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290, Knightsfield  
Welwyn Garden City  
Hertfordshire AL8 7NQ

PLANNING  
DEPARTMENT

- 3 NOV 2010

RECEIVED

Chief Planning Officer  
Welwyn Hatfield Borough Council  
Campus east  
Welwyn Garden City  
Herts AL8 6AE

2 November 2010

Dear Sirs,

Re: Spenhill plans for Broadwater Road site

Having seen the plans Spenhill have submitted for the Tesco development of the former Shredded Wheat site, I am writing to state my objections.

The plans will inevitably have a net adverse impact on the commercial viability of the existing Welwyn Garden City town centre. The scale of the proposed retail space is bound to drain the economic activity from the existing town centre. The 'benefits' to the town in terms of new amenities, as highlighted by the submission, are negligible in comparison with irreversible costs borne by the town.

The plans lack the aesthetic attributes that mark the town's architecture so distinctively. The integration of the site with the existing town centre, across the railway line, is simply inadequate. The true cost of the necessary infrastructure must be determined and given due consideration in assessing these plans.

The current District Plan does not call for such additional retail space on this site. The proposed plans undermines the District Plan.

I would respectfully urge that these plans be rejected forthwith.

Yours sincerely

