

**From:** Louise Lotz  
**Sent:** 03 November 2010 16:26  
**To:** Planning  
**Subject:** FW: Comments on Tesco draft plans for Broadwater Road

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**From:** Louise Lotz  
**Sent:** Wednesday, November 03, 2010 4:23 PM  
**To:** Tracy Harvey  
**Subject:** Comments on Tesco draft plans for Broadwater Road

Comments on the Tesco Planning application for the Broadwater Road development

Retail

The retail aspect of the proposals has increased compared with the proposals exhibited to the public previously, and this is a cause for concern. This is not consistent with the zone designation under the Broadwater SPD which is zoned for light industrial use only. The Retail Impact Assessment does not satisfactorily show the need for such a large amount of additional retail space. There are several supermarkets within the existing town centre and the wider town area. The interests of these should be protected.

The new store proposed could adversely affect the existing town centre retail resulting in further closures. The dot com store could result in a lot of traffic through the town centre, and the location is unfortunate. There is already a Tesco store in old Welwyn. Any Tesco store would need to be smaller if it were allowed at all, and this is not a suitable location for a dot com store which could be situated closer to the Tesco headquarters, if at all.

Food and comparison goods ratio

The ratio of food to comparison goods has also increased, from the original proposals. It is comparison goods that are required by the town rather than food.

Local Shops

The adverse effect on local shopping areas such as Peartree, Woodhall, is causing concern among residents, and I am also concerned about it. The supermarket at Woodhall, could be damaged by Tesco's plan. It is worth bearing in mind that we need to plan for climate change and for this reason I feel it is important to prioritize local shopping parades. The indications for the future are that we will need to go back to being serviced by small local shops and no longer by larger supermarkets that depend heavily on the movement of trucks to transport food from one area to another.

Traffic

The town park area has the access road for the dot com store running right through it. This would detract very significantly from the amenity of the site.

The traffic impact on the Bridge Road and Broadwater Road junction is a concern. The Hunters Bridge and John Lewis roundabout could also be adversely affected by the traffic to and from the dot com store, causing congestion in the town centre. This industrial type traffic should bypass the city and this can only happen if the dot com is located in another location.

Rail link / Pedestrian Bridge

The pedestrian bridge over the railway needs modernising and updating, and replacing if possible. Any plan

from Tesco should include a greater contribution to this than is currently envisaged. This would be required before the two sections of the town could be considered to be integrated. The original garden city plans did include the development of the east side of the town, but any such development needs to have at its heart the integrity of the town as a whole.

The Tesco - Spenhill proposals do not improve the town centre. The effects of the Southampton scheme are discussed. They state that the development 'produced the anticipated realignment of the Town's pre-existing retail centre of gravity'. To what extent do we want this effect to be produced and how can this be successfully done without a more adequate rail link?

The leisure centre could be redundant to local requirements. Although I support the swimming pool, which would ideally be 50 metres rather than the 25 proposed, and powered from the CHP plant, the leisure centre may follow the fate of many up and down the country that are closing. Perhaps a swimming pool alone would be a sounder investment.

#### Design principles

The design of the housing section parts of the proposals are poor. The houses appear too regimented in their design and layout, and this does not follow the pattern for the Broadwater area, which consists of crescents and circular closes. The street layout varies widely from the SPD.

This means the 'boulevard' effect being sought is lost.

The amount of social housing needs to be carefully considered in the light of the precedent of the Taylor Wimpy site.

The plans do not enhance the area and are not in keeping with the character and ethos of Welwyn Garden City. They present a poor aspect to the railway and this does little to enhance the image of the town to passing commuters.

The designated play areas also do little to inspire the imagination.

The buildings for the store are very concrete bound and do not preserve sufficiently the ethos and character of the existing buildings. There is too much change in the style and in the location of windows and the overall 'look' is not preserved.

This proposal as it now stands goes against those fundamental principles of Welwyn Garden City and I urge the planning committee to reject it.