific and detailed conservation area appraisals and management plans to guide proposals.

Local Policy

Welwyn Hatfield District Plan

Policy R25-Works to Listed Building

- 2.33 Permission will be refused for any proposal which would adversely affect the historic character or architectural quality of a Listed Building or its setting. Listed Building Consent will not be granted for any extensions or external or internal alterations to buildings of special architectural or historic importance unless all of the following criteria are satisfied:

(i) New works respect the character, appearance, and setting of the building in terms of design, scale and materials;

(ii) Architectural or historic features which are important to the character and appearance of the building (including internal features) are retained unaltered;

(iii) The historic form and structural integrity of the building are retained; and

(iv) Full detailed drawings of the proposed works are submitted with the application.

Policy D1: Quality of Design

2.34 The Council will require the standard of design in all new development to be of a high quality. The design of new development should incorporate the design principles and policies in the Plan and the guidance contained in the Supplementary Design Guidance.

Policy D2: Character and Context

2.35 The Council will require all new development to respect and relate to the character and context of the area in which it is proposed. Development proposals should as a minimum maintain, and where possible, should enhance or improve the character of the existing area.

Policy D6: Legibility

2.36 The Council will require all new development to enhance and contribute to the legibility of the development itself and of the area in which it is located.

Broadwater Road West Supplementary Planning Document (December 2008)

2.37 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. It should be noted that the site itself was not assessed as part of the proposed areas for redevelopment.

2.38 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."

2.39 "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.”

Building Height

- 2.40 “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.
- 2.41 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.
- 2.42 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.”

Other Material Considerations

Emerging Local Policy

Welwyn Hatfield Borough Council - Draft Local Plan Proposed Submission August 2016

Policy SADM 15 - Heritage

- 2.43 “Proposals which affect designated heritage assets and the wider historic environment should consider the following:
- 2.44 The potential to sustain and enhance the heritage asset and historic environment in a manner appropriate to its function and significance. Successive small scale changes that lead to a cumulative loss or harm to the significance of the asset or historic environment should be avoided. Proposals should respect the character, appearance and setting of the asset and historic environment in terms of design, scale, materials and impact on key views.
- 2.45 Architectural or historic features which are important to the character and appearance of the asset (including internal features) should be retained unaltered. The historic form and

structural integrity of the asset are retained; and Appropriate recording of the fabric or features that are to be lost or compromised takes place and is deposited into the Historic Environment Record.

- 2.46 A Heritage Statement, Heritage Impact Assessment and/or Archaeological Assessment will be required if the scale and nature of the proposal are likely to have an impact on the significance of all or part of the asset. Permission for proposals that result in substantial harm to the significance of a designated heritage asset, including Conservation Areas, will be exceptional or wholly exceptional in accordance with national policy and guidance.
- 2.47 Proposals that result in less than substantial harm to the significance of a designated heritage asset will also be refused unless the need for, and benefits of, the development in that location significantly outweigh that harm and the desirability of preserving the asset, and all feasible solutions to avoid and mitigate that harm have been fully implemented.
- 2.48 Proposals that result in harm to the significance of other heritage assets will be resisted unless the need for, and benefits of, the development in that location clearly outweigh that harm, taking account of the asset's significance and importance, and all feasible solutions to avoid and mitigate that harm have been fully implemented.

Shredded Wheat Factory Consented applications (6/2018/0171/MAJ, 6/2019/1347/FULL, 6/2019/0826/LB)

- 2.49 Consented applications for the redevelopment of the Shredded Wheat Factory and surrounding area have been granted. This includes Listed Building Consent for alterations to the Grade II listed building. Proposals within the consented scheme include the demolition of later additions as well additional height in the form of circulation space. The proposals included a mixed height across the site going up to nine storeys. These alterations were supported by Historic England, who referenced the need to preserve the 'clarity' of the original design.

Former Roche Products Site (ref. N6/2010/01776/MA) and conversion of the listed Roche building to residential (ref. N6/2016/1882/FUL).

- 2.50 A consented application saw the clearance around the listed Roche building and conversion of the listed building to residential.

3.0 Methodology

Heritage Assets

- 3.1 A heritage asset is defined within the National Planning Policy Framework as “*a building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. It includes designated heritage assets and assets identified by the local planning authority (including local listing)*” (NPPF Annex 2: Glossary).
- 3.2 To be considered a heritage asset “*an asset must have some meaningful archaeological, architectural, artistic, historical, social or other heritage interest that gives it value to society that transcends its functional utility. Therein lies the fundamental difference between heritage assets and ordinary assets; they stand apart from ordinary assets because of their significance – the summation of all aspects of their heritage interest.*” (‘Managing Built Heritage: The Role of Cultural Values and Significance’ Stephen Bond and Derek Worthing, 2016.)
- 3.3 ‘Designated’ assets have been identified under the relevant legislation and policy including, but not limited to: World Heritage Sites, Scheduled Monuments, Listed Buildings, and Conservation Areas. ‘Non-designated’ heritage assets are assets which fall below the national criteria for designation.
- 3.4 The absence of a national designation should not be taken to mean that an asset does not hold any heritage interest. The Planning Policy Guidance (PPG) states that “*non-designated heritage assets are buildings, monuments, sites, places, areas or landscapes identified by plan-making bodies as having a degree of heritage significance meriting consideration in planning decisions, but which do not meet the criteria for designated heritage assets.*” (Paragraph: 039 Reference ID: 18a-039-20190723)
- 3.5 The PPG goes on to clarify that “*a substantial majority of buildings have little or no heritage significance and thus do not constitute heritage assets. Only a minority have enough heritage significance to merit identification as non-designated heritage assets.*”

Meaning of Significance

- 3.6 The concept of significance was first expressed within the 1979 Burra Charter (Australia ICOMOS, 1979). This charter has periodically been updated to reflect the development of the theory and practice of cultural heritage management, with the current version having been adopted in 2013. It defines cultural significance as the “*aesthetic, historic, scientific, social or spiritual value for past, present or future generations. Cultural significance is embodied in the place itself, its fabric, setting, use, associations, meanings, records, related places and related objects. Places may have a range of values for different individuals or groups*” (Page 2, Article 1.2)
- 3.7 The NPPF (Annex 2: Glossary) also defines significance as “*the value of a heritage asset to this and future generations because of its heritage interest. The interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset’s physical presence, but also from its setting.*”
- 3.8 Significance can therefore be considered to be formed by “*the collection of values associated with a heritage asset.*” (‘Managing Built Heritage: The Role of Cultural Values and Significance’ Stephen Bond and Derek Worthing, 2016.)

Assessment of Significance/Value

- 3.9 It is important to be proportionate in assessing significance as required in both national policy and guidance as set out in paragraph 189 of NPPF.
- 3.10 The Historic England document 'Conservation Principles' states that "*understanding a place and assessing its significance demands the application of a systematic and consistent process, which is appropriate and proportionate in scope and depth to the decision to be made, or the purpose of the assessment.*"
- 3.11 The document goes on to set out a process for assessment of significance, but it does note that not all of the stages highlighted are applicable to all places/ assets.
- Understanding the fabric and evolution of the asset;
 - Identify who values the asset, and why they do so;
 - Relate identified heritage values to the fabric of the asset;
 - Consider the relative importance of those identified values;
 - Consider the contribution of associated objects and collections;
 - Consider the contribution made by setting and context;
 - Compare the place with other assets sharing similar values;
 - Articulate the significance of the asset.
- 3.12 At the core of this assessment is an understanding of the value/significance of a place. There have been numerous attempts to categorise the range of heritage values which contribute to an asset's significance. Historic England's 'Conservation Principles' sets out a grouping of values as follows:

Evidential value – '*derives from the potential of a place to yield evidence about past human activity...Physical remains of past human activity are the primary source of evidence about the substance and evolution of places, and of the people and cultures that made them...The ability to understand and interpret the evidence tends to be diminished in proportion to the extent of its removal or replacement.*' (Page 28)

Aesthetic Value – '*Aesthetic values can be the result of the conscious design of a place, including artistic endeavour. Equally, they can be the seemingly fortuitous outcome of the way in which a place has evolved and been used over time. Many places combine these two aspects... Aesthetic values tend to be specific to a time cultural context and appreciation of them is not culturally exclusive.*' (Pages 30-31)

Historic Value – '*derives from the ways in which past people, events and aspects of life can be connected through a place to the present. It tends to be illustrative or associative... Association with a notable family, person, event, or movement gives historical value a particular resonance...The historical value of places depends upon both sound identification and direct experience of fabric or landscape that has survived from the past, but is not as easily diminished by change or partial replacement as evidential value. The authenticity of a place indeed often lies in visible evidence of change as a result of people responding to changing circumstances. Historical values are harmed only to the extent that adaptation has obliterated or concealed them, although completeness does tend to strengthen illustrative value.*' (Pages 28-30)

Communal Value – “Commemorative and symbolic values reflect the meanings of a place for those who draw part of their identity from it, or have emotional links to it... Social value is associated with places that people perceive as a source of identity, distinctiveness, social interaction and coherence. Some may be comparatively modest, acquiring communal significance through the passage of time as a result of a collective memory of stories linked to them... They may relate to an activity that is associated with the place, rather than with its physical fabric... Spiritual value is often associated with places sanctified by longstanding veneration or worship, or wild places with few obvious signs of modern life. Their value is generally dependent on the perceived survival of the historic fabric or character of the place, and can be extremely sensitive to modest changes to that character, particularly to the activities that happen there”. (Pages 31-32)

- 3.13 Value-based assessment should be flexible in its application, it is important not to oversimplify an assessment and to acknowledge when an asset has a multi-layered value base, which is likely to reinforce its significance.

Contribution of Setting/context to Significance

- 3.14 In addition to the above values, the setting of a heritage asset can also be a fundamental contributor to its significance - although it should be noted that ‘setting’ itself is not a designation. The value of setting lies in its contribution to the significance of an asset. For example, there may be instances where setting does not contribute to the significance of an asset at all.
- 3.15 Historic England’s Conservation Principles defines *setting* as “*an established concept that relates to the surroundings in which a place is experienced, its local context, embracing present and past relationships to the adjacent landscape.*”
- 3.16 It goes on to state that “*context embraces any relationship between a place and other places. It can be, for example, cultural, intellectual, spatial or functional, so any one place can have a multi-layered context. The range of contextual relationships of a place will normally emerge from an understanding of its origins and evolution. Understanding context is particularly relevant to assessing whether a place has greater value for being part of a larger entity, or sharing characteristics with other places*” (page 39).
- 3.17 In order to understand the role of setting and context to decision-making, it is important to have an understanding of the origins and evolution of an asset, to the extent that this understanding gives rise to significance in the present. Assessment of these values is not based solely on visual considerations but may lie in a deeper understanding of historic use, ownership, change or other cultural influence – all or any of which may have given rise to current circumstances and may hold a greater or lesser extent of significance.
- 3.18 The importance of setting depends entirely on the contribution it makes to the significance of the heritage asset or its appreciation. It is important to note that impacts that may arise to the setting of an asset do not, necessarily, result in direct or equivalent impacts to the significance of that asset(s).

Assessing Impact

- 3.19 It is evident that the significance/value of any heritage asset(s) requires clear assessment to provide a context for, and to determine the impact of, development proposals. Impact on that value or significance is determined by first considering the sensitivity of the receptors identified which is best expressed by using a hierarchy of value levels.

- 3.20 There are a range of hierarchical systems for presenting the level of significance in use; however, the method chosen for this project is based on the established 'James Semple Kerr method' which has been adopted by Historic England, in combination with the impact assessment methodology for heritage assets within the *Design Manual for Roads and Bridges* (DMRB: HA208/13) published by the Highways Agency, Transport Scotland, the Welsh Assembly Government and the department for Regional Development Northern Ireland. This 'value hierarchy' has been subject to scrutiny in the UK planning system, including Inquiries, and is the only hierarchy to be published by a government department.
- 3.21 The first stage of our approach is to carry out a thoroughly researched assessment of the significance of the heritage asset, in order to understand its value:

SIGNIFICANCE	EXAMPLES
Very High	World Heritage Sites, Listed Buildings, Scheduled Monuments and Conservation Areas of outstanding quality, or built assets of acknowledged exceptional or international importance, or assets which can contribute to international research objectives. Registered Parks & Gardens, historic landscapes and townscapes of international sensitivity.
High	World Heritage Sites, Listed Buildings, Scheduled Monuments, Conservation Areas and built assets of high quality, or assets which can contribute to international and national research objectives. Registered Parks & Gardens, historic landscapes and townscapes which are highly preserved with excellent coherence, integrity, time-depth, or other critical factor(s).
Good	Listed Buildings, Scheduled Monuments, Conservation Areas and built assets (including locally listed buildings and non-designated assets) with a strong character and integrity which can be shown to have good qualities in their fabric or historical association, or assets which can contribute to national research objectives. Registered Parks & Gardens, historic landscapes and townscapes of good level of interest, quality and importance, or well preserved and exhibiting considerable coherence, integrity time-depth or other critical factor(s).
Medium/ Moderate	Listed Buildings, Scheduled Monuments, Conservation Areas and built assets (including locally listed buildings and non-designated assets) that can be shown to have moderate qualities in their fabric or historical association. Registered Parks & Gardens, historic landscapes and townscapes with reasonable coherence, integrity, time-depth or other critical factor(s).
Low	Listed Buildings, Scheduled Monuments and built assets (including locally listed buildings and non-designated assets) compromised by poor preservation integrity and/or low original level of quality of low survival of contextual associations but with potential to contribute to local research objectives. Registered Parks & Gardens, historic landscapes and townscapes with modest sensitivity or whose sensitivity is limited by poor preservation, historic integrity and/or poor survival of contextual associations.
Negligible	Assets which are of such limited quality in their fabric or historical association that this is not appreciable. Historic landscapes and townscapes of limited sensitivity, historic integrity and/or limited survival of contextual associations.
Neutral/ None	Assets with no surviving cultural heritage interest. Buildings of no architectural or historical note.

	Landscapes and townscapes with no surviving legibility and/or contextual associations, or with no historic interest.
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3.22 Once the value/ significance of an asset has been assessed, the next stage is to determine the assets 'sensitivity to change'. The following table sets out the levels of sensitivity to change, which is based upon the vulnerability of the asset, in part or as a whole, to loss of value through change. Sensitivity to change can be applied to individual elements of a building, or its setting, and may differ across the asset.

3.23 An asset's sensitivity level also relates to its capacity to absorb change, either change affecting the asset itself or change within its setting (remembering that according to Historic England The Setting of Heritage Assets – Planning Note 3, 'change' does not in itself imply harm, and can be neutral, positive or negative in effect).

3.24 Some assets are more robust than others and have a greater capacity for change and therefore, even though substantial changes are proposed, their sensitivity to change or capacity to absorb change may still be assessed as low.

SENSITIVITY	EXPLANATION OF SENSITIVITY
High	High Sensitivity to change occurs where a change may pose a major threat to a specific heritage value of the asset which would lead to substantial or total loss of heritage value.
Moderate	Moderate sensitivity to change occurs where a change may diminish the heritage value of an asset, or the ability to appreciate the heritage value of an asset.
Low	Low sensitivity to change occurs where a change may pose no appreciable threat to the heritage value of an asset.

3.25 Once there is an understanding of the sensitivity an asset holds, the next stage is to assess the 'magnitude' of the impact that any proposed works may have. Impacts may be considered to be adverse, beneficial or neutral in effect and can relate to direct physical impacts, impacts on its setting, or both. Impact on setting is measured in terms of the effect that the impact has on the significance of the asset itself – rather than setting itself being considered as the asset.

MAGNITUDE OF IMPACT	TYPICAL CRITERIA DESCRIPTORS
Very High	<u>Adverse</u> : Impacts will destroy cultural heritage assets resulting in their total loss or almost complete destruction. <u>Beneficial</u> : The proposals would remove or successfully mitigate existing and significant damaging and discordant impacts on assets; allow for the substantial restoration or enhancement of characteristic features.
High	<u>Adverse</u> : Impacts will damage cultural heritage assets; result in the loss of the asset's quality and integrity; cause severe damage to key characteristic features or elements; almost complete loss of setting and/or context of the asset. The assets integrity or setting is almost wholly destroyed or is severely compromised, such that the resource can no longer be appreciated or understood.

	<p><u>Beneficial:</u> The proposals would remove or successfully mitigate existing damaging and discordant impacts on assets; allow for the restoration or enhancement of characteristic features; allow the substantial re-establishment of the integrity, understanding and setting for an area or group of features; halt rapid degradation and/or erosion of the heritage resource, safeguarding substantial elements of the heritage resource.</p>
Medium	<p><u>Adverse:</u> Moderate impact on the asset, but only partially affecting the integrity; partial loss of, or damage to, key characteristics, features or elements; substantially intrusive into the setting and/or would adversely impact upon the context of the asset; loss of the asset for community appreciation. The assets integrity or setting is damaged but not destroyed so understanding and appreciation is compromised.</p> <p><u>Beneficial:</u> Benefit to, or partial restoration of, key characteristics, features or elements; improvement of asset quality; degradation of the asset would be halted; the setting and/or context of the asset would be enhanced and understanding and appreciation is substantially improved; the asset would be brought into community use.</p>
Minor/Low	<p><u>Adverse:</u> Some measurable change in assets quality or vulnerability; minor loss of or alteration to, one (or maybe more) key characteristics, features or elements; change to the setting would not be overly intrusive or overly diminish the context; community use or understanding would be reduced. The assets integrity or setting is damaged but understanding and appreciation would only be diminished not compromised.</p> <p><u>Beneficial:</u> Minor benefit to, or partial restoration of, one (maybe more) key characteristics, features or elements; some beneficial impact on asset or a stabilisation of negative impacts; slight improvements to the context or setting of the site; community use or understanding and appreciation would be enhanced.</p>
Negligible	<p>Barely discernible change in baseline conditions and/or slight impact. This impact can be beneficial or adverse in nature.</p>
Neutral	<p>Some changes occur but the overall effect on the asset and its significance is neutral.</p>
Nil	<p>No change in baseline conditions.</p>

4.0 Townscape Policy and Planning Guidance Background

- 4.1 The Townscape Assessment is prepared with regard to the current best practice documentation including:
- Guidelines for Landscape and Visual Impact Assessment (3rd Edition, 2013), Landscape Institute / Institute of Environmental Management and Assessment;
 - Advice Note 01/11: Photography and photomontage in landscape and visual impact assessment, Landscape Institute;
 - Topic Paper 6, Techniques and Criteria for Judging Capacity and Sensitivity (2003), Countryside Agency / Scottish Natural Heritage;
 - Landscape Character Assessment Guidance for England and Scotland (2002), Countryside Agency / Scottish Natural Heritage;
 - An Approach to Landscape Character Assessment (2014) - Natural England; and
 - Advice Note 4: Tall Buildings (2015), Historic England.

4.2 At paragraph 2.7, the Guidelines for Landscape and Visual Impact Assessment (GLVIA3) states that 'Townscape' refers to areas where built form is dominant, and in particular that "townscape means the landscape within the built-up area, including the buildings, the relationship between them, the different types of urban open spaces, including green spaces, and the relationship between buildings and open spaces."

4.3 GLVIA3 clarifies that references to the term 'landscape' are synonymous with the term 'townscape'. This Townscape Assessment therefore considers the national, strategic and local planning policy context and accompanying guidance insofar as it relates to townscape and visual matters. This includes:

National Planning Policy Framework and Planning Practice Guidance

4.4 In order to describe the character of the site and its setting, desk and field survey work is used to identify the key characteristics of the areas identified as being of particular importance, and to describe them as perceived from a number of route corridors.

4.5 Townscape elements and features understood and defined as 'character areas' within the environs of the application site are then assessed as appropriate through use of the following criteria:

- Building enclosure and scale (street and block pattern/grain, heights/3D massing, scale and density of buildings, enclosure and street proportions, and boundaries);
- Movement (accessibility, pedestrianisation, cycle routes, public transport, choice of routes, wayfinding, nodes, gateways, defined paths, edges and mobility for disabled or elderly);

- Buildings (style and condition/quality of architecture, vernacular style, materials, and building frontages);
- Public realm (streetscape materials, street furniture, streetscape clutter, visual contrasts and evidence of vandalism);
- Landmarks (building contextual cues, landmark buildings and focal points);
- Townscape elements (vegetation types, their condition and overall contribution to character,
- Private gardens/street trees and their contribution to streetscape and open spaces).

4.6 Typically, townscape character areas comprise designated areas, townscape features, public open spaces, transport routes and distinct land use areas. These character areas are then understood as ‘receptors’, and their overall value determined using the matrix within the below table. The impact of a proposal can be assessed against this baseline value.

4.7 Viewpoints have also been identified and agreed with the council as individual visual receptors. This impact of the proposals upon these views will be assessed as part of this report, using the ‘impact on visual amenity’ matrix outlined in Table 2 below.

4.8 The existing and proposed contribution that structures within the site make to the local townscape character, including that of the receptors identified, are then determined using the following matrix as well as described in terms of scale and massing.

VALUE	TYPICAL CRITERIA	TYPICAL SCALE OF IMPORTANCE/ RARITY	TYPICAL EXAMPLES
Exceptional	High importance and rarity. No or limited potential for substitution	International, National	World Heritage site, National Park, AONB, and/or typically a number of Grade I and Grade II* listed buildings or Registered Park and Garden
Major	High importance and rarity. Limited potential for substitution	National, Regional, Local	AONB, Scheduled Monuments, Conservation Area, typically a number of Grade II listed buildings, and/or Registered Park and Gardens
Moderate	Moderate importance and rarity. Limited potential for substitution	Regional, Local	Conservation Area with some negative features, or an undesignated area but value perhaps expressed through non-official publications or demonstrable use

Minor	Minor importance and rarity. Considerable potential for substitution	Local	Areas identified as having some redeeming feature or features and possibly identified for improvement
Poor	Minor importance and rarity	Local	Areas identified for recovery

4.9 The below table shows townscape character and visual amenity magnitude of effect

Magnitude of Effect	Definition
Substantial adverse	The scheme proposal has a significant detrimental effect on the identified visual receptors or results in a major deterioration of the identified townscape character area
Moderate adverse	The scheme proposal has a moderate detrimental effect on the identified visual receptors or fails to contribute to the identified townscape character area
Minor adverse	The scheme proposal has a slight detrimental effect on the identified visual receptors or fails to fully contribute to the identified townscape character area
Negligible/ neutral	The scheme proposal neither contributes to nor detracts from the identified visual receptors or identified townscape character area
Minor beneficial	The scheme proposal has a slight beneficial effect on the identified visual receptors or partly contributes to the identified townscape character area
Moderate beneficial	The scheme proposal has a moderate beneficial effect on the identified visual receptors or contributes to the identified townscape character area
Substantial beneficial	The scheme proposal has a significant beneficial effect on the identified visual receptors or results in a major contribution to the identified townscape character area

5.0 Historic Context

Initial Development

- 5.1 The Garden City movement was founded by Sir Ebenezer Howard in the 1920s following his earlier trial town at Letchworth Garden City.
- 5.2 Creating new towns was a passion of Howard who in the late 19th century felt that he could design a settlement of limited size, planned in advance, surrounded by a permeant belt of agricultural land as a future model for urban development. His main goal was to create 'Garden Cities' that were a cooperative blend of city and nature. The root of Howard's idea was to combine 'the advantages of town and countryside to create a pleasant egalitarian environment.'
- 5.3 These principles underpinned the design for Welwyn Garden City. A key theme throughout the design and planning of Welwyn Garden City was the idea that everything could be accessed within the town; an idea of self-containment. As such Howard planned the town with jobs, services, leisure facilities and housing within a single settlement. This idea was carried through to other "new towns" within the country such a Stevenage, Harlow and Milton Keynes.
- 5.4 Welwyn Garden City however was one of the earlier iterations of the movement and was born from Howard purchasing 1500 acres of farmland near Welwyn in 1919. Following on from this Howard appointed the French-Canadian architect Louis de Soissons as planner and designer in April 1920. Within six weeks De Soissons produced the master plan which was ultimately constructed with slight alterations over the decades.

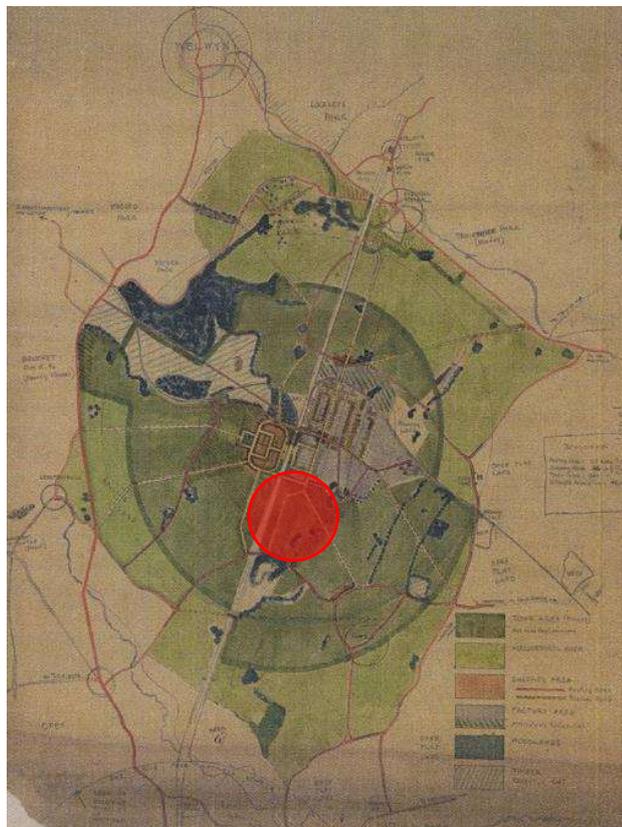


Figure 2- Welwyn Garden City sketch plan by Sir Frederic Osborn (1919). The approximate location of the site is reflected by the red transparency.

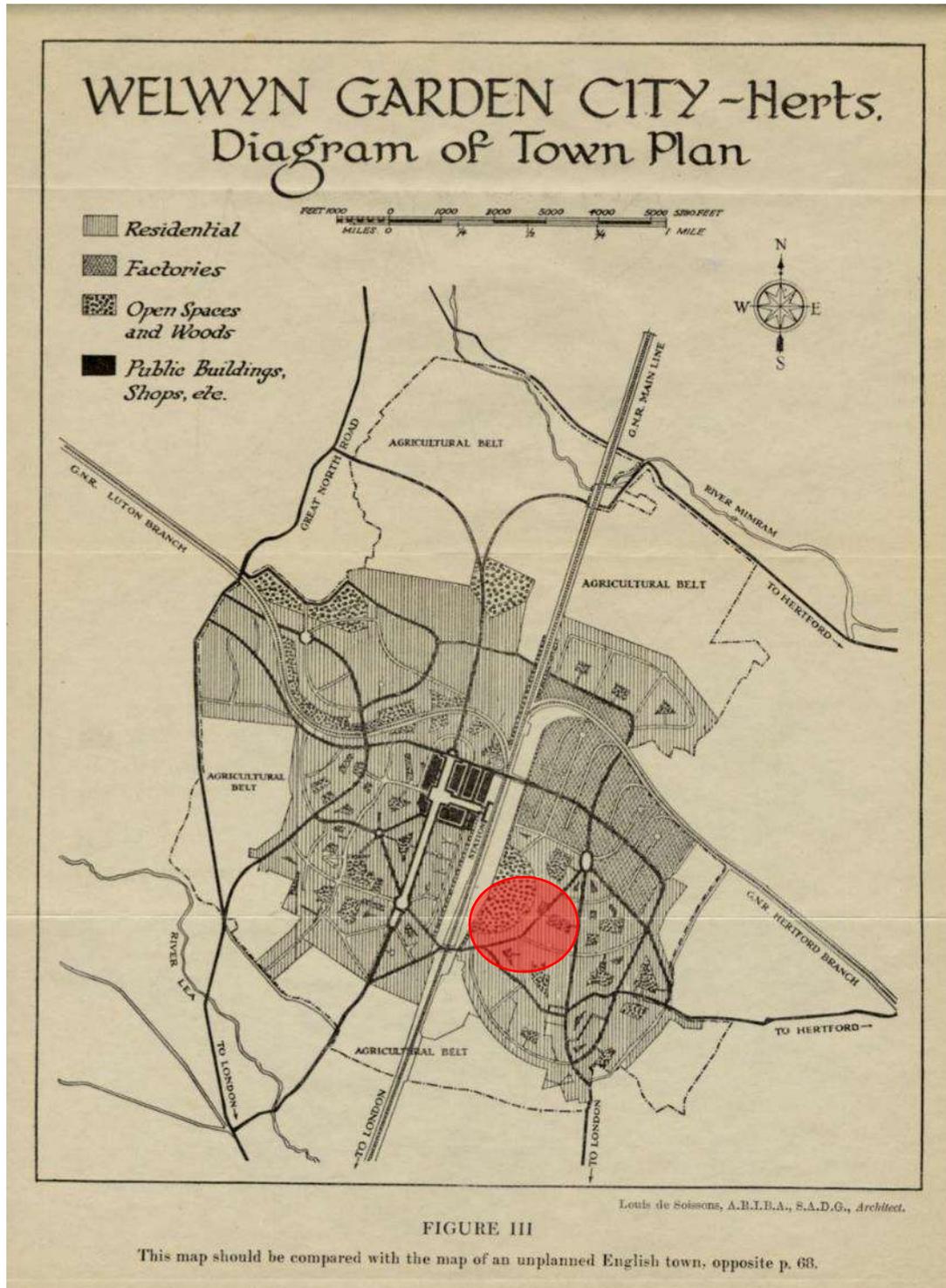


Figure 3- Diagram of Welwyn Garden City Town Plan by Louis de Soissons (1920). Note the zoned area for 'factories' to the east of the railway. The approximate location of site highlighted in red.

- 5.5 The style of the houses and public buildings throughout the Garden City are Neo-Georgian which is a contrary to the Art and Crafts style which was favoured by Unwin and Parker at Letchworth. It is thought that De Soissons and his associate Arthur Kenyon designed over half the houses within the town, the majority of which are in red brick, but many were constructed of concrete and flat roofs.

- 5.6 The town is laid out in a 'Grand Beaux Arts' tradition with a greensward avenue known as Parkway which at over 60m wide runs through the central area of the town, providing the central axis. The residential streets that surround this central core follow the contours of the land in order to minimise the cost of installing water and sewage services. These streets were carefully landscaped with no more than 12 houses per acre however De Soissons creatively reimagined the cul-de-sac to create singular communities with shared decorative detailing creating identities at street level.

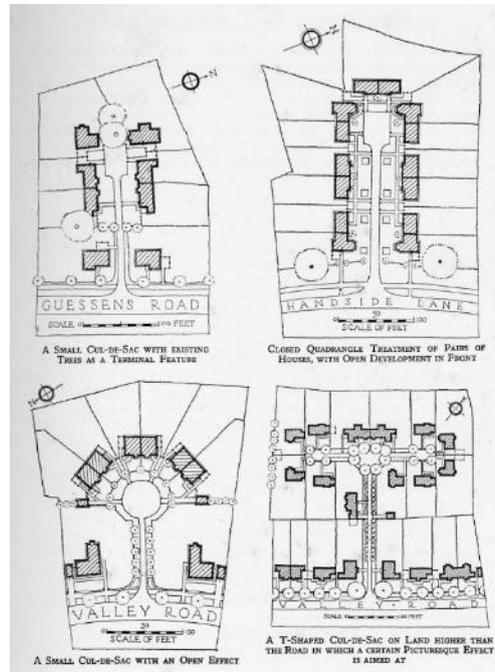


Figure 4-Street layout plan illustrating types of cul-de-sac taken from *The Building of Satellite Towns* by C.B. Purdom

- 5.7 De Soissons planned that all residents would shop in one place and though 'Welwyn Stores' provided initial amenity however commercial pressures of the 20th century have altered this original arrangement. He was also passionate about the reinstatement of trees and green spaces between each of the developments. De Soissons was still on the city board in 1948 when Welwyn Garden City was overtaken by the state and designated as a New Town under the New Towns Act 1946 with neighbouring Hatfield. He remained a key part of the development until his death in 1962.
- 5.8 Over the coming decades various development took place within the town which resulted in the creation of 8 distinct neighbourhoods; Howardsgate, Handside, Panshanger, Hatfield Hyde and Woodall, Digswell, Howlands, Lemsford, Monkswood, Haldens, Parkway and the Town Centre.

The Industrial Zone

- 5.9 A key part of the town's initial design was the desire to allow residents to live close to where they worked. In 1924 De Soissons designed the first and arguably the most important factory in the town for Shredded Wheat which was the first of its kind in England being a mixture of concrete and glass. In 1981 the factory and adjoining silos were listed at Grade II by Historic England.
- 5.10 Other factories were constructed within this expanding 'industrial zone', all approved by De Soissons before they were constructed. This included the International Modernist Grade II Listed Roche Factory, built by Otto Salvisberg in 1937.

5.11

The growth of industries in Welwyn Garden City depended on the growth and expansion of the town and population. Apart from the purpose-built factories such as Shredded Wheat and Roche Factory the majority of new factories were housed in Sectional Factory Units built in Bridge Road East, Broadwater Road, Hyde Way and Tewin Road.

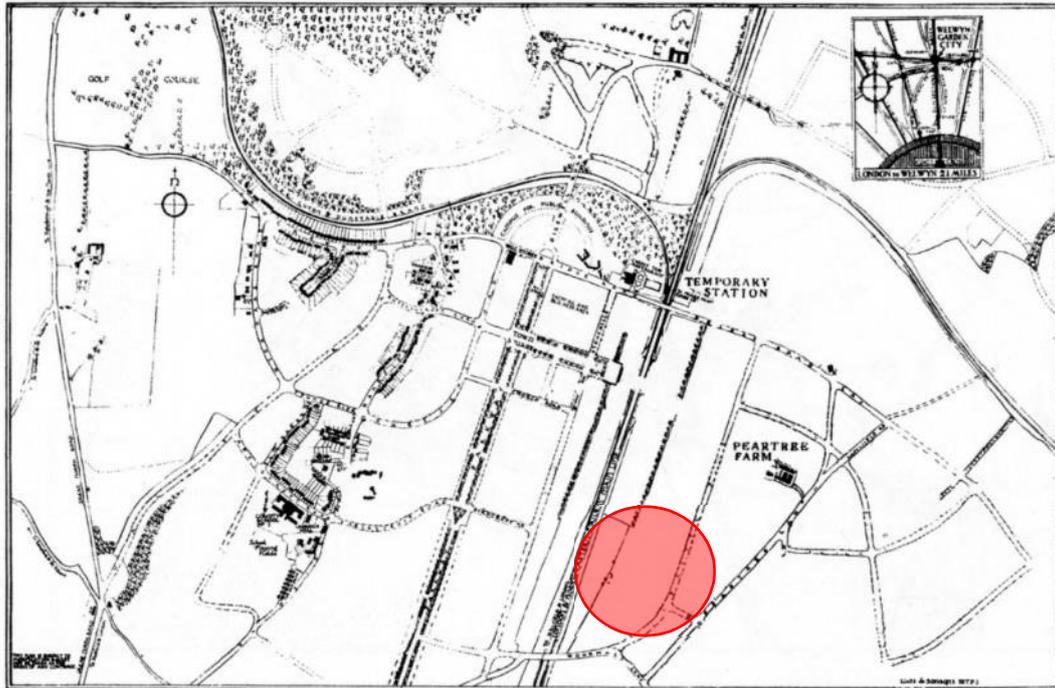


Figure 5 (Above) Map showing development of the factory area of Welwyn Garden City 1922 (approximate location of site outlined in red)

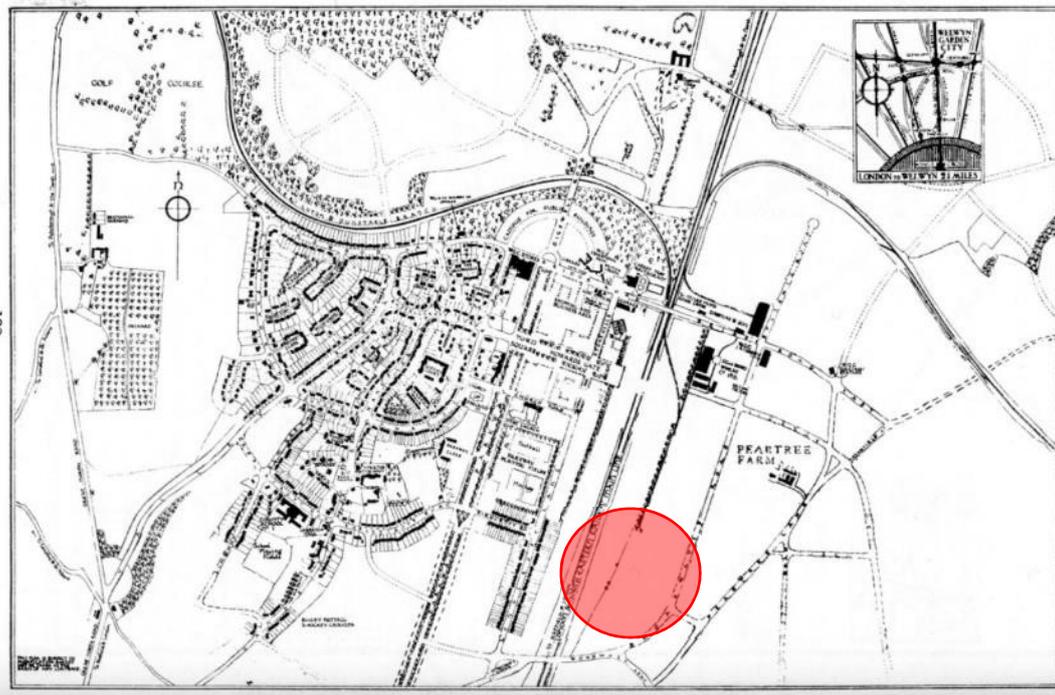


Figure 6 (Below) Map showing development of the factory area of Welwyn Garden City 1926. Residential development is starting to emerge on the west side of the railway line. The first factory (Shredded Wheat) is now present on the map north of the site (approximate location outlined in red)

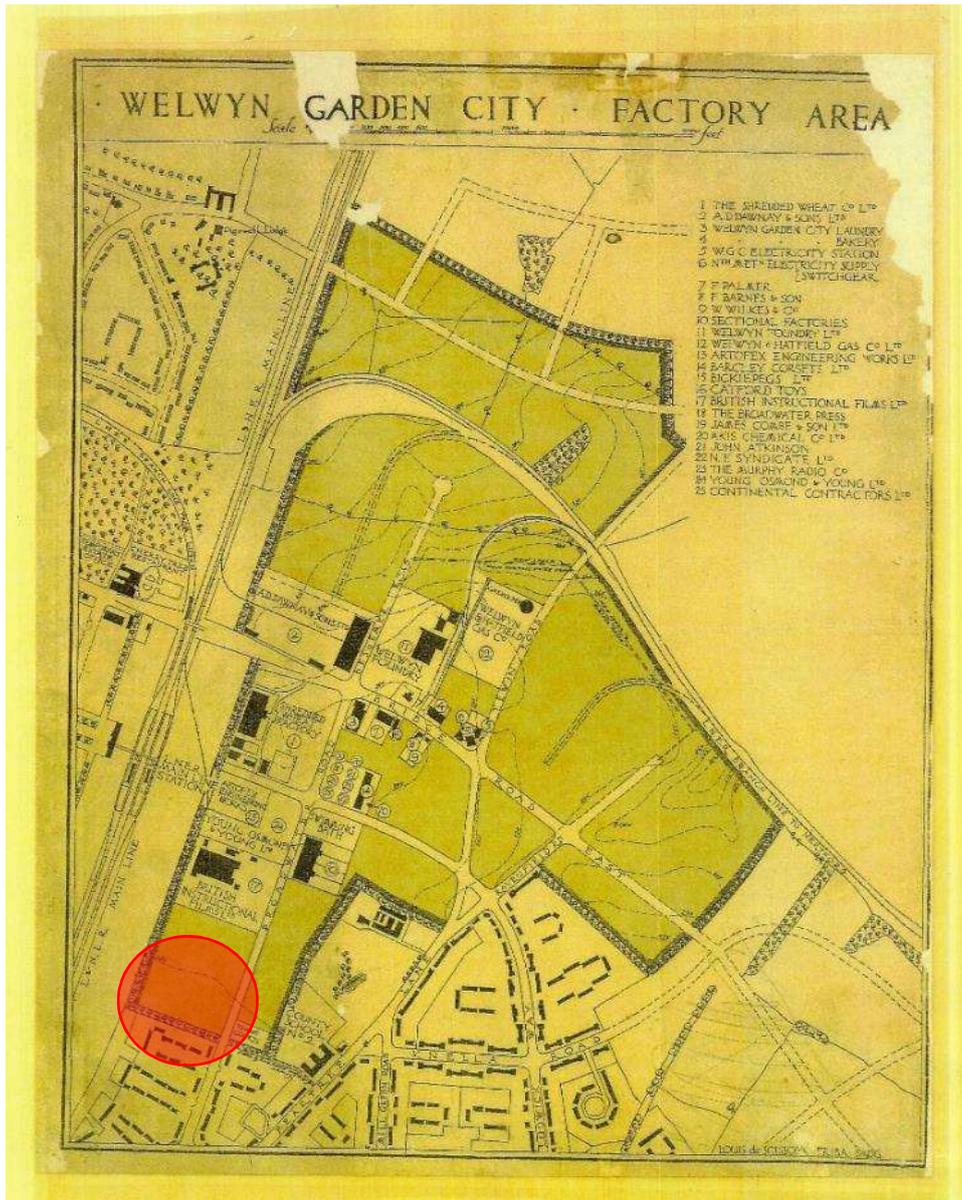


Figure 7- Late 1920s Map of Factory Area (approximate location of the site highlighted in red).

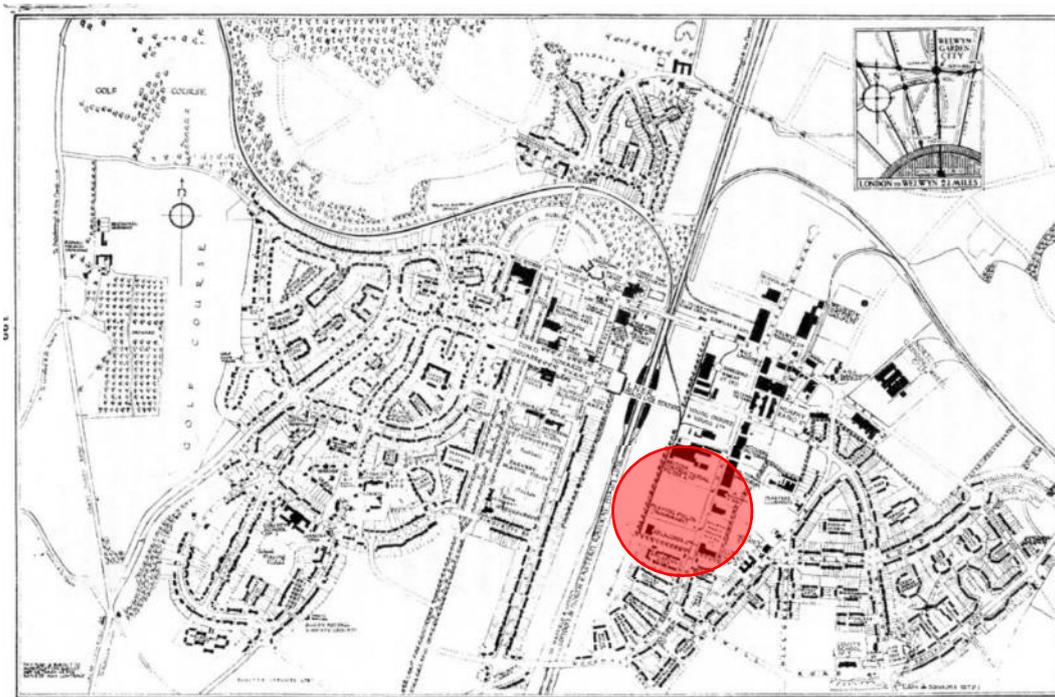


Figure 8- Map showing development of the factory area of Welwyn Garden City 1933. Further factories start to develop around the Shredded Wheat Factory with residential development starting to take form to the east and south of the site (approximate location highlighted in red).

5.12 The following is a quote taken from the Welwyn Garden City Directory 1926;

'The town is planned with an industrial area, which is specially laid out with railway sidings, roads, and public services.

The factory conditions are claimed to be ideal, and the factories are so placed that they have plenty of light and air with convenient access to the residential parts of the town and yet do not interfere with the town's amenities. Indiscriminate factory development will not be permitted in Welwyn Garden City.

The Shredded Wheat Factory is a type of the handsome factory premises of the town. This factory may be visited at certain times.'

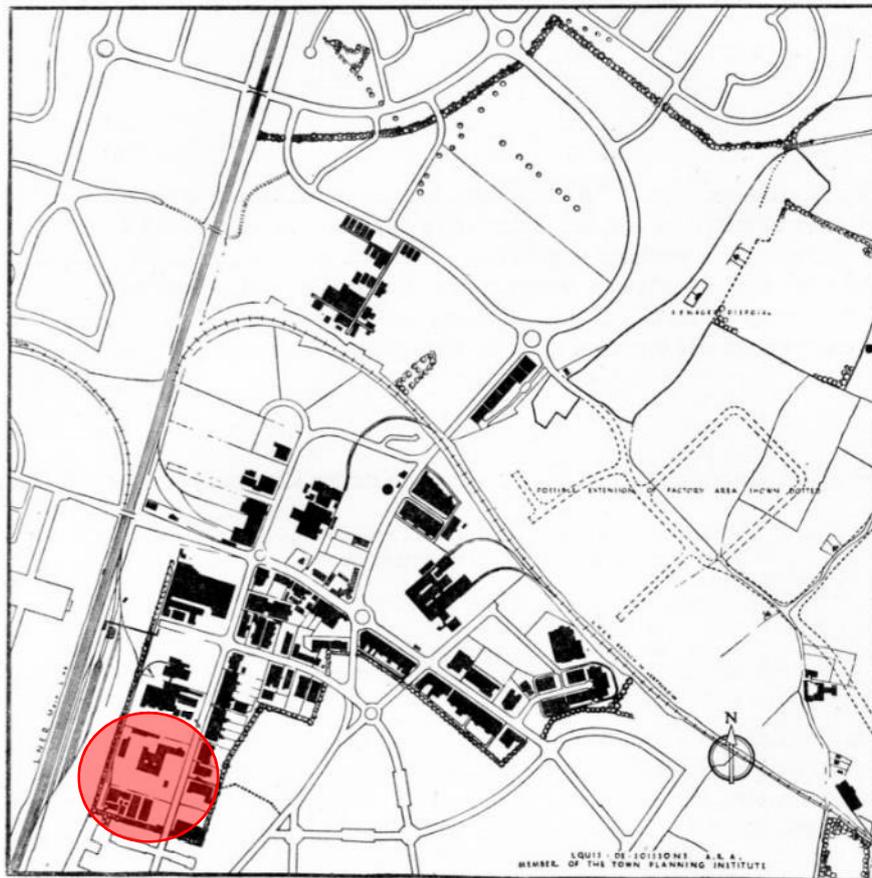


Figure 9- Map of Factory Area in Welwyn Garden City showing development in 1948 (approximate location of site in red)

- 5.13 The most striking building of this period was perhaps the Smith Kline & French (1964) designed by Arup Associates, comprising a six-storey brutalist block on stilts, with a brick podium below. This block towered over the other low-rise buildings of the garden city however it was demolished in 2004.
- 5.14 The site is located within this industrial area, situated to the east of the town centre and adjacent to the railway line. This complex of industrial buildings creates a strong contrast to De Soissons neo-Georgian town centre to the west.
- 5.15 Earlier phase of buildings on site include Welwyn Studios, a film studio built in 1928 by British Instructional Films which produced *The 39 Steps* and *Brighton Rock* amongst others. The site was then sold to Ardath Tobacco and a factory designed by De Soissons was built around it. The British chemical company ICI based its headquarters in WGC from 1938 and at its peak in the mid 1960's employed around 4000 people at its 65-acre site. This was built in phases from 1954 to 1963, using a variety of architects; J. Douglass Mathews & Partners, E. D. Jefferiss Mathews and Ronald Salmon & Partners; all contributing to the designs.



Figure 10- Welwyn Studios now demolished

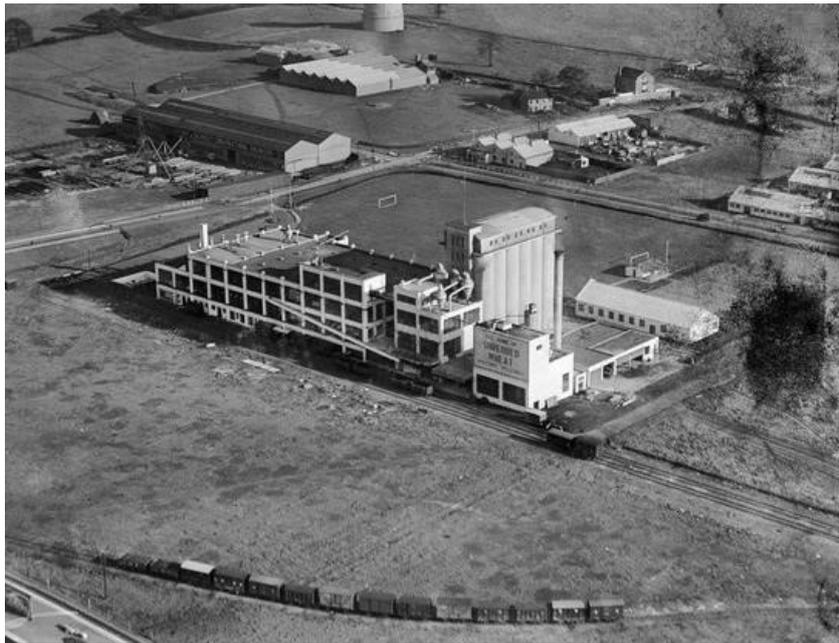


Figure 11- Aerial view of Shredded Wheat Factory, early twentieth century.

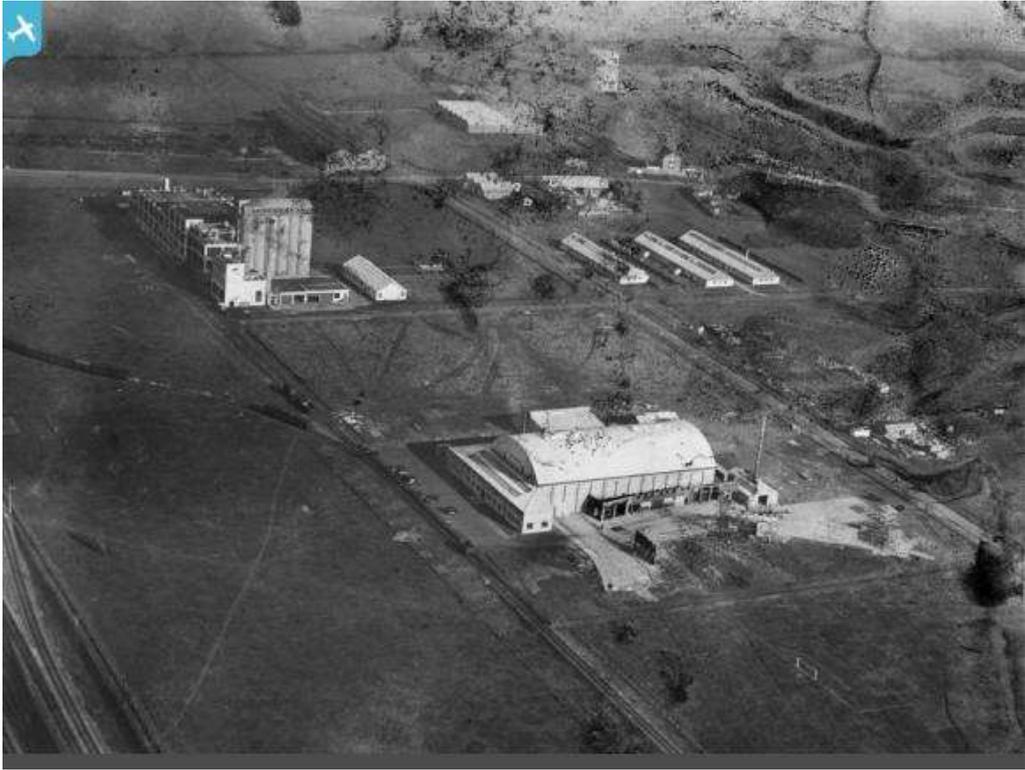


Figure 12- Aerial Image of British Instructional Film Studios(front) and Shredded Wheat Company Works (rear) 1928



Figure 13- Shredded Wheat Factory and other Industrial Works circa 1930

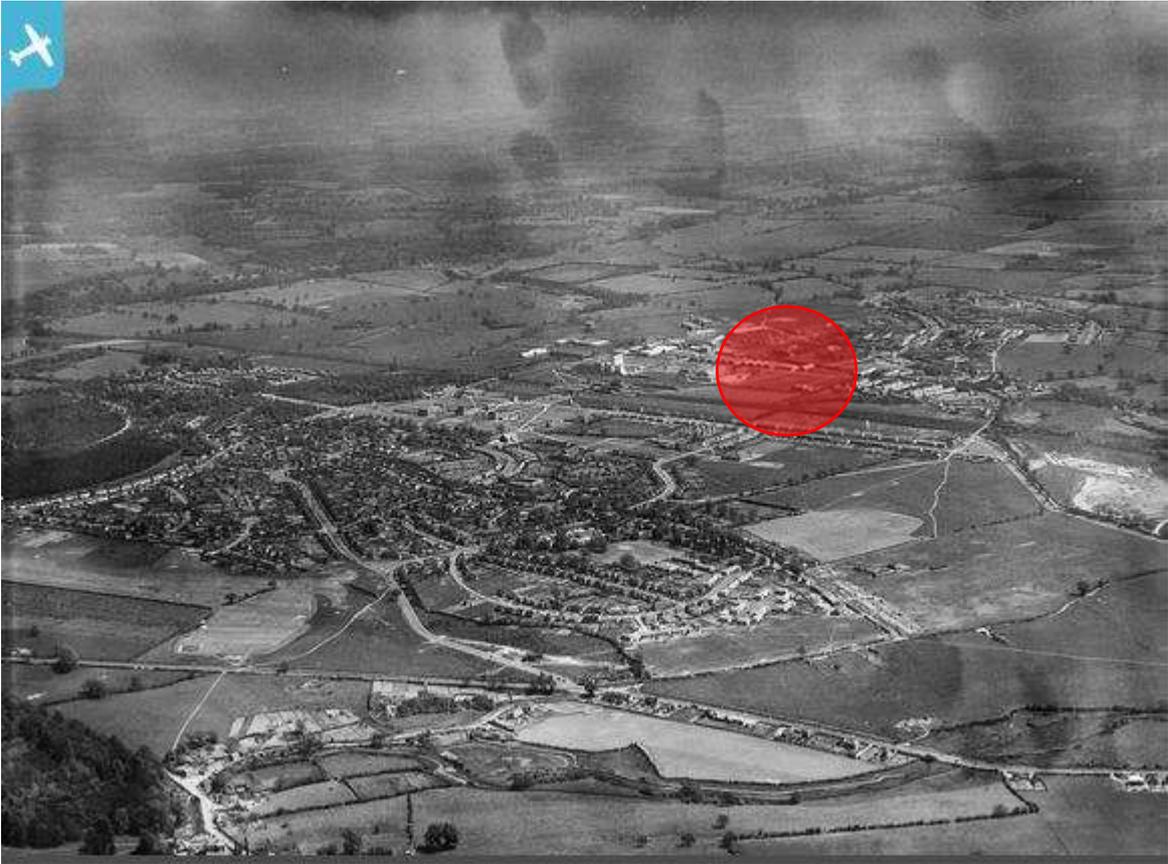


Figure 14- Aerial view of Welwyn Garden City from South West circa 1930s (approximate location of site highlighted in red)

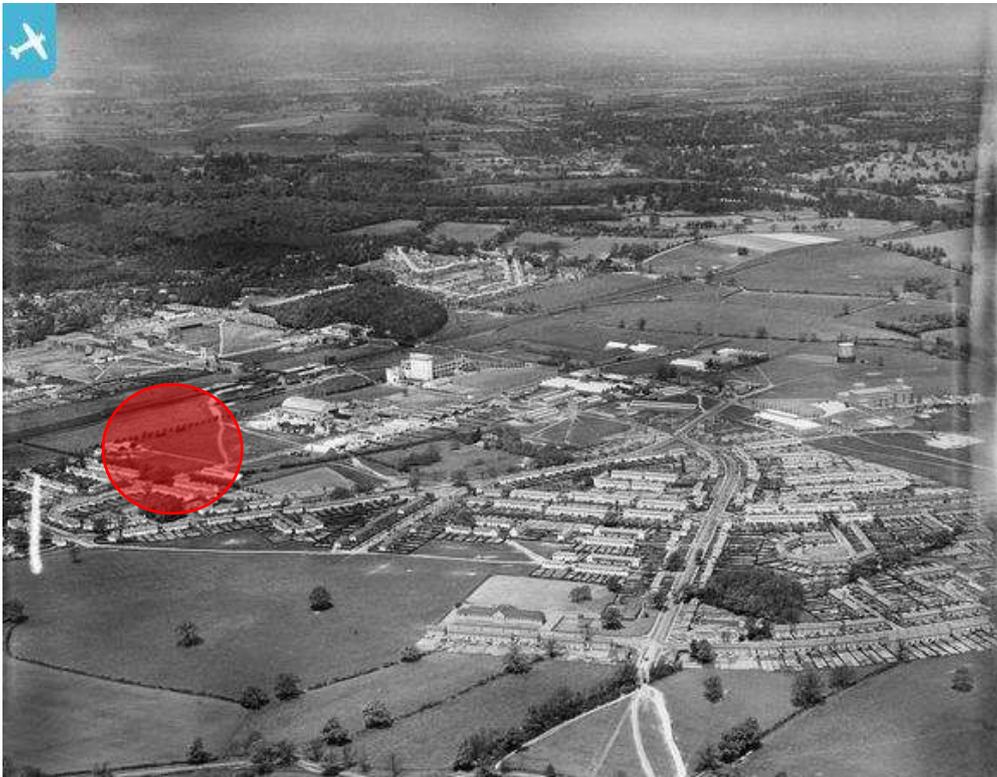


Figure 15- Aerial view of Welwyn Garden City from South East 1935 (approximate location of site highlighted in red)

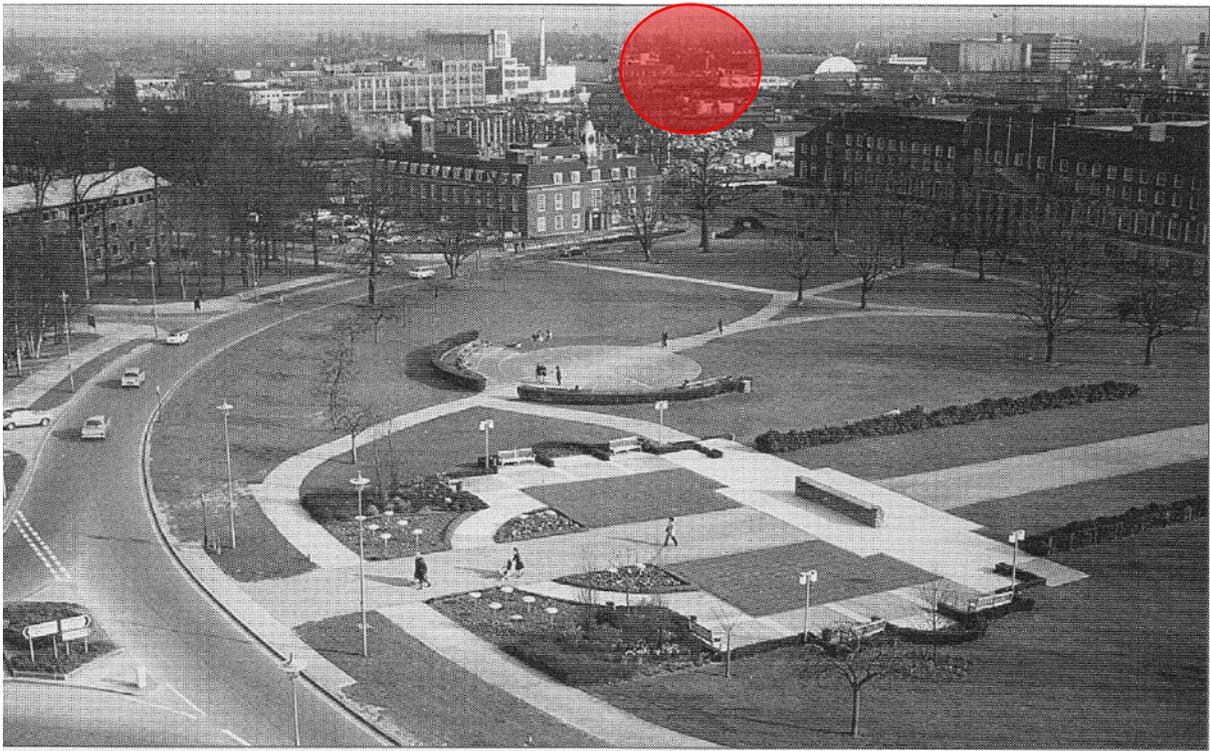


Figure 16- The Campus of Welwyn Stores to right 1972 (approximate site location highlighted in red)

6.0 Planning History

6.1 This section outlines the relevant planning history for the site and surroundings, including the allocated site known as the Shredded Wheat Corner to the north and Roche Factory development by Taylor Wimpey to the east.

6.2 The allocation of the Broadwater Road site within the Broadwater Road West Supplementary Planning Document (December 2008) set out the vision for the redevelopment of the area as follows:

“To deliver an energetic and pioneering scheme of development which integrated 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.”

- **2010**, Consented Application N6/2010/1776/MA, for 200 units within the former Roche Factory site.
- **2010**, Refused Application N6/2010/2055/MA for the land surrounding the Shredded Wheat building, comprising a mix of uses notably 14,000sq.m of office, 344 residential units and a new retail supermarket.
- **2015**, Consented Application N6/2015/0294/PP for the land surrounding the Shredded Wheat building, outline permission for development with (part retention and part demolition) for 850 residential units and C 14,000 sq.m. of buildings hosting workspace, healthcare, hotel, shops and restaurants and community uses. This application was approved in Nov 2017 subject to planning conditions and with an accompanying legal agreement.
- **2015**, Consented Application (2015/0293) for the land surrounding the Shredded Wheat building, approved the removal buildings on the site retaining a portion of the silos, the boiler house, grain house and production hall.
- **2016**, Consented Application for N6/2016/1882/FUL for the conversion of the listed Roche Building to 34 residential units.
- **2018**, Consented Application for 6/2018/0171/MAJ for the creation of a mixed-use quarter comprising the erection of up to 1,340 residential dwellings including 414 (31%) affordable dwellings (use class c3); 114 extra care homes (use class c2); the erection of a civic building comprising 497 m² of health (use class d1), 497 m² of community use (use class d1), 883 m² of office (use class b1) and 590 m² of retail (class a1/a2/a3/a4/a5); alterations, additions and change of use of grade ii listed building and retained silos to provide 5,279 m² of flexible business floorspace (use class b1), 270 m² combined heat and power (sui generis), 2,057 m² international art centre (use class d1), 1,235 m² gymnasium (use class d2), 1,683 m² of restaurant/coffee shop/bar (use class a1/a3/a4/a5), creche/day nursery (use class d1) of 671 m² as well as a network rail toc building (use class b1) of 360 m²; plus associated car parking, access, landscaping, public art and other supporting infrastructure.
 - This application prompted the following comments from the Welwyn Garden City Society regarding design and heritage and townscape impact:
 - Tower blocks too similar around the De Soissons original building. Those between the silos and Howardsgate are too high and this view would be lost.

- Lack of greenery on the site needs to align with WHBC tree strategy and garden city image.
 - Exterior should match the current brick colours used in WGC and a determined effort to link the two sides of the town.
 - Influences of Le Corbusier and Beaux Arts felt to be out of place and inappropriate
- Historic England commented that they were satisfied that the current, revised scheme would not cause additional harm to the significance of the listed buildings as a result of the impact upon their settings.

6.3 The delegated report noted that:

“A related consideration is the impact on heritage and in particular the scheme’s alignment with garden city principles. Conservation area and listed building impacts will also be considered under the Council’s statutory duties under Sections 16 and 73 of the Listed Building and Conservation Areas Act and having regard to para 196 of the NPPF... Having weighed up the scheme it is concluded that this is a well-designed development that puts place-making at its heart, optimises the site’s attributes and makes very effective use of the land. The renovation of all of the remaining listed structures (the Silos, Grain Hall and Production Hall) are considered to provide a balance between preserving and enhancing the character of the area and listed building whilst providing a positive setting in the design of surrounding buildings and spaces. It is considered that the scheme has many significant qualities that help to create a new part of Welwyn Garden City.

Whilst not all views are able to be protected the scheme does offer important glimpses through the site and the preservation of the iconic character of the retained Shredded Wheat Buildings, in a new setting. The development is taller and denser than the previous scheme but the overall design and feel of the scheme does not overwhelm or negatively impact on its surroundings. It is considered the scheme provides an attractive new townscape. It makes the most of the site and will bring new vibrancy to the area...It is for these reasons that it is considered that the proposals will not detract from or harm the character or appearance of the nearby Welwyn Garden City conservation area.”



Figure 1 Extract from Design and Access Statement Collado Collins

Figure 17. 2018 Consented Shredded Wheat Masterplan.

7.0 Site Assessment

7.1 The site presently comprises a tall building which is 35 m at its highest point to the top of the chimney flues and 30.5 m to the top of the stair core on the building's roof, which is the equivalent to ten residential storeys, with attached sheds and ancillary structures. It is located to the south of Welwyn Garden City railway station. The buildings are indifferent in terms of architectural quality and the massing of the whole appears incidental and purely functional. This is expressed in the mix of materials and placement of the fenestration, with no discernible aesthetic style save for a blue treatment to window cills. The buildings form a relatively late phase of development within the industrial zone, and lack the modernist and 'moderne' aesthetic which characterised some of the more influential buildings within the area, many of which have now been demolished.

7.2

The building footprint within the site is large scale, increasing in height towards the railway and terminating in a tower. Additional height is created in the surroundings through the chimneys which abut the tower building to the north. The extent of the chimneys and plant work to the roof highlight the overwhelmingly utilitarian and incidental appearance of the site. Glimpses of these elements are the main way the site is experienced from the majority of the surroundings. Consequently the utilitarian character of the site is the most far reaching quality.

7.3

The building's overall architectural and historic value is therefore considered to be **nil**. Given their relative height and proximity to the railway, they do however possess a high visibility within the surroundings, including from within the conservation area to the west and from the crossings over the railway to the north and south.

7.4

The surroundings of the site, once a major industrial hub, is now largely cleared for redevelopment following consented applications N6/2015/0294/PP and 6/2018/0171/MAJ. To the east, Broadwater Road creates the main access to the site and also establishes a clear distinction in the surrounding townscape, dividing the old industrial zone from the residential housing to the east and modern industrial areas to the north east. Broadwater Crescent to the south is also residential in nature creating a late twentieth century suburban townscape which contrasts to the more historic character of the building stock to the west of the railway. To the west the East Coast Mainline and lorry trailer park creates a significant boundary, dividing the site from the town centre. A footbridge over the railway line creates a link into what was the industrial zone however a new access is to be installed as part of the consented Shredded Wheat Quarter Scheme.

7.5

The redevelopment of the area to the north with residential blocks has commenced, with a terrace of housing to adjacent to the site to the east. The overwhelming character of the area however is one of dramatic contrast to the more suburban scale of the surroundings. The industrial history and historic boundaries of this zone is clearly legible, appreciable both in terms of the sharp step change scale, grain, materials, height and density which contrast to the consistency of the red brick suburban dwellings within the surroundings. Middle range views to the north take in the Shredded Wheat Factory which along with the tower within the site, bookend the industrial zone along Broadwater Road. It is noted that consented development will further filter the existing views between the site and Shredded Wheat Factory.

7.6

Due to the parallel nature of the railway and Broadwater Road, and the position of the access road, the site currently possesses a somewhat inaccessible and hostile character, establishing an awkward relationship with the surrounding residential areas and the town centre in particular. This indifferent character is underscored by the long-range views towards the site with the elevations and roofline unresponsive to the character of the garden city in any material terms, as such failing to acknowledge the significant visibility of the site from the surrounding area.



Figure 18. View south from the top of the Biopark Building within the site taking in the surrounding residential suburbs.



Figure 19. View north from the Biopark Building, note the Shredded Wheat Silos can be seen in the middle distance, as can the cleared site of what used to be the industrial zone.



Figure 20. Main façade of the Biopark Building. Note generic utilitarian appearance.



Figure 21. Area of hardstanding to the south of the main building.



Figure 22. Access road from Broadwater Lane.



Figure 23. Prefabricated buildings within the site surroundings.



Figure 24. Side elevation showing substantial massing within the site.



Figure 25. Railings surrounding the site creating an inaccessible back land character.



Figure 26. Side elevation of indifferent design.



Figure 27. Brick stair tower is separately articulated.



Figure 28. View towards recently consented development to the north.



Figure 29. Note tall projecting elements and plant work increasing the sense of height across the site.



Figure 30. The site is presently derelict, with signs of poor repair throughout.



Figure 31. View north looking along the railway line to the sheds to the north.



Figure 32. View towards Welwyn City Centre, looking north west across the railway line.



Figure 33. View towards the Welwyn Conservation Area, note the interior character of the conservation area is not appreciable.



Figure 34. Side elevation of the Biopark building, note the utilitarian design.



Figure 35. Side elevation, the building is of indifferent design.



Figure 36. View east from Biopark, note new residential development within the industrial zone.



Figure 37. View north east from Biopark, note listed Former Roche Office Building in the middle distance. intervening modern residential development can be seen.



Figure 38. View north towards the Shredded Wheat Factory.



Figure 39. View north west looking towards Welwyn Garden City.



Figure 40. View south from Biopark Building towards late twentieth century suburb.



Figure 41. View south from the Biopark Building towards Hatfield House (not distinguishable).



Figure 42. View west looking towards the Welwyn Garden City Conservation Area centre.



Figure 43. Underground carpark underneath the site.



Figure 44. View of the main buildings within the site from within the area of hardstanding to the south.



Figure 45. View of the site from Broadwater Road.

8.0 Heritage Assets

- 8.1 In the case of this application, the following designated heritage assets are local to the proposed development and have been identified as potentially affected by the current proposals. The identification of these assets is consistent with 'Step 1' of the GPA3 The Setting of Heritage Assets. This section has consulted the historic environment record which has informed the identification of heritage assets with the potential to be affected. Although there are numerous assets within the local surrounding area, the location and significance of many of them results in them having no perceptible relationship with the proposed development. For this reason, only the heritage assets which may be considered to be affected by the proposed development have been highlighted. All relevant Statutory List descriptions can be found in Appendix 1.
- 8.2 In the case of this application, the following designated heritage assets may be affected by the current proposals:
1. **The Nabisco Shredded Wheat Factory, Grade II**
 2. **Former Office Block (Buildings 1 to 4) to Roche Products Factory, Grade II**
 3. **Hatfield House, Grade I**
 4. **Hatfield House Registered Park and Garden, Grade I**
 5. **The Welwyn Garden City Conservation Area**
- 8.3 This section will determine the significance of heritage assets identified as affected by the proposals. This assessment will be proportionate to understand the impact of the proposals in line with paragraph 189 of the NPPF.

Nabisco Shredded Wheat Factory, Grade II

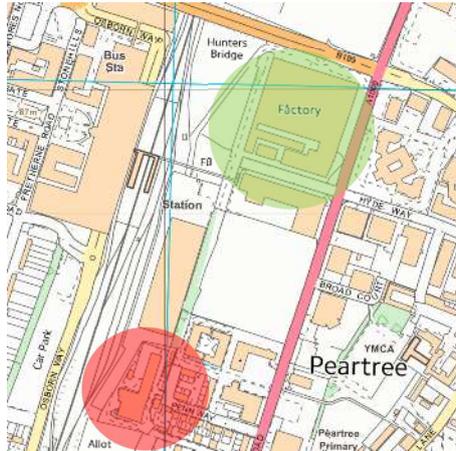


Figure 46. Location of the Shredded Wheat Factory noted in green, the location of the site is noted in red.

Historic Value

- 8.4 The Shredded Wheat Factory retains **high** historic value as the primary industrial building which commenced development of the industrial zone, creating a landmark within the surroundings and retaining a representative quality, illustrating the 'zoned' ethos of the Garden City movement. The building is also illustrative of the rise of industrialised food production and contemporary ideals regarding health standards. This interest resides primarily in the remaining historic fabric which dates between 1924 and 1926.

Evidential Value

- 8.5 Pioneering construction methods were used during the building's development, illustrating technological advancement. It is noted however that materials used were widely available. It is also noted that consent for the alteration of the building has been granted, and as such this interest will be diluted with the partial loss of the remaining intact historic structure. The overall evidential value is **low**.

Aesthetic Value

- 8.6 Designed by Louis de Soissons, the building forms one part of De Soissons vision for the town and as such is of **high** architectural/aesthetic value. The building illustrates De Soissons ease in switching between the modern and Neo-Georgian styles seen within the city centre. Finishes and decoration is simple, in keeping with the overarching style. The building has however been stripped of its original machinery.
- 8.7 As noted the silos have a landmark, monumental quality and the wider complex uses an innovative flat-slab construction method, creating a light and airy factory that was considered a 'model' for intensive food factory production. The building was influential within the wider culture, with the building itself featured on cereal packets as well as within the livery of delivery vehicles.

Communal Value

- 8.8 There is **medium** communal value within the Shredded Wheat Factory complex. Part of this value is residual, reflected in the commemorative interest of the building as an important place of employment for many of the residents of Welwyn Garden City. The landmark quality of the building is also important with regards to wayfinding and the identity of the city.

Summary of significance, setting and contribution of the site

- 8.9 This factory was one of the first to be located in the town, opening in May 1924, attracted by the Garden City image. When first built the structure included 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, equally important was the increasing awareness of the need to create a strong brand and corporate image provided by the striking appearance of the factory and modern setting of the Garden City. However the historic setting of this building is completely removed, following the waves of twentieth century alteration and the recent clearance of the industrial buildings to the south. The building does nevertheless retain a landmark quality, dominating the skyline.
- 8.10 The buildings within the site, while of a different style and developed several decades later, reinforce a sense of height in the surroundings. The overall architectural quality of the site is however considered to be indifferent, creating an overall **neutral** contribution to the setting of the listed building.
- 8.11 The overall significance of the listed building is considered to be **medium**, with a **low sensitivity**.



Figure 47. View of the Shredded Wheat Factory from the south.



Figure 48. Aerial view of the Shredded Wheat Factory, Grade II.



Figure 49. Historic view of the Shredded Wheat Factory seen from the entrance gate.

Former Roche Office Building, Grade II



Figure 50. Former Roche Office Building location indicated in green, the location of the site indicated in red.

Aesthetic Value

- 8.12 The architectural/aesthetic value of the listed building resides in its interest as a twentieth century example of a purpose built multifunctional industrial building, combining a factory, offices, warehouse and research facility dating to the 1930s. This interest has however been diminished by the demolition of the original factory block as well as the consented conversion of the building to residential use. As designed the building sought to use a responsive plan with modular design and partitioning enabling a degree of flexibility in order to respond to the evolving needs of the industry. When finished the building was featured in the *Architects' Journal* indicating a degree of innovation to the design. The building is considered to be a good example of the International Modernist style, through the use of simple geometric forms, intersecting massing and crisp horizontal emphasis. The overall aesthetic value is considered to be **medium** following the consented conversion of the building to residential use.

Historic Value

- 8.13 The *Architects' Journal* (article dated 19 January 1939) records that the building was intended as a first phase of a larger plan to develop this large site on the west side of Broadwater Road. The building has been attributed to both Stanley Brown as well as the Swiss architect Otto R Salvisberg. Better known for large scale social housing, Salvisberg is an influential architect across the continent, founding his own practice in 1914. The historic value of the building is therefore **high**.

Evidential Value

- 8.14 The building is expressive of contemporary building techniques and materials. This includes the porte-cochere supported on pilotis to the east elevation, travertine lining to the recessed main entrance, bronze doors, the use of curved concrete and an oversailing roofline. The overall evidential interest is considered to be diminished following the consented application to convert the building to residential use. The overall evidential value is considered to be **medium**.

Communal Value

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

Summary of significance, setting and contribution of the site

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



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

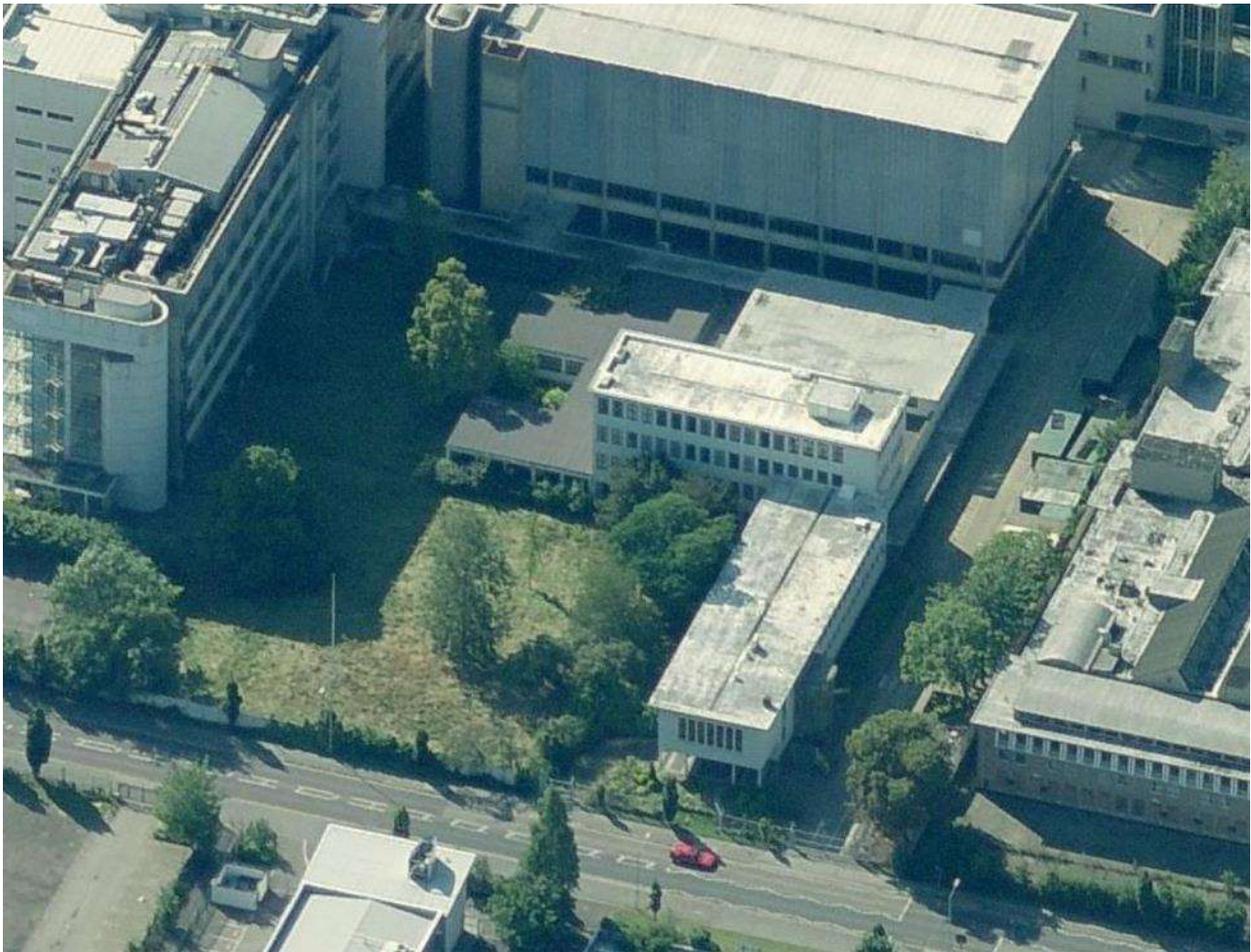


Figure 52. Former Roche Office building prior to the redevelopment of the surroundings and the conversion of the listed building.

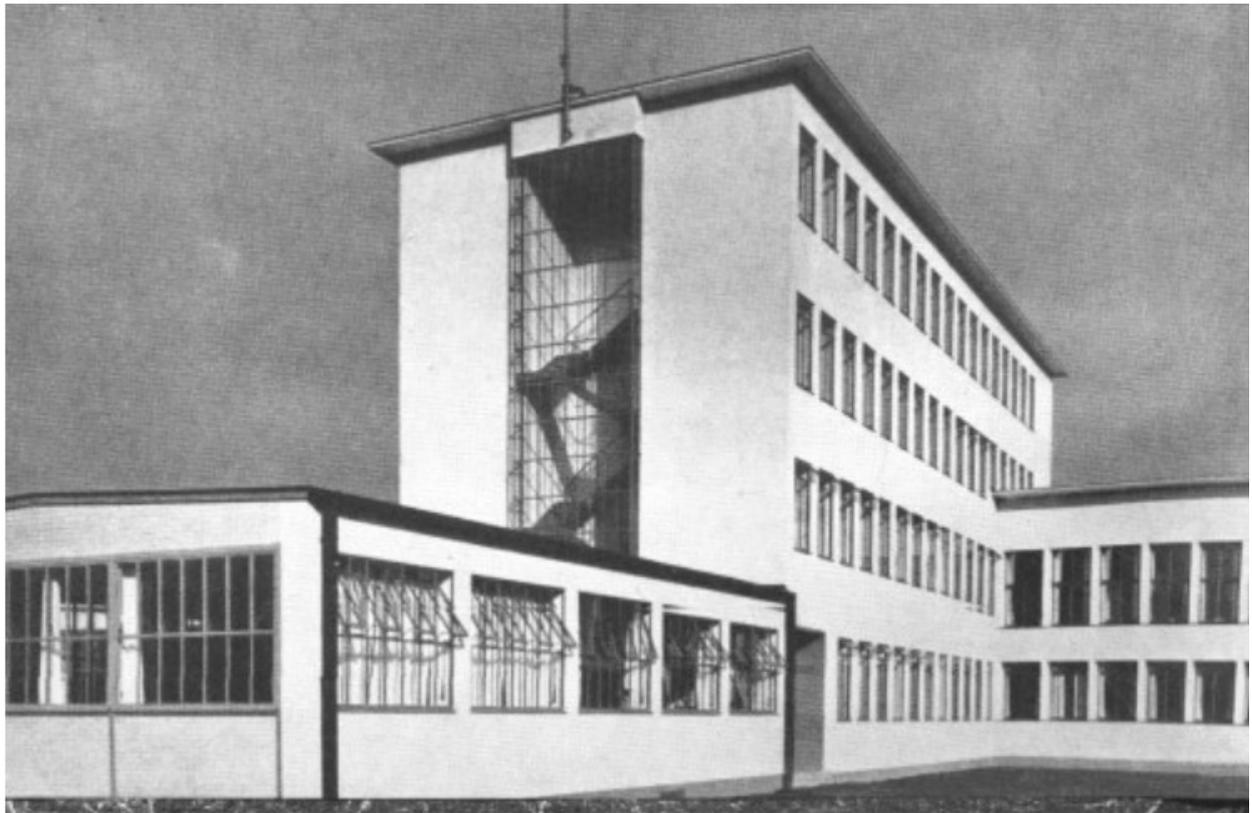


Figure 53. 1930s artistic impression of the Roche Office and Factory, Grade II.

Hatfield House, Grade I

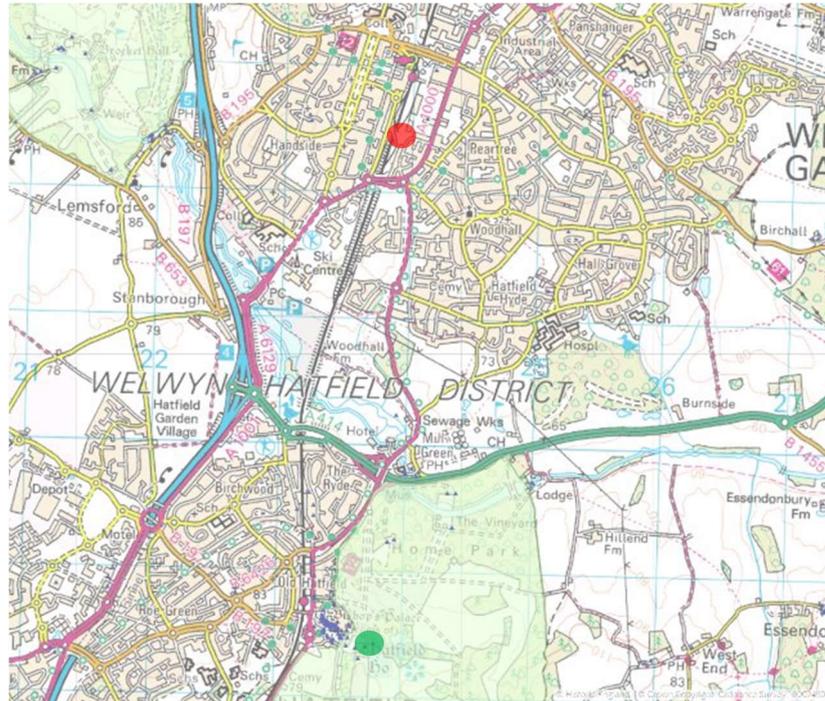


Figure 54. Map showing location of Hatfield House, indicated by the green dot. The location of the site is indicated by the red dot.

Historic Value

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

Aesthetic Value

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

Evidential Value

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

Communal value

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

Summary of significance, setting and contribution of the site

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



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



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



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



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

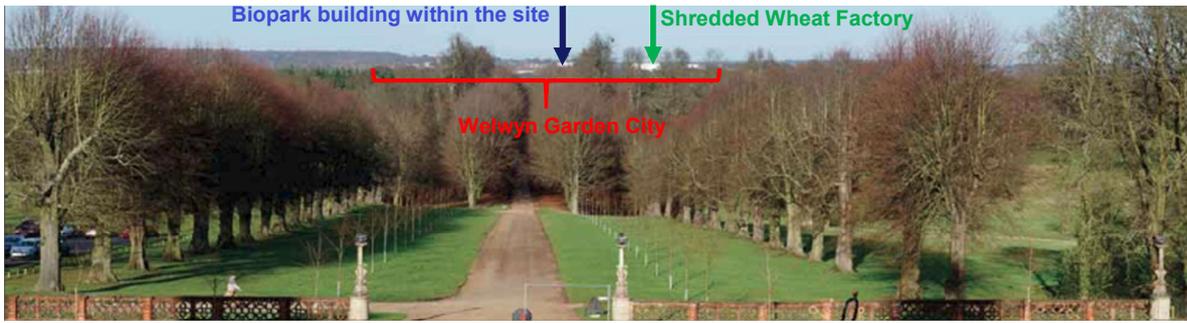


Figure 59. View from the first floor of Hatfield House looking towards the site. Note the development of Welwyn Garden City is just perceptible on the horizon. This includes a partial distant view of the site and Shredded Wheat Factory as indicated by the blue and green arrows. Please note this view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



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

Hatfield Park and Garden, Grade I

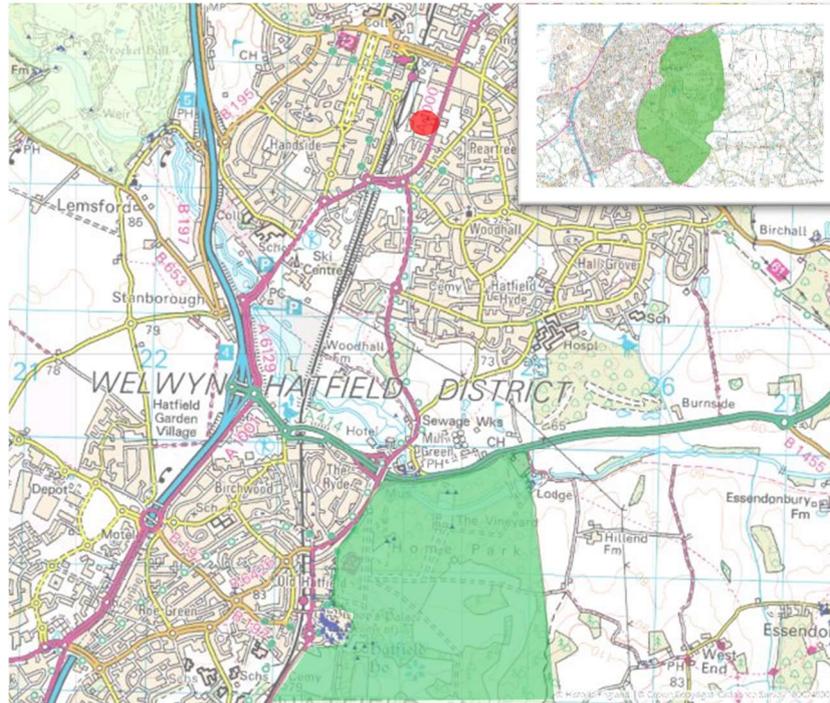


Figure 61. Map showing location of Hatfield House Park and Garden, indicated by the green transparency. The location of the site is indicated by the red dot. Inset: Map showing extent of Park and Garden designation.



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



Figure 63. 1805 Williams Hyett map of Hatfield, including Hatfield Park. Detail view. The site is outside the scope of this map to the north.

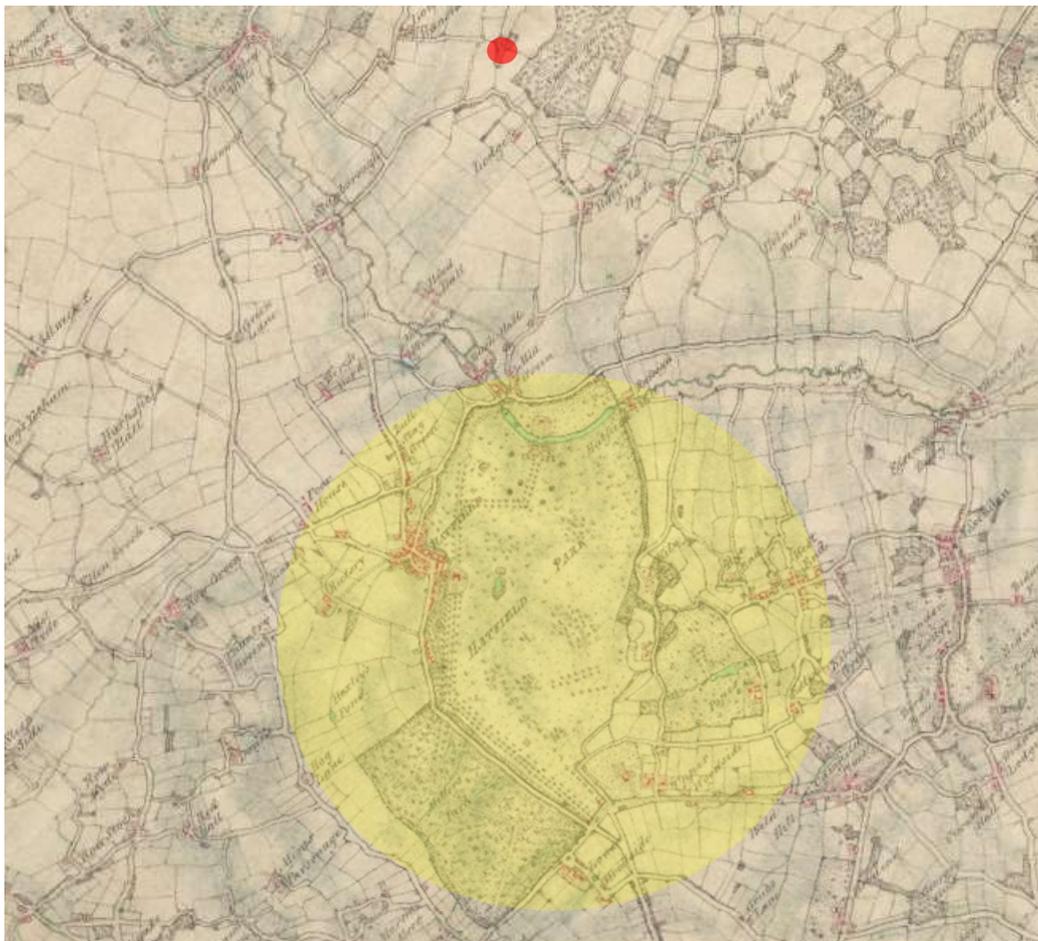


Figure 64. 1805 Williams Hyett map of Hatfield, including Hatfield Park. Red dot indicates the approximate location of the site.

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

Historic Value

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

Aesthetic Value

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

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

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

Communal Value

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

Evidential Value

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

Summary of significance, setting and contribution of the site

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

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



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



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

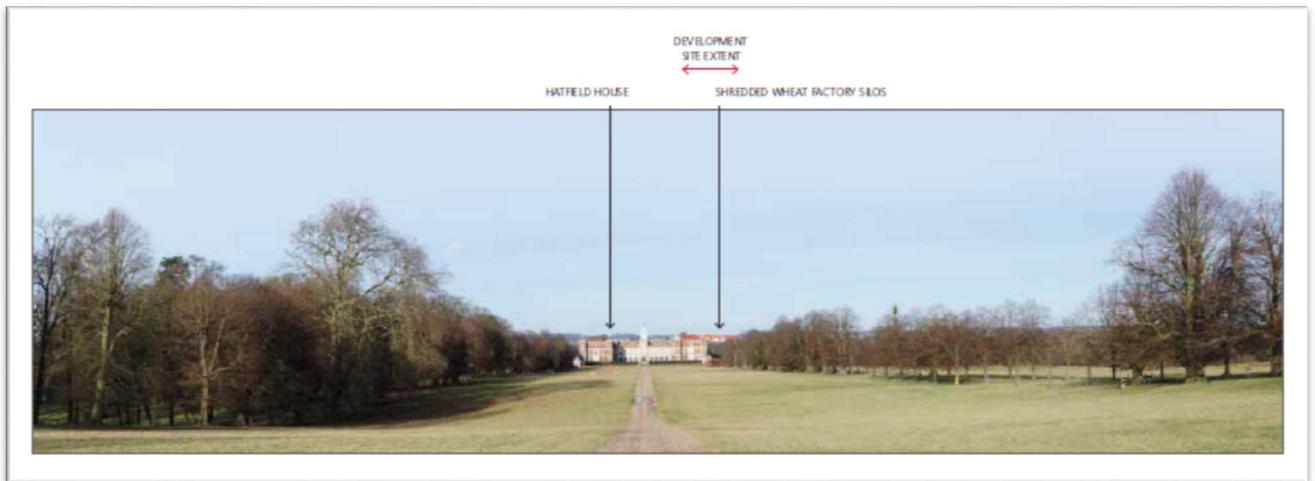


Figure 67. View towards the site from the south of Hatfield House. Please note the buildings within the site are obscured by Hatfield House however the Shredded Wheat Factory is just apparent. The extent of the consented development surrounding the Shredded Wheat Factory is marked in red. Please note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

Welwyn Garden City Conservation Area

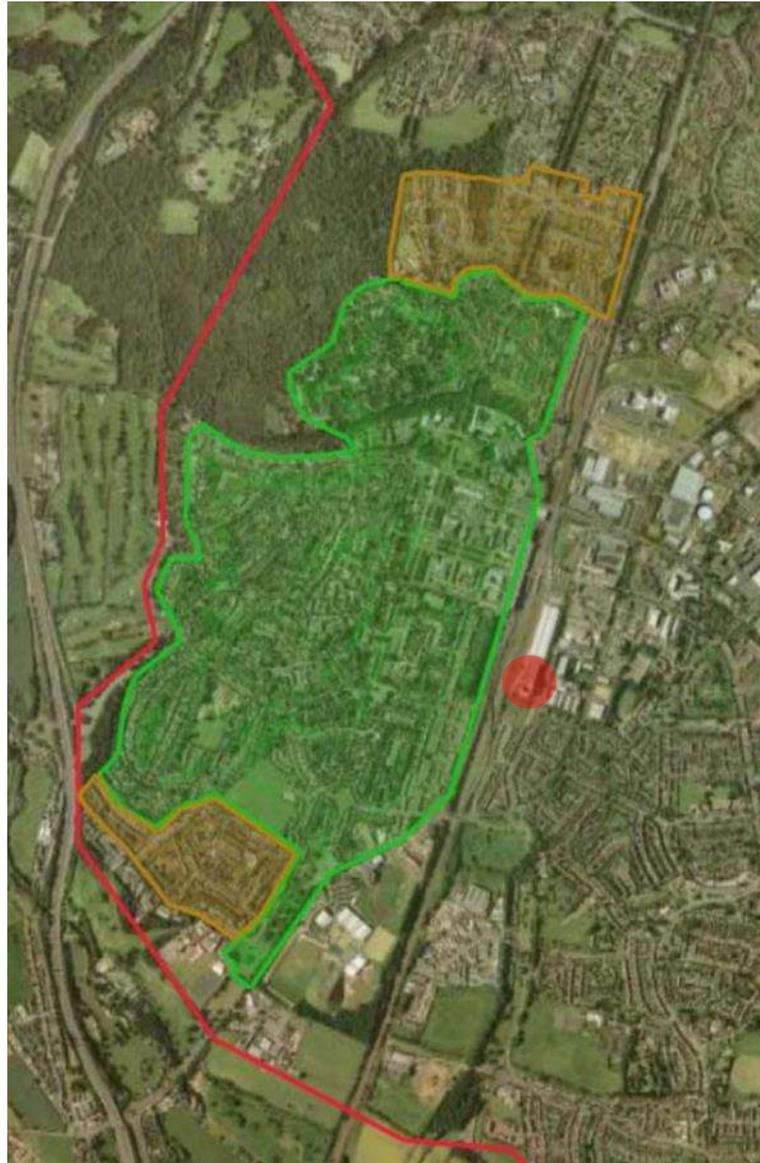


Figure 68. Welwyn Conservation Area Boundary, indicated in green, with adopted extensions highlighted in orange. The site is highlighted with the red transparency.

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

Historic Value

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

Aesthetic Value

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

Evidential Value

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

Communal Value

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

Summary of Significance, setting and contribution of the site

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

Summary of Assessment

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

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

9.0 Townscape Character Areas

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

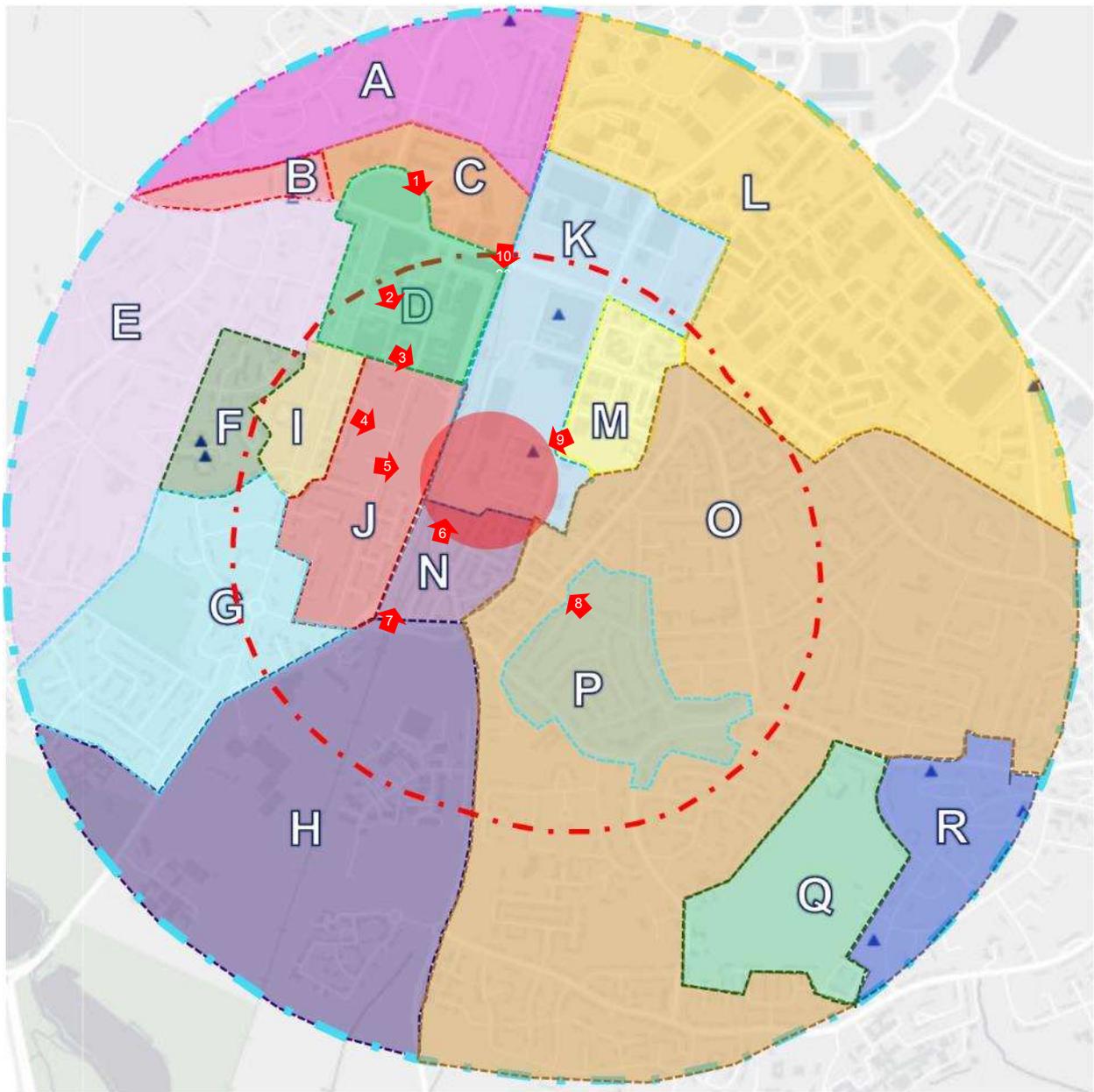


Figure 69. Townscape Character Areas. Blue dotted line, 1km radius. Red dotted line, 500m radius. Blue triangles indicate the location of listed buildings. Red arrows indicated viewpoints for assessment agreed with the council.

A Sherrards Park

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



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

B Shire Park Business Area

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

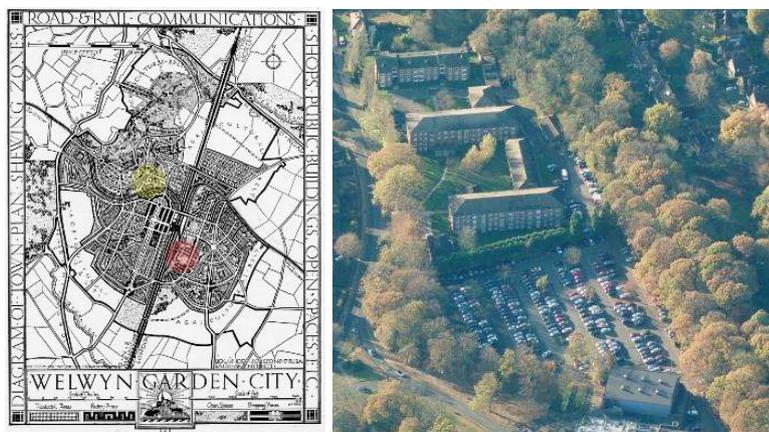


Figure 71. Left 1920s historic masterplan, right aerial view of townscape area. Approximate location of the character area indicated in yellow and the site indicated in red.

C The Campus

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

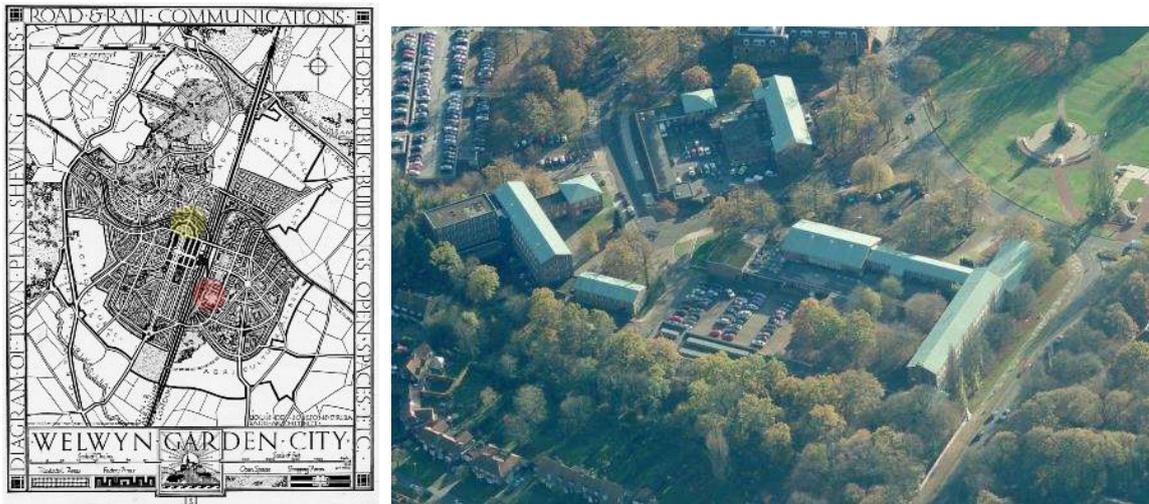


Figure 72. Left 1920s historic masterplan, right aerial view of townscape area. Approximate location of the character area indicated in yellow and the site indicated in red.

D Parkway Commercial Town Centre

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

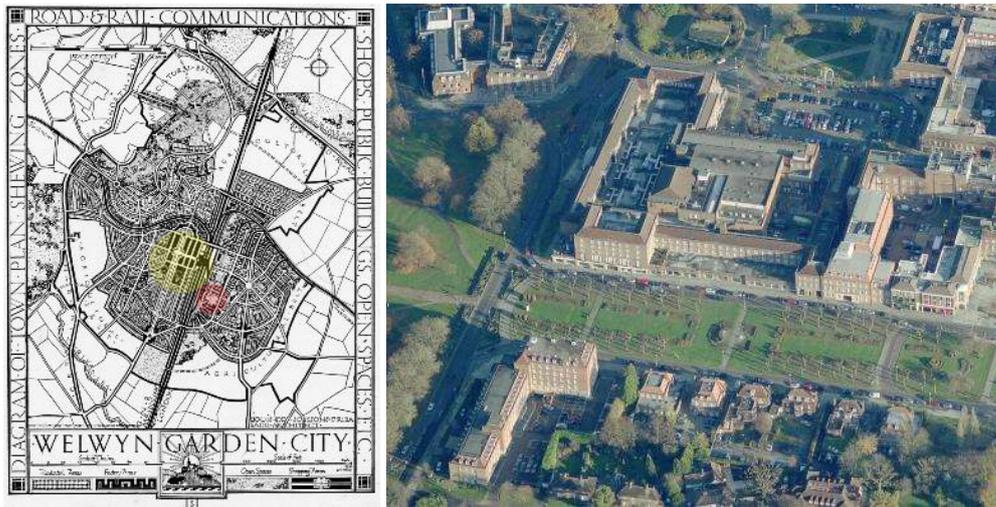


Figure 73. Left 1920s historic masterplan, right aerial view of townscape area. Approximate location of the character area indicated in yellow and the site indicated in red.

E Handside Lane

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

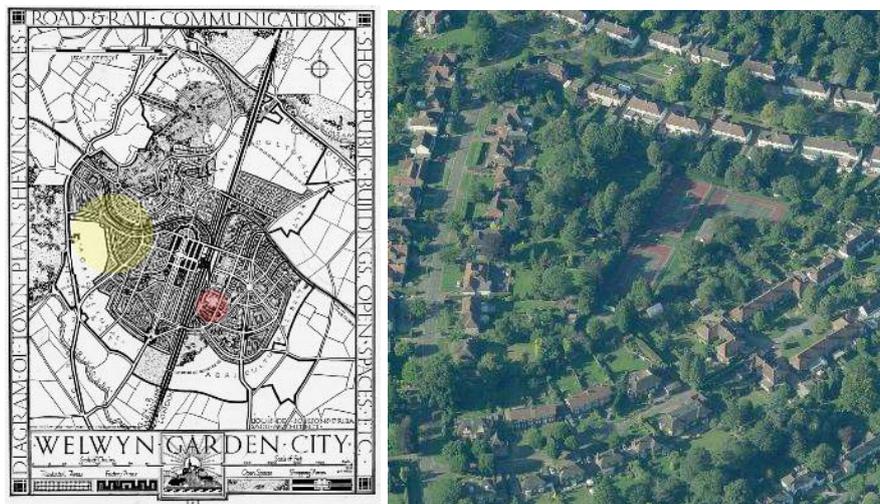


Figure 74. Left 1920s historic masterplan, right aerial view of townscape area. Approximate location of the character area indicated in yellow and the site indicated in red.

F Barleycroft Road

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

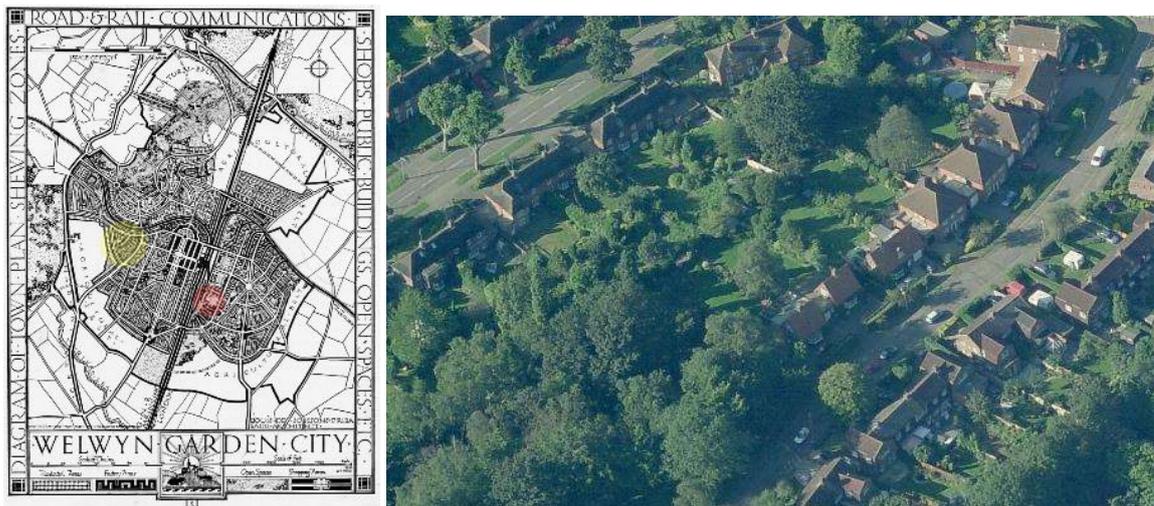


Figure 75. Left 1920s historic masterplan, right aerial view of townscape area. Approximate location of the character area indicated in yellow and the site indicated in red.

G Turmore Dale

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



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

H Chequer Park

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



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

I Parkway Residential Area

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



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

J Longcroft Lane

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



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

K Industrial Zone

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

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

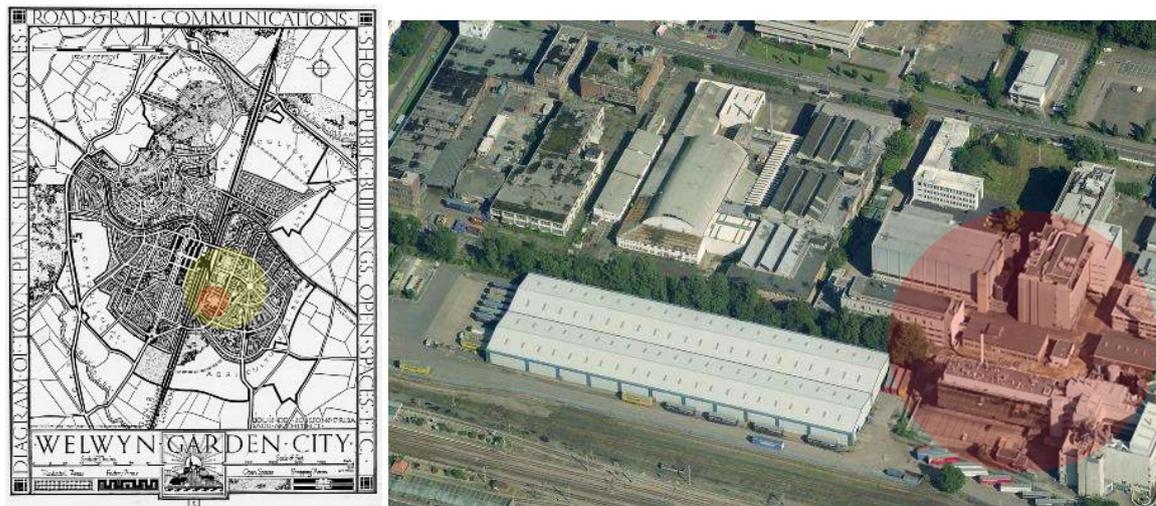


Figure 80. Left 1920s historic masterplan, right aerial view of townscape area. Approximate location of the character area indicated in yellow and the site indicated in red.

L Shirepark Business Area

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

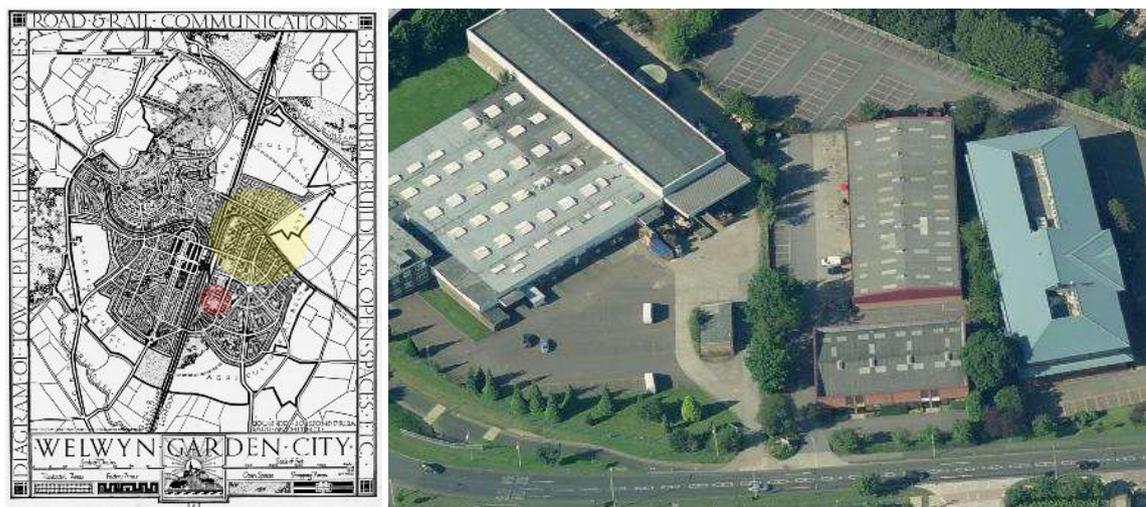


Figure 81. Left 1920s historic masterplan, right aerial view of townscape area. Approximate location of the character area indicated in yellow and the site indicated in red.

M Peartree Modern Business Area

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

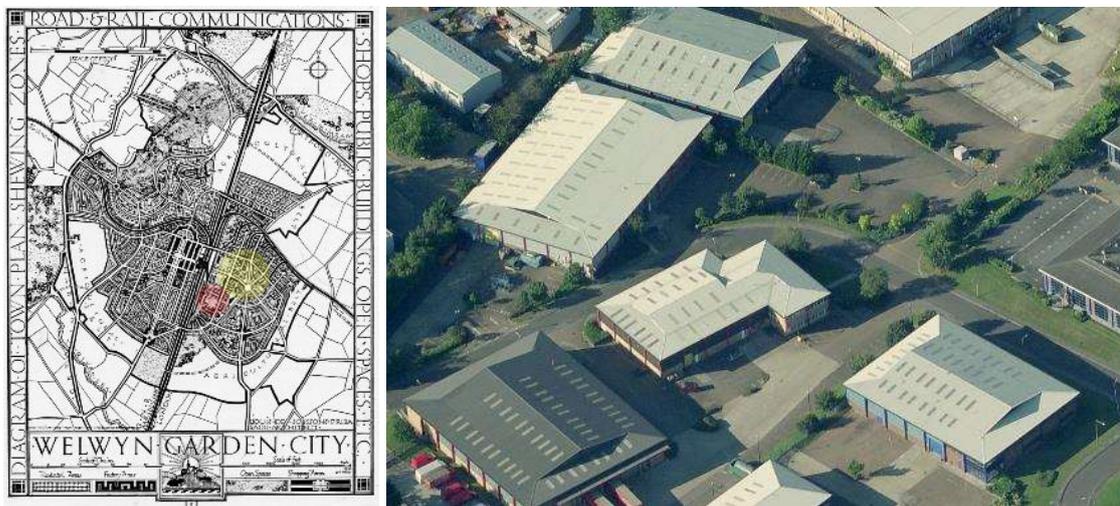


Figure 82. Left 1920s historic masterplan, right aerial view of townscape area. Approximate location of the character area indicated in yellow and the site indicated in red.

N Broadwater Crescent

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

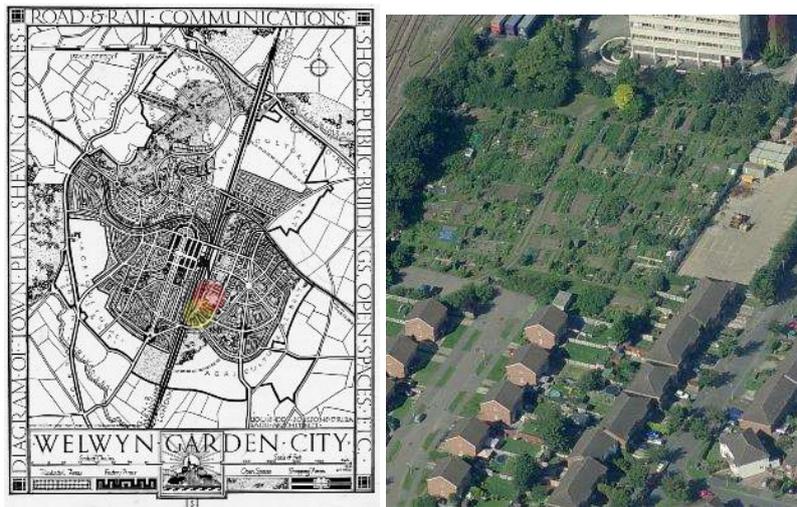


Figure 83. Left 1920s historic masterplan, right aerial view of townscape area. Approximate location of the character area indicated in yellow and the site indicated in red.

O Eastern Welwyn Garden City

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



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

P Peartree Conservation Area

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

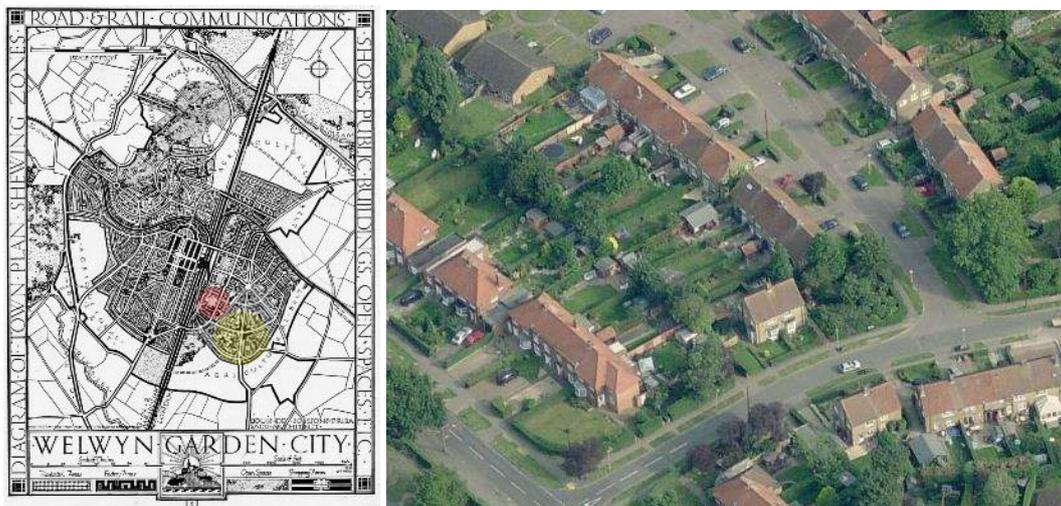


Figure 85. Left 1920s historic masterplan, right aerial view of townscape area. Approximate location of the character area indicated in yellow and the site indicated in red.

Q King George 5th Park

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



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

R Beehive Conservation Area

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

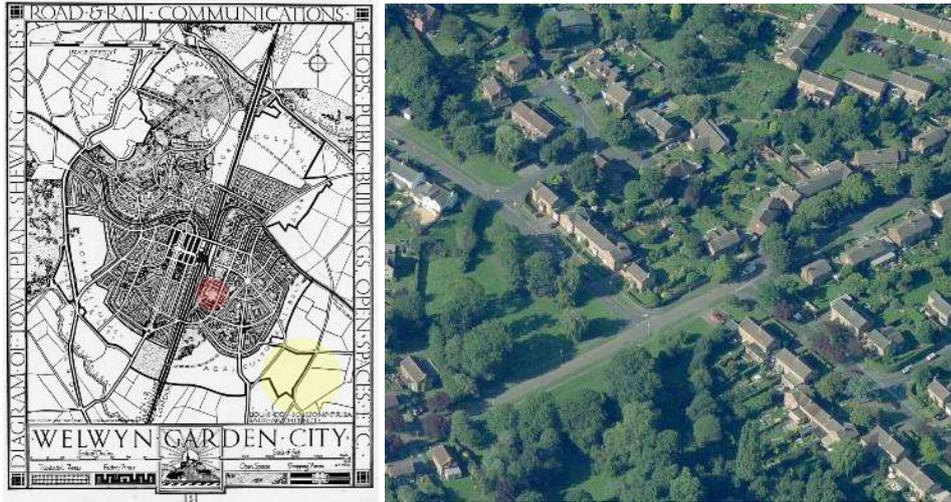


Figure 87. Left 1920s historic masterplan, right aerial view of townscape area. Approximate location of the character area indicated in yellow and the site indicated in red.

Summary of character areas

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

10.0 Assessment of Impact

Listed Building considerations

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

Conservation Area considerations

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

Existing Townscape Context

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

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

Assessment of Impact



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



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



Figure 90. Proposed ground floor plan, indicating layout of the site.

The Proposals

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

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

Impact to Heritage Assets

Shredded Wheat and Former Roche Office

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

Welwyn Garden City Conservation Area

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

Hatfield House and Hatfield Park and Garden

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

Summary of Impact

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

View Point Assessment

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

View 1 – The Campus, looking south.

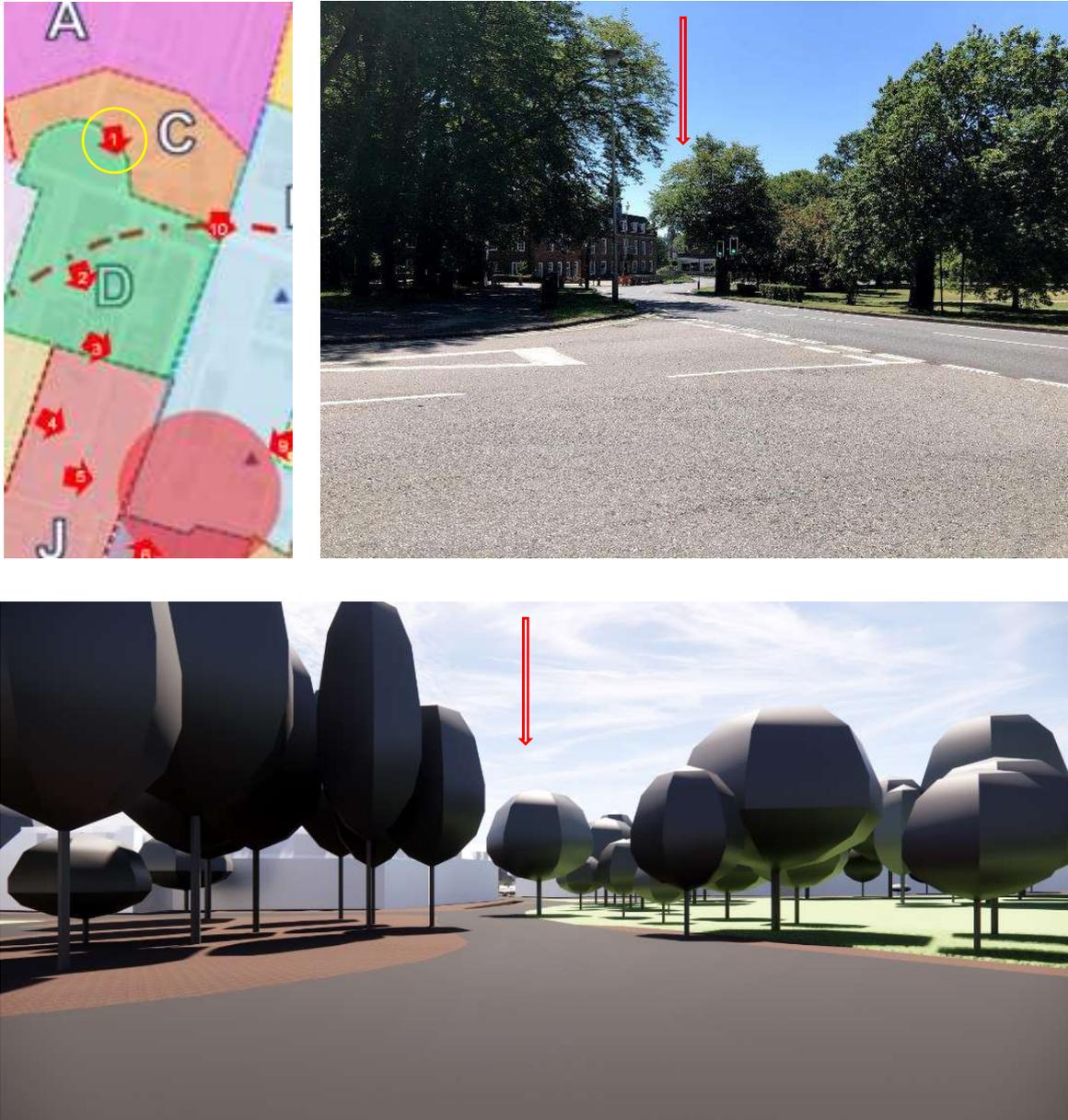


Figure 91. Top: existing. Bottom: Proposed.

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

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

View 2 – Howardsgate, looking south east.



Figure 92 Top: existing. Bottom: Proposed.

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

View 3 – Church Road, looking south east.



Figure 93. Top: existing. Bottom: Proposed.

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

View 4 – Parkfields, looking east.



Figure 94. Top: existing. Bottom: Proposed.

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

View 5 – Longcroft Lane, looking east.

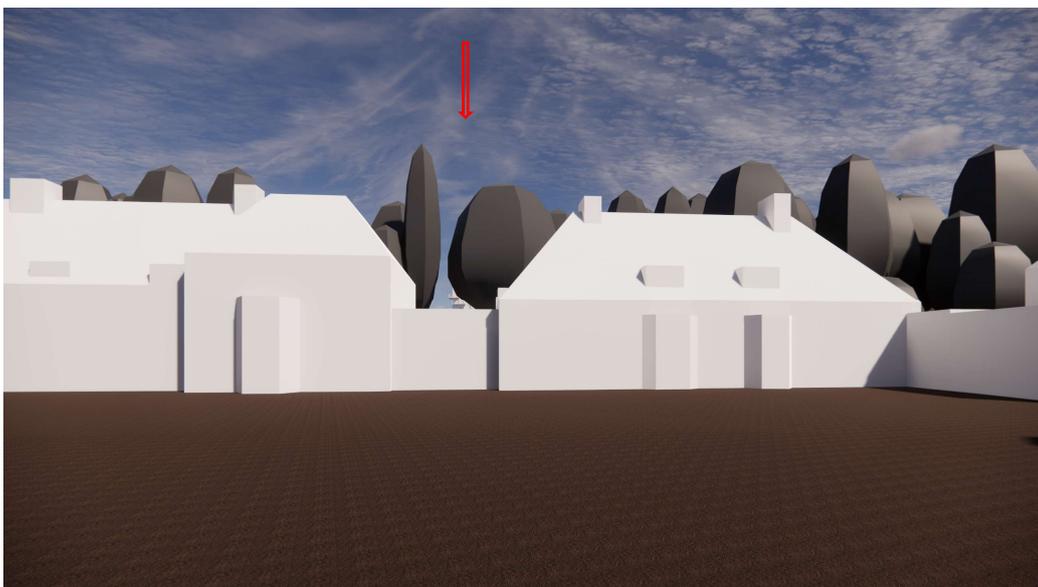


Figure 95. Top: existing. Bottom: Proposed.

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

View 6 – Corals Mead, looking north.



Figure 96. Top: existing. Bottom: Proposed.

- 10.29 This view takes in the late twentieth century redeveloped suburban houses to the immediate south of the site. The site presently dominates in this view terminating views along the street-front. The overwhelming impact is **negative**, with the extreme contrast in terms of use apparent through the clear views of plant work to the roof line within the site. The contribution of the site to this view is therefore negative.

- 10.30 The proposals will replace the existing building with responsive contextual building, residential in character. The prominent appearance of the site from within this view point results in a **substantial beneficial** impact.

View 7 – Railway Bridge at the A6129 looking north.

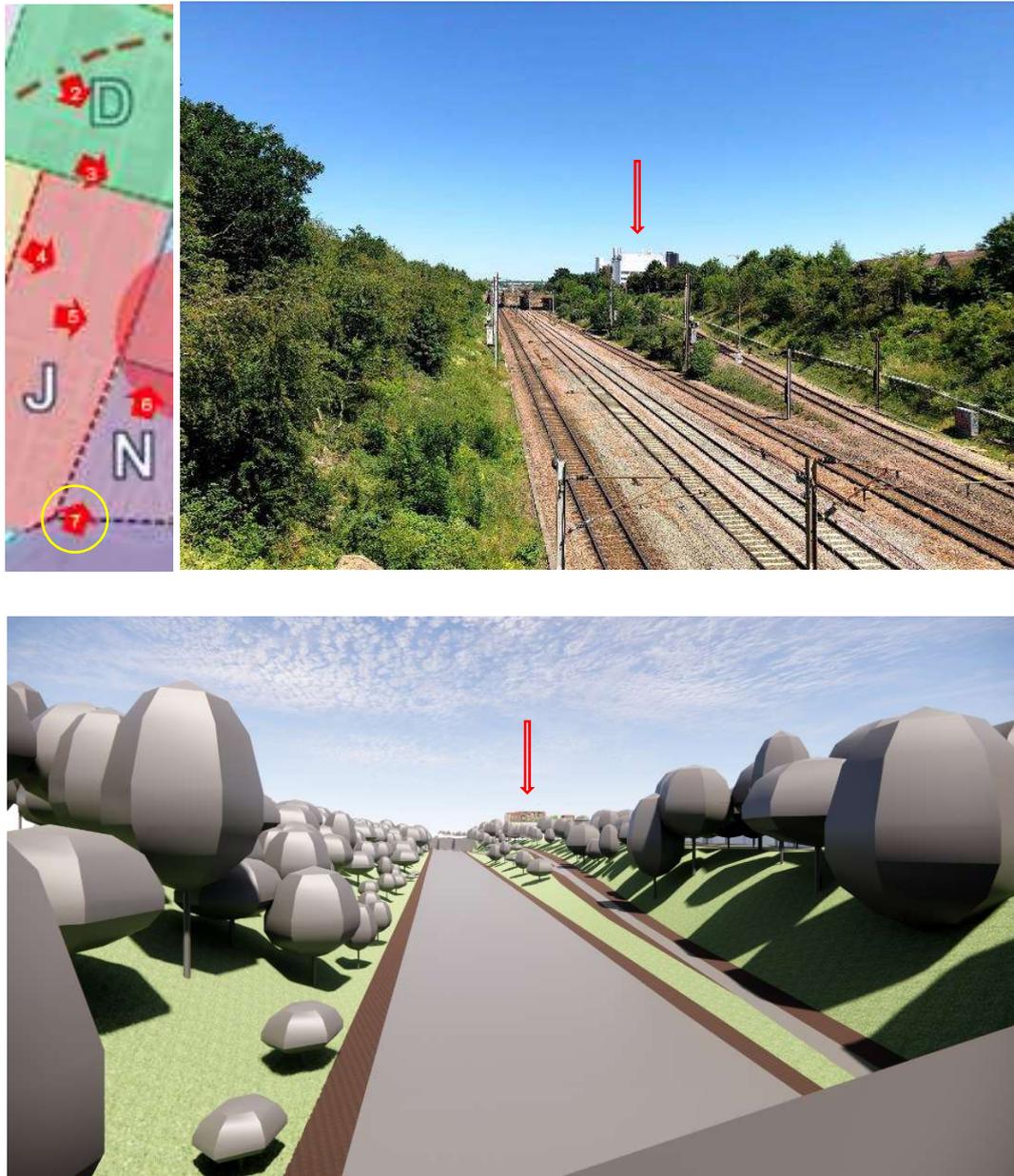


Figure 97. Top: existing. Bottom: Proposed.

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

View 8 – Holwell Road, looking north west.

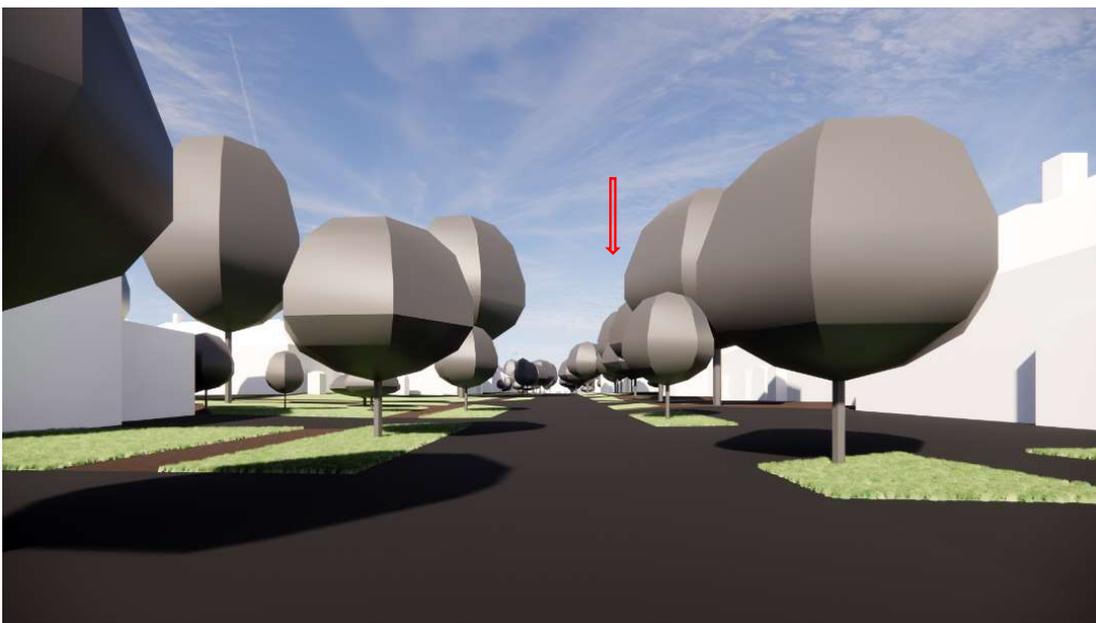


Figure 98. Top: existing. Bottom: Proposed.

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

View 9 – Broadwater Road, looking south west.

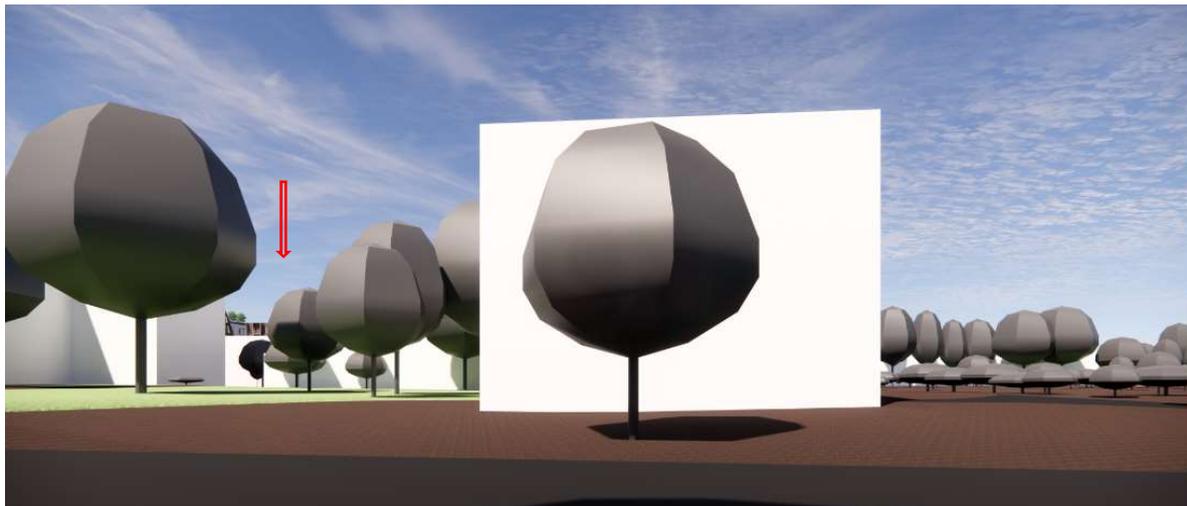


Figure 99. Top: existing. Bottom: Proposed.

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

View 10 – Bridge Road, looking south.



Figure 100. Top: existing. Bottom: Proposed.

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

Impact to Townscape Character Areas and Viewpoints

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

Verified Views

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

Verified View 1



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



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

Verified View 2



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



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

Summary of Impact

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

11.0 Conclusion

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

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

APPENDIX 1

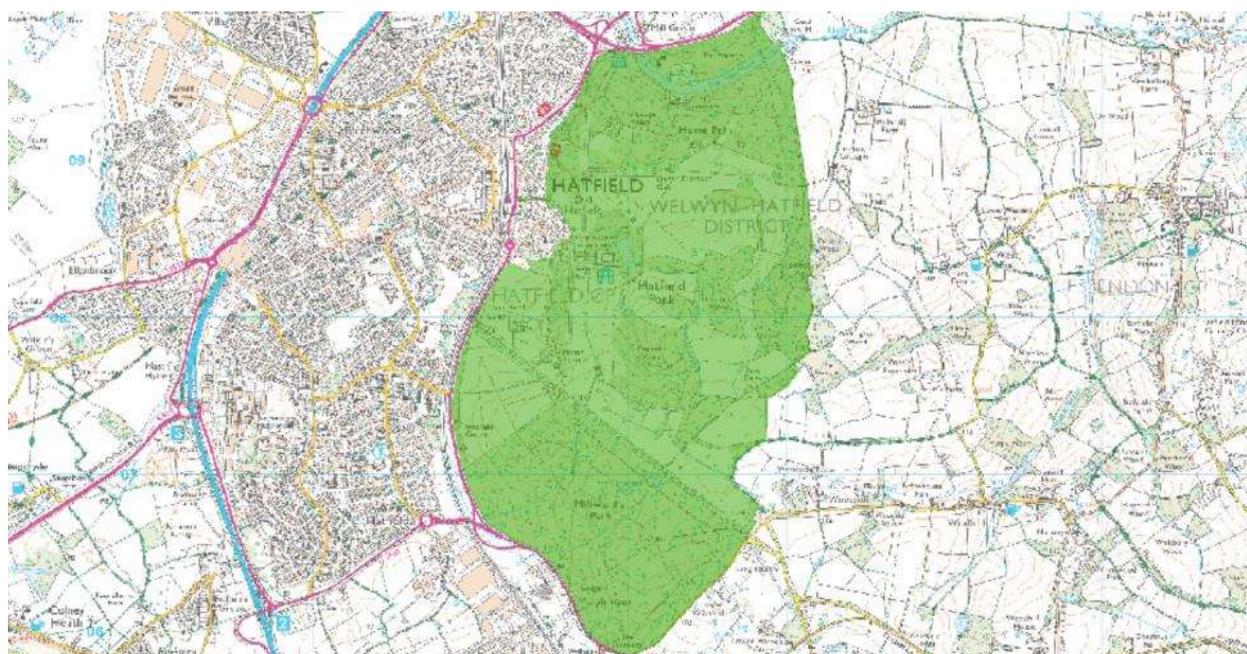
STATUTORY LIST DESCRIPTIONS

HATFIELD HOUSE PARK AND GARDEN

Grade: I

List Entry Number: 1000343

Date first listed: 11-Jun-1987



Details

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

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

HISTORIC DEVELOPMENT

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

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

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

SUMMARY DESCRIPTION

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

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

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

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

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

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

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

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

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

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

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

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

REFERENCES

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

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

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

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

HATFIELD HOUSE

Grade: I

List Entry Number: 1173363

Date first listed: 06-Feb-1952



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

Red brick with stone dressings. E-shape.

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

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

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

THE NABISCO SHREDDED WHEAT FACTORY

Grade: II

List Entry Number: 1101084

Date first listed: 16-Jan-1981



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

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

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

Grade: II

List Entry Number: 1348142

Date first listed: 10-Oct-1980

Date of most recent amendment: 01-Apr-1981



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

APPENDIX 2

VERIFIED VIEWS METHODOLOGY

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

Dates of survey and photography: Wednesday 21st October 2020

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

Methodology

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

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

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

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

Production

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

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

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

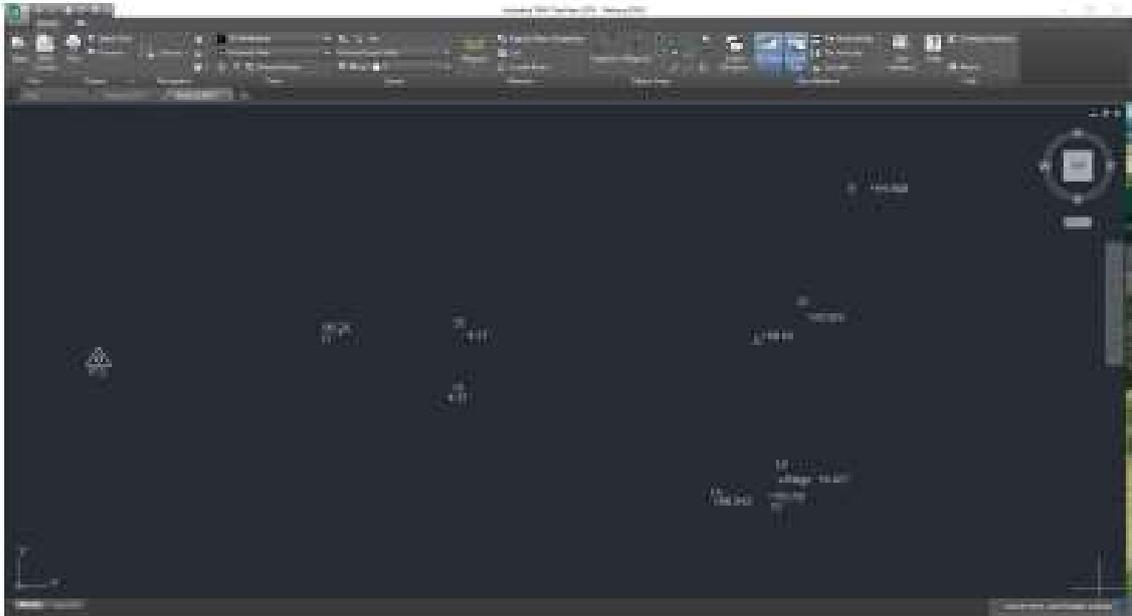
We then could see the imported reference points in 3d space, and all that was then required was to adjust the roll and tilt of the virtual camera so that those points matched the corresponding references in the photo (See [Appendix B](#)).

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

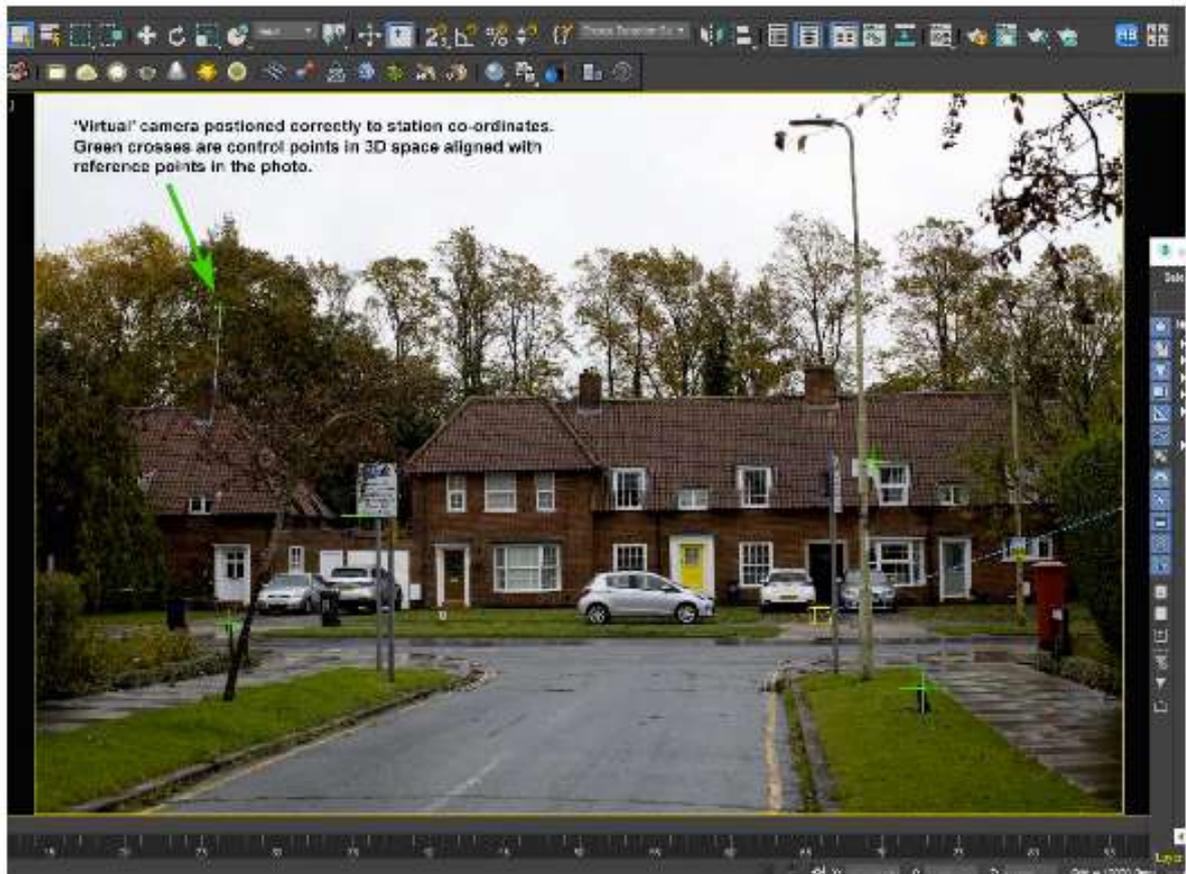
The next stage is to produce 3d renderings of the development from each viewpoint, then simply overlay the renderings onto the background photos and edit so that real-world items (such as buildings, trees etc.) that might hide/screen the development do so authentically. For this study we were only required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

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

Appendix A:



Appendix B:



APPENDIX 3

AGREED VIEWS CORRESPONDENCE

Fiona Williams

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

Hi Steve and Fiona

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

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

Kind regards
Maria

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

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

Many thanks

Fiona

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

Hi Maria,

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

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

Many thanks,

Steve





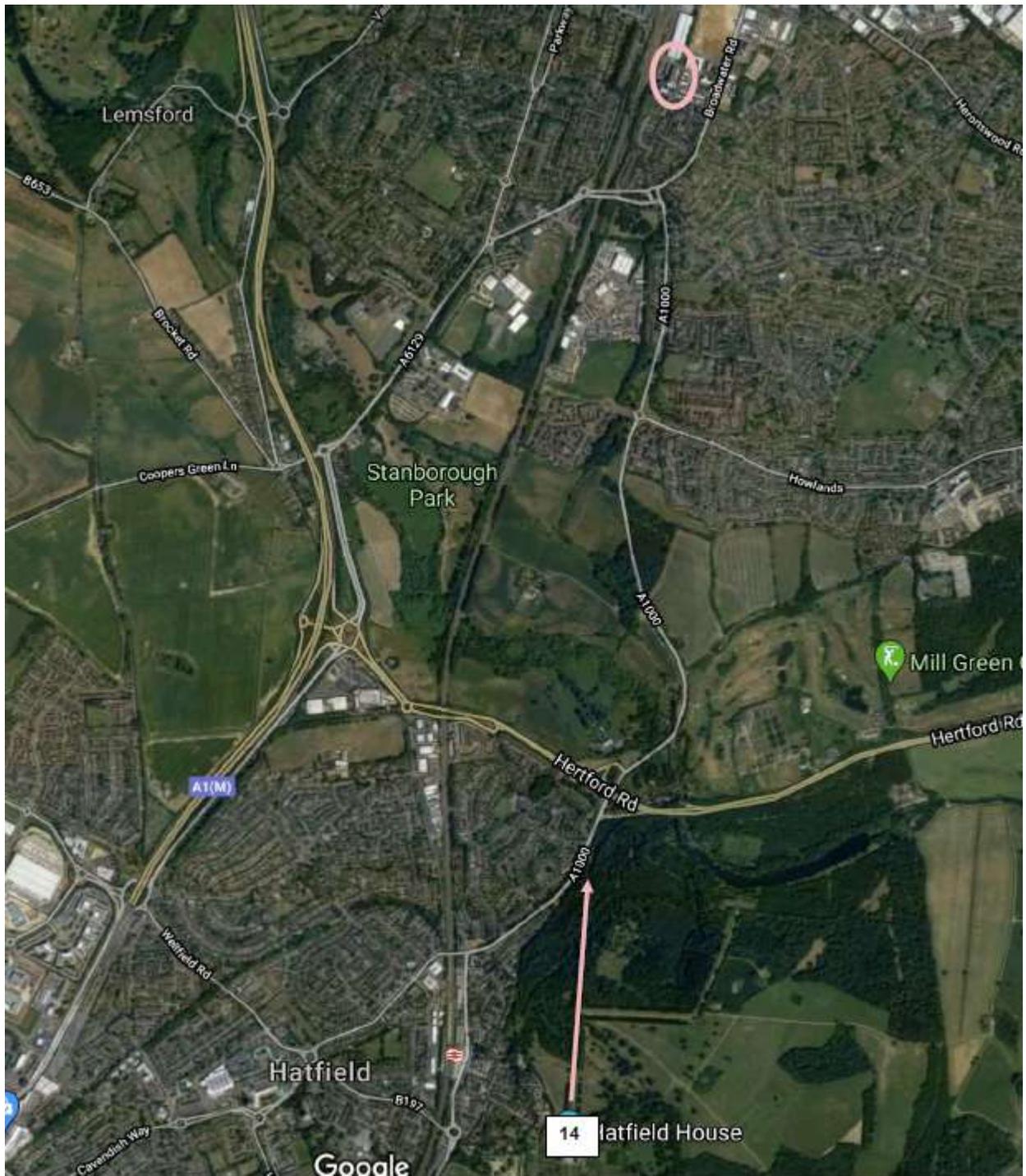


Figure 105. Please note some of these views were scoped out as agreed during the course of the application.



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