Date

RE: Strong Objection to M&S Building Development in Claygate

Dear [Councillor's Name],

I hope this message finds you well. I am writing to express my deep concern and strong objection to the proposed development of an M&S store in Claygate. This project, if approved, would have detrimental effects on our beloved village and its local businesses. Allow me to outline my objections and urge you to take immediate action to protect our community.

1. Damage to the Vitality of Claygate

The introduction of a big-brand supermarket like M&S would directly compete with our existing local shops, posing a serious threat to their survival. The council's Core Strategy emphasizes the importance of supporting the vitality, viability, and sustainability of our area. However, allowing a corporate giant to take over will only undermine the unique character and charm that our independent businesses bring to Claygate. It is crucial to safeguard our local economy, especially in these challenging times of economic uncertainty.

2. Increased Traffic Congestion and Pollution

One of the main concerns regarding this development is the additional traffic it would attract from outside Claygate. This influx of vehicles would not be coming to support our village and its existing shops; instead, it would result in congestion, reduced pedestrian safety, and exacerbate parking issues. Moreover, the surge in car journeys contradicts the Elmbridge Core Strategy's objective of reducing reliance on driving and minimizing air pollution in our borough.

3. Incompatibility with Local Character

The proposed development is completely out of sync with the character and aesthetic of Claygate. The design, resembling an American-styled "big box" retail park, fails to integrate with our semi-rural village surroundings. Such an oversized structure would significantly alter the landscape, transforming Claygate from a peaceful community into yet another pass-through town. Preserving our village's unique character should be a priority in any development plans.

4. Adverse Impact on Local Residents

The negative repercussions for the local residents cannot be overlooked. Not only would this excessive building perpetually overshadow their homes, but it would also disturb their peace and tranquillity. The proposed removal of critical trees and the subsequent noise, disturbance, and fumes from delivery trucks would violate planning guidelines intended to protect the amenity of residents. It is essential to prioritize their well-being and mitigate any potential negative effects on their quality of life.

In light of the above objections, I urge you to reconsider the approval of the M&S building development in Claygate. I kindly request that you take into account the material considerations, environmental impact, economic vitality, and policy inconsistencies that this project presents. Our local businesses, community, and future generations rely on your decisive action to protect the interests and well-being of Claygate residents.

Thank you for your attention to this matter. I trust that you will carefully consider these objections and act in the best interest of our community. Should you require any further information or support, please do not hesitate to reach out to me.

Yours sincerely,

[Your Name]

 [Your Address]

 [Your Email]

 [Your Phone Number]