

█

**To:** ["c.howe@welhat.gov.uk"](mailto:c.howe@welhat.gov.uk)

**Subject:** FW: Objection to Planning Application 6/2021/0181/MAJ - Former Shredded Wheat Factory Broadwater Road Welwyn Garden City AL7 1RR

**Date:** 17 March 2021 17:17:53

---

For the attention of Miss Clare Howe, Principal Major Development Management Officer

Dear Miss Howe,

I object to application 6/2021/0181/MAJ for the further development of the northern section of the "Shredded Wheat" site and I urge the Council to refuse planning permission on three grounds:

1. The application would result in an incongruous overdevelopment of the site.
2. The application is breach of the Council's 'Broadwater Road West Supplementary Planning Document 2008'
3. The application is in breach of Policy H6 of the District Plan

The application would result in an incongruous overdevelopment of the site. According to the information supplied by the developer, there would be 1,220 dwellings for around 3,160 people on this site of only 4.24 ha. The area available for new housing will actually be less than 4.24 ha because it includes the existing Shredded Wheat main factory buildings, which will not be converted into residential accommodation. It is shocking to realise, however, that housing 3,160 people in even a 4.24ha site results in a population density of 745 persons/ha. To put this into perspective: the most densely populated area of central London is Islington, with a population density of 160 persons/ha; Manhattan has 275 persons/ha; and Mumbai (one of the most densely populated cities on earth) has 530 persons/ha.

The application is breach of the Council's 'Broadwater Road West Supplementary Planning Document 2008', in terms of building heights and housing density. The developer's proposals do not satisfy the required criteria as mentioned in section 6.17 for building higher than 5 storeys, specifically, the effect on the local environment and amenity of those in the vicinity of the building; the relationship to the context of the site and the wider area; and the effect on the historic context of the site and the wider area.

The application is in breach of Policy H6 of the District Plan which only allows for densities in excess of 50 dwellings per hectare in central areas and in areas with good accessibility provided that the development does not have an adverse impact on the character of the surrounding area and complies with other design policies of the Plan. The developer proposes building 1,220 dwellings on this 4.24ha site, which equates to 288 dwellings per ha. It is clear that cramming 288 dwellings per ha into this site, with no investment in the necessary schooling, medical, welfare and outdoor recreational facilities will have a major deleterious effect on the surrounding area, and probably a harmful effect on the whole town.

In the UK, we have experience of congested housing estates and we know that this level of population density will be detrimental to the health & safety of the future inhabitants. I urge you to study the terrible failures of similarly over-developed estates in the past, such as the Broadwater Farm, Chalkhill & Aylesbury Estates in London and Billyfields in Wales. There are

many more such examples and the policy of building such estates has generally been abandoned in the U.K. In fact such estates are being torn down and replaced with lower density housing.

This proposal will result in a over-populated estate, with wholly insufficient external recreational space for the thousands of planned residents, insufficient facilities and no services for schooling or proper medical facilities. History shows that such over crowding leads to anti-social behaviour and other environmental & societal problems. The Covid-19 pandemic has placed a bigger importance on the outside space but the developer is proposing to reduce it, and social distancing will be even more difficult on the new higher floors.

I urge the Council to refuse this application and confirm the existing planning approval for the site (6/2018/0171/MAJ) is the limit of what the Council is prepared to approve on this site.

Kind regards,

A solid black rectangular box used to redact the signature of the sender.