

**DACORUM CORE STRATEGY**

**HEARING STATEMENT - EXAMINATION IN PUBLIC OF THE CORE STRATEGY**  
**SECTION 10 – PLACE STRATEGIES: HEMEL HEMPSTEAD**

**MADE ON BEHALF OF AVIVA INVESTORS**

**SEPTEMBER 2012**



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## **INTRODUCTION**

- 1.1** This Hearing Statement is prepared on behalf of our client, Aviva Investors, in respect of The Dacorum Core Strategy.
- 1.2** Aviva Investors own the Peoplebuilding site located on Marylands Avenue within Hemel Hempstead. It has been a long term stakeholder within Hemel Hempstead and has actively sought to deliver and secure investment within the town since it originally acquired the site.
- 1.3** The Hearing Statement is based on the representations made by the Company as part of the Pre-Submission Core Strategy consultation and is intended to assist the Inspector's consideration of the compliance and soundness of the Core Strategy.
- 1.4** We confirm that we will be attending the Hearing on the following days to provide oral representations in respect of the issues referred to within this Statement:
  - Tuesday 16 October (Issue 10).
- 1.5** The representations made as part of this Statement are intended to assist the Company deliver significant economic growth and job creation within the Borough in the short, medium and long term.

## **ISSUES CONSIDERED IN THIS HEARING STATEMENT**

**2.1** The Issues that are dealt with as part of this Statement relate to the following:

10.6 Maylands Business Park

**2.2** The Issue listed above is dealt with below in Section 3.0 although commentary has been limited to the issues raised as part of the original representation submitted as part of the Pre-Submission Core Strategy Consultation as per the Guidance Notes.

## ASSESSMENT OF THE ISSUES

- 3.1 The individual issues which are considered as part of this Statement are set out below.

### Issue 10: Hemel Hempstead

**Question 10.6:** *Is the policy for growth and change in this area appropriate and justified, including in relation to national guidance and local needs, and in terms of economic, social and environmental impact? Can local infrastructure satisfactorily accommodate the proposed growth? Have all reasonable alternative sites been assessed? Has the transport infrastructure required to support the proposed growth been properly assessed and can it be satisfactorily provided?*

- 3.2 The requirements of the Maylands Business Park are not considered to be justified in light of the advice contained within Figure 18, or the wider requirements to deliver sustainable economic growth and job creation as part of the wider economic strategy for the Borough.
- 3.3 The identification of the Maylands Business Park as a key regeneration area and a focus for new economic development is supported however the principles guiding development in respect of use (CS34 – 1(a)) are considered to be too prescriptive. As the site has been identified by the Council as an appropriate site for economic development (see Policy CS14), provision should also be included for alternative land uses.
- 3.4 In accordance with the latest national guidance contained within the NPPF, greater flexibility should be incorporated within the specific policies outlining the preferred land uses for the Maylands Gateway. Flexibility is included within other policies within the Core Strategy<sup>1</sup> and this should be continued through the Plan in the interests of consistency to enable non-Class B uses to deliver economic growth and job creation.
- 3.5 By incorporating enhanced flexibility within the Policy will enable the wider objectives of the Core Strategy, and in particular the economic strategy for the Borough, to be effectively delivered within the Plan period.

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<sup>1</sup> See Draft Policy CS14.

## SUMMARY AND CONCLUSIONS

- 4.1 These Representations have been made on behalf of Aviva Investors in respect of The Dacorum Core Strategy.
- 4.2 They accord with the initial representations that were made on behalf of the Company in respect of the Pre-Submission Core Strategy consultation and are anticipated to assist the Inspector's consideration of the compliance and soundness of the document.
- 4.3 In accordance with the Guidance Notes, we provide a brief summary of these representations in respect of the relevant policies of the Core Strategy in Table 4.1.

**Table 4.1: Summary of Representations**

Policy	Comment	Legally Compliant	Sound	Proposed Amendment
CS34	Object	Yes	No – Ground (3) Effective	Policy CS34 part 1 (a) should read <i>"adopt a flexible approach to development to secure employment generating uses within a variety of use classes in an open land setting in Maylands Gateway"</i> .

- 4.4 We trust that these representations will be afforded the appropriate level of weight by the Inspector and confirm our attendance on the relevant days of the Hearing.