



REDEVELOPMENT OF THE FORMER SHREDDED WHEAT FACTORY SITE TO PROVIDE 1,454 NEW HOMES AND COMMUNITY FACILITIES

Former Shredded Wheat Factory, Welwyn Garden City

Plutus Estates

ICENI PROJECTS - CASE STUDY

Iceni is acting for The Wheat Quarter and Metropolitan Housing Trust to secure a major redevelopment of a historically significant, former industrial site next to Welwyn Garden City Railway Station

Iceni is instructed to secure a major residential-led mixed-use redevelopment of the former Shredded Wheat Factory to the east of Welwyn Garden City railway station. With a challenging brief to preserve the most valued components of the historic fabric, remain true to Garden City principles with the scheme design and to optimise development capacity of the site through densification to enable significant affordable housing delivery, Iceni is required to deliver a planning permission that will meet the aspirations of our clients, the local planning authority, the local community and Historic England.

A detailed planning application was submitted at the beginning of 2018 with condition-precedent information being provided up front in respect of the first phase of development to facilitate early delivery. The site is strategically important for the District given the scale of growth required and the extent of Green Belt review proposed to meet the District's growth requirements.

The Strategic Planning Team coordinated the planning strategy and application for the site and were assisted by Iceni's Environmental Impact Team who produced a Health Impact Assessment, as well Iceni's Delivery Team who led on assessing the viability of the development proposals.

Glasgow: 177 West George Street, Glasgow, G2 2LB

London: Da Vinci House, 44 Saffron Hill, London, EC1N 8FH

Manchester: This Is The Space, 68 Quay Street, Manchester, M3 3EJ

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5 interesting facts about the project

1: URBAN RENEWAL AND REGENERATION

The Shredded Wheat site comprises the largest and most high-profile regen site in Welwyn Hatfield District, after production ceased in 2008 following 73 years of continuous production.

2: GARDEN CITY MOVEMENT

WGC is unique in being both a new town and a Garden City, having been founded by Sir Ebenezer Howard in the 1920s.

3: RE-IMAGINING BROWNFIELD SITES

Despite being a fantastic example of the value of strategic town planning, the state of the existing Shredded Wheat Factory demonstrates that even the best planned towns can be victim to market failure and that there will always be a need for new investment and urban regeneration of towns and cities.

4: MAXIMISING MARKET AND AFFORDABLE HOUSING DENSITIES

The previous owners had previously secured a hybrid planning permission for 850 homes on the site, though that permission only provides 6% affordable housing and the brief is to significantly improve this position.

5: ENSURING THE RETENTION OF A GRADE II LISTED BUILDING

Restoration of the main Grade II Listed art deco building on the site through a conversion to community anchored mixed-use development is a fundamental component of the scheme.