

The Wheat Quarter

The new proposal increases the number of dwellings by 50% from 811 to 1220 and building height to 9 storeys.

This contradicts the Broadwater Road SPD limiting building to five storeys except in exceptional circumstances.

The development hides the Shredded Wheat silos and production hall.

It compromises the Broadwater Road street vista and overpowers the art deco Griffin Place and Mirage developments to the south.

It is inappropriate for a Garden City, being too dense (264 dwellings per hectare compared with 141 for a typical London social housing estate) and lacks greenery.

It does not match the ethos of our unique town.

It will house approximately 1200 more people than the 2019 application.

This makes the local infrastructure inadequate to sustain a development large enough to form a new Ward in the town.

Other sites within the borough, such as villages with high public transport accessibility, appear to have been ignored despite their suitability for development.