

Welwyn Hatfield Council
Development Control

51 Peartree Lane,
Welwyn Garden City AL7 3UA

29 Oct 2010



Dear Sirs,

Broadwater Road West – ref N6/2010/2055/MA

In support of the Tesco proposals, I make the following comments:

- If inclusion of a supermarket within the scheme is the only way it can be realistically financed, then the opportunity should be grasped. It is unlikely that a property developer will step forward in the present economic climate with an offer to provide affordable housing whilst retaining monstrous listed buildings on the site.
- The prospect of regenerating at least part of the redundant industrial areas in WGC is very welcome for those of us who live near them. We do not have as much of a 'garden city experience' when walking into the town as those who stroll along Parkway to Sainsbury's or Waitrose on the 'West Side'.
- Tesco's main competitor is likely to be Morrison's on the 'East Side'. It is far too late in the day to express fears about small retailers; there are no butchers or greengrocers left in the town. People will drive for miles to the supermarket of their choice; WGC must not bury its head in the sand.
- As the development progresses there will be unique opportunities for the Council to have its way on architectural features and community amenities. In particular, you must make it a condition of your approval that Tesco works with Network Rail to finance and construct a new pedestrian bridge to the Howard Centre.

I'm sure that some of these points will have been made by others but, although I have no connection with Tesco, perhaps 'every little helps' in this context as well as in their advertising!

Yours faithfully,

