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42 Sir John Newsom Way  
Welwyn Garden City AL7 4FL

[REDACTED]

1st November 2010.

Planning Department  
Welwyn Hatfield Borough Council  
Campus East  
WELWYN GARDEN CITY  
AL8 6AE

PLANNING  
DEPARTMENT

- 3 NOV 2010

RECEIVED

Dear Sirs,

Re Broadwater Road Development Site - Objection.

Will the Planning Department please consider the following points when making a decision regarding Tesco's proposed development of the Broadwater Road site:

- The proposed development as it stands will greatly disadvantage the retail area of the established town centre of the Garden City, delineated by the railway and Parkway on its eastern and western sides.
- Tesco's proposal for a large supermarket on the site, with additional shops within the development, will provide unneeded retail floor space in Welwyn Garden City. Presently there are several existing shops in the town centre and the Howard Centre which are empty, as well as many charity shops. The western end of Howardsgate already shows signs of being marginalised from the town centre and no further retail space should be considered until the effect of Sainsbury's large scale development has been felt. This latter will undoubtedly effect all retailing in the town centre and be in competition with the Waitrose supermarket and even the town's premier John Lewis department store. With the Tesco superstore at Oldings Corner so nearby, there is no evidence that the area needs another Tesco store.
- Residential rather than commercial and retail property is in short supply with a lack of affordable housing for first time buyers who want to live in Welwyn Garden City.
- Traffic flow in Welwyn Garden City in peak times is already beyond the capacity of the local roads which are backed up to the town's fringes in rush hours. A supermarket on the site, together with high density housing and the several other amenities proposed, will generate even greater traffic flow than at present.
- The development as proposed, even if it lies within the more industrial and non neo-Georgian areas of Welwyn Garden City, is out-of-scale and would not be in keeping with the ethos of the original founders of the Garden City.

Yours faithfully,

[REDACTED]