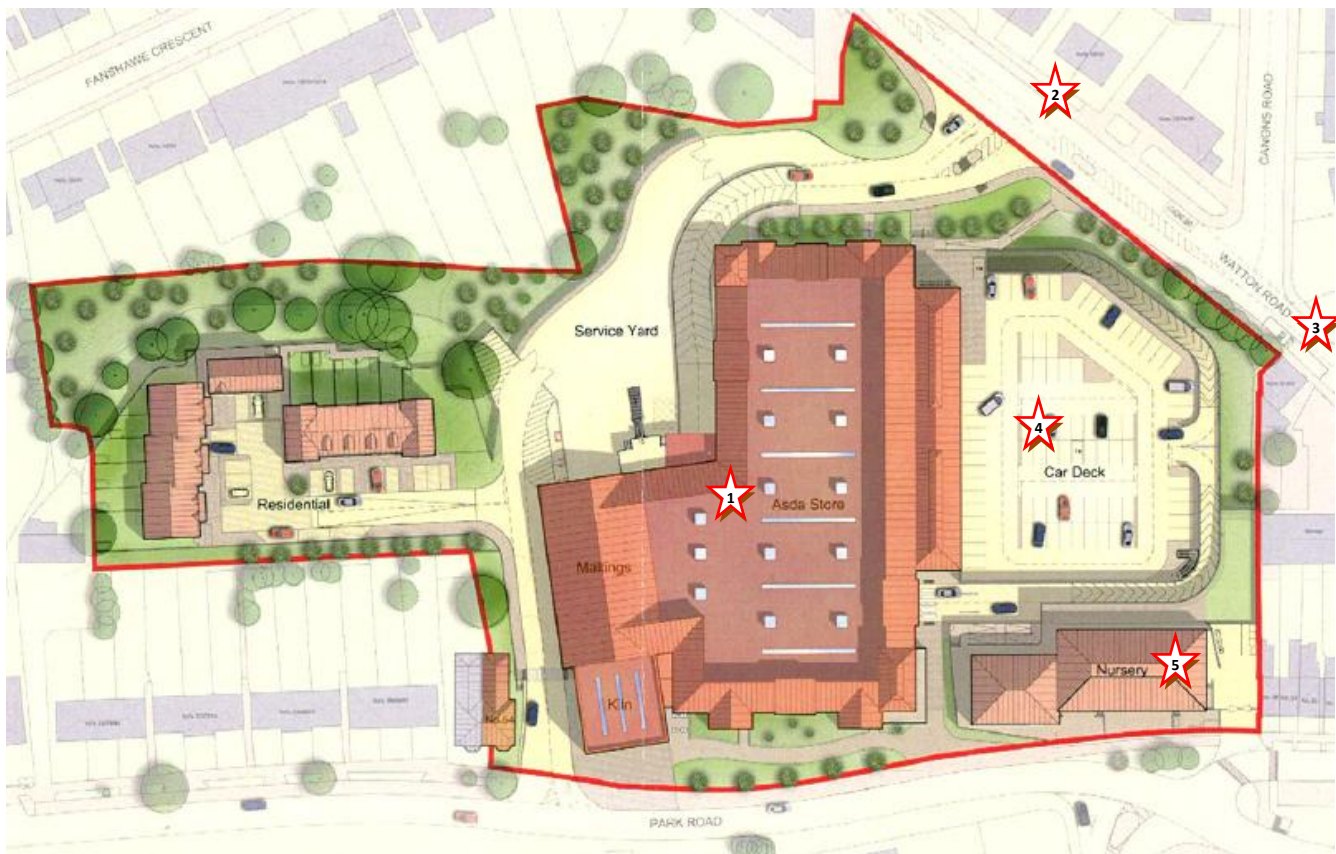


ASDA have resubmitted!

Don't miss your chance to object

- The store is still **TOO BIG** for Ware
 - Gross area is only 5% less than last time at 72,700 sqft
 - Retail area at **28,000 sqft** makes this store 15% larger than any other store close by (Current Ware & Hertford, and proposed Sainsbury's)
- Asda's own figures state on a weekday the **average** traffic flow to the store will be up to **5000** vehicles per day with a peak of **410** per hour – that equates to up to **30,000** visitors per week
- They claim a car park with **270** parking spaces would be able to cope with this traffic!
- They claim this store is for Ware, but **45%** of the traffic will be coming from out of town down Watton Road (off the A10). This is not just a store for Ware.
- They claim the store will benefit Ware, but this **out of centre store** will, just like Tesco in Royston and Sainsbury in Hoddesdon, starve the High Street of shoppers and turn it into a Ghost Town.



Asda would like you to think that this is a done deal and that they have answered all the issues from the previous submission, however there are still planning issues that **will** prevent this store from being built.

★ Need – as stated in the Chase & Partner study (2008), Ware does not NEED another supermarket, the convenience store floor space required in Ware up to 2021 is only 8000 sqft – the Asda development is 350% more than is required!

The **28,000 sqft** is greed not need, unlike most other supermarket chains ASDA does not have a small store equivalent so this is the minimum size they can effectively operate at, which is an imposition on Ware – If they want to trade in Ware they **MUST** reduce the store size.

A **5000 sqft** 'Back of House' office area is attached to the retail floor and is prime for converting, in the future, to give a store of up to **32,000 sqft**. Why does a 28000 sqft retail area need 5000 sqft of office support?

2 **Traffic & Road Layout** – Watton Road, Westmill Road and the surrounding link streets will be over-run with the additional traffic this venture would generate. Asda's conservative figures suggest a **30%** increase in car traffic along Watton Road, and **20%** increase in lorries! Almost **15,000** vehicles per day travelling along Watton Road, this road has difficulty coping now!

The **T junction** entrance to the store along Watton Road will impede cars from turning right when leaving the store to return back to Ware. Instead drivers will either park up in the side streets or turn left and rat run along Fanshawe Crescent. The design of the slip road entrance to the store will result in cars backing up along Watton Road waiting to enter the store and stopping traffic from travelling down Watton Road into Ware. Imagine the impact at **rush hour!**

3 **Town** – Lunchtime trade from GSK will be diverted to the balconied restaurant. Up to **40%** of Tesco's trade will be taken by Asda which will reduce the amount of footfall within Ware Town Centre. People park at Tesco and shop in town but the Asda being over **500m** from the main shopping area will discourage people from heading into town. Asda plans to compete directly with the town, it will have a restaurant and will have **8300 sqft** of convenience floor space (Clothes, Stationery, Flowers, Cards etc). The impact of this is that essential trade and footfall along Ware High Street will be diverted to Asda and will damage the **vitality and viability** of our town.

4 **Parking** – linked directly to the size of the store, but yet again because of ASDA's greed to get the biggest store possible they have insufficient parking spaces. They state **283**, but **13** are for the nursery, **12** are disabled parking – leaving **258** for both shoppers and employees to park in (although Asda say they will 'encourage' their employees to find alternative means of transport to get to the store!). No Asda in Ware calculates that they need at least an additional 80 parking spaces for this car park not to become gridlocked and overflow into the surrounding streets. The car park is also **Multi-storey** and at places will be **4m (over 13ft)** high along Watton Road, it is a lightweight cheap design and will be a blot on this stretch of the road.

5 **Nursery, Londis, Local Residents** – will all be directly impacted by the size and distance the store is from their properties. The nursery and their play area will be immediately in front of the Multi-storey car park, which will be polluting the area with car fumes; the store will be open from 8am to 10pm Monday to Saturday and 6h on Sunday (but for how long? – all the Asda stores locally are 24h), impacting the amenity of the local residents; the proposed road layout will heavily restrict the Londis store from unloading goods and their shopper's parking up.

You **MUST** write in by **8th April** to have your voice heard!!

Email or write to **Tim Hagyard** planning case officer quoting reference **3/10/0386/FP** at either planning@eastherts.gov.uk or EAST HERTS COUNCIL, WALLFIELDS, PEGS LANE, HERTFORD, HERTS, SG13 8EQ

ASDA talk about CHOICE but what choice will we have when we no longer have a functioning road network and town centre in Ware?

For additional information on the No Asda In Ware campaign visit www.noasdainware.co.uk