

# Comment for planning application 6/2021/0181/MAJ

**Application Number** 6/2021/0181/MAJ

**Location** Former Shredded Wheat Factory Broadwater Road Welwyn Garden City AL7 1RR

**Proposal** Hybrid planning application comprising: Detailed Planning Application for 399 Private Rented Sector (PRS) dwellings and 153 dwellings (Class C3), 250 units of residential care accommodation for the elderly (Use Class C2) with associated communal facilities, 15,247m2 of community and commercial hub (Use Classes E and F1) with associated cycling hub, car parking, access, landscaping, public art and other supporting infrastructure; and Outline Planning Application for up to 418 dwellings (Class C3) with all matters reserved except access.

**Case Officer** Ms Clare Howe

**Organisation**

**Type of Comment** Objection

**Type** neighbour

**Comments** The new proposal increases the number of dwellings by 50% from 811 to 1220, and building height to 9 storeys. This is inconsistent with the Broadwater Road SPD limiting building to five storeys except in exceptional circumstances. The development will overpower the art deco Griffin Place and Mirage developments to the south and hide the Shredded Wheat silos and production hall. It is inappropriate for a Garden City in terms of its scale and housing density (264 dwellings per hectare compared with 141 for a typical London social housing estate) and lacking greenery. It is so completely out of character with our unique town that in the future people will reflect and ask how this was allowed to happen! The local infrastructure does not exist to support the 1200 or so additional residents over the 2019 application, a number equivalent to a new Ward in the town. Other sites within the borough, such as villages with good public transport accessibility, appear to have been ignored despite th

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**Attachments**