

The development bears no relation to our unique town and hides the Shredded Wheat production hall and silos, which, according to WHBC's SPD, should be "respected". It is inappropriate for a Garden City, being too dense in nature (264 dwellings per hectare compared with 141 for a typical London social housing estate) and lacking in green spaces.

The new application, if granted, will compromise the Broadwater Road street scene, overpowering the art deco Griffin Place and Mirage developments to the south. The 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 site will house approximately 1200 more people than the 2019 application, making 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.