

50 Valley Road  
Welwyn Garden City  
Herts  
AL8 7DN

Planning Dept.  
Welwyn Hatfield Borough Council  
The Council Offices  
The Campus  
Welwyn Garden City.



1<sup>st</sup> November 2010

Dear Sir,

Re: Planning application for the former Shredded Wheat site.

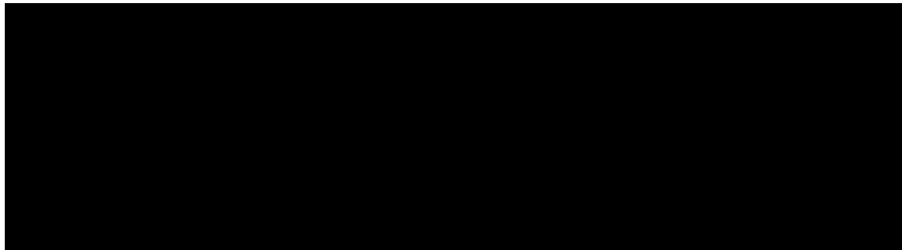
I wish to register my objection to this planning application on the following grounds;

- 1) As there has been very little residential growth in the town there does not seem to be any justification for a new supermarket serving the town centre. Waitrose recently increased their selling space just across Hunter's Bridge, and Sainsburys are even now starting to redevelop their site and increase the sales area. Tesco themselves have a very large store a short distance away on the Hatfield/Welwyn Garden border.
- 2) There would be a significant increase in the traffic using Broadwater Road, not just for the store, but also for the residential properties included in the plan. This thoroughfare serves the industrial area and can be extremely congested already without any addition to the traffic volume. Given that Tesco accept that the majority of the customers using the store will travel by car, the few minutes it would take to get to the Hatfield store should preclude the need for them to build in Welwyn Garden City.
- 3) A large retail development so close to the existing town centre can do nothing to enhance the viability of the retail units the town already has, and must surely threaten the Howard Centre. The area involved in the plan has always been designated for commercial, not retail use. A large supermarket on the eastern side of the railway could also have a damaging effect on the neighbourhood shopping parades such as Woodhall. The redevelopment of the Broadwater Road site could lead to

empty shops at Woodhall. These smaller shopping parades are often well used by more elderly residents who prefer to shop close to home.

I trust that the planning committee will consider very carefully their decision regarding this application. I regard the inclusion of the leisure facilities in the plan as nothing more than bribery to gain the planning permission sought by Tesco. This tactic has been used successfully in other places, but I sincerely hope that this Council will have the courage and civic responsibility to refuse the application. Welwyn Garden City is known worldwide for the vision of its founding fathers, it would be a disaster if the ambitions of a multi-national retail empire were to compromise the whole of the Garden City ethos.

Yours faithfully



A Garden City resident since 1946.