

Borough

AMR 2006/07	Gypsies and Travellers Study 2007	Retail and Leisure Study 2006
<p>P. s 41-42: The AMR shows the amount of completed and committed retail floorspace in town centres, local centres and out of centre. More than half the commitments were on out of centre sites, but this was largely due to 1 application for a mezzanine floor.</p>	<p>Para 3.1.5: G&T sites should be located reasonably close to a range of existing services and facilities such as shops, schools and doctors/health facilities.</p>	<p>In forecasting sales floorspace capacities there are two scenarios: 1: Baseline – assumes no change in market shares from existing. 2: Expected increase in market shares resulting from Riverside, new food superstore on Civic Zone site and retail warehouse development at Jarmans Park. Also takes account of expected developments in surrounding towns. However, the forecast sales floorspace capacities do not include the floorspace of the new food superstore in the Civic Zone, nor the retail warehouses at Jarmans Park, so both must be subtracted from the capacity figures, if they are to go ahead.</p> <p>Table 1.1: Under scenario 1, overall the Borough has a capacity for additional convenience sales floorspace of 3,350 sq m net by 2011, rising to 4,900 sq m net by 2016 and to 6,450 sq m net by 2021.</p> <p>Table 1.1: Under scenario 2, overall the Borough has a capacity for additional convenience sales floorspace of 5,000 sq m net by 2011, rising to 6,650 sq m net by 2016 and to 8,350 sq m net by 2021.</p> <p>Table 1.1: Under scenario 1, overall the Borough has no capacity for additional comparison sales floorspace by 2011. By 2016 it has capacity for 11,250 sqm net, rising to 29,600 sq m net by 2021.</p> <p>Table 1.1: Under scenario 2, overall the Borough has a capacity for additional comparison sales floorspace of 11,150 sq m net, rising to 29,600 sq m net by 2016 and to 50,850 sq m net by 2021.</p> <p>Para. 10.1 A review of possible development sites within the three towns has been undertaken.</p>
Retail Study Update 2009	Transport Study 2006	
<p>Para 4.16: Due to the absence of deep discount food retailers in Dacorum there is a strong demand from these retailers for a presence in the borough.</p>	<p>Para 4.6: All non residential development with significant parking implications should be in locations with good access to means of travel other than the car.</p>	
<p>Para 5.28: In forecasting sales floorspace capacities two scenarios are used: 1: Baseline - assumes no change in market shares from existing. 2: assumes an increase in market shares attracted to HH town centre following the implementation of Waterhouse Square from 2016 onwards. Scenario 2 also assumes a fall in convenience market shares attracted to out of centre locations from 2016 and a small increase in the comparison market shares attracted to non-central retail warehouses from 2011 following implementation of new retail warehouse units at Jarman Park.</p>	<p>Para 4.8: Off street car parks should be located within an acceptable walking distance of shopping centres and dedicated to short stay parking.</p> <p>Para 4.8: For on-street short stay parking associated with shopping in streets within easy walking distance of the shopping centre should be permitted.</p> <p>Para 4.10: Parking restraint at non-residential development is applied according to its accessibility and a zonal approach is advocated where zone 1 is the most accessible location.</p> <p>Para 4.15: The guidance states that a green travel plan will be required for planning applications for retail developments over 1,000 sq m gross floor area.</p>	

Hemel Hempstead

East of England Plan 2008	Retail and Leisure Study 2006	Retail Study Update 2009
<p>Policy E5 - Regional Structure Of Town Centres HH identified as a 'major town centre,' where new retail development and complementary town centre uses should primarily be located. Below this level LDDS should identify a network of more local town centres, neighbourhood and village centres</p>	<p>Para 1.2: The largest and most important town centre in the Borough in terms of the retail hierarchy.</p>	<p>Para 3.4: Hemel Hempstead Town Centre contains 243 retail and service units (as surveyed on 11/2/08) compared with 232 that existed in 2006.</p>
	<p>Para 1.3: An important services as well as retail centre. Service uses are located primarily north of Bridge Street, whilst the area south of Bridge Street is principally retail.</p>	<p>Table 3.2 and Para's 3.9-3.11: Between 2003 and 2008 vacancy levels have increased by 6% in HH town centre although it is still below the national average, however this is not too unexpected given the current economic climate and Riverside development (natural adjustment following development). There has also been a rise in the proportion of comparison shops (which is higher than national average), whilst the proportion of service uses has fallen (now around the national average) and the proportion of convenience shops has remained the same (below national average).</p>
	<p>Para 1.3: Main weakness is that the town centre lacks the necessary shops and stores to be sure of retaining its position in the retail hierarchy long term.</p>	<p>Para's 3.16 & 3.17: Hemel town centre has 90 multiple retailers, and 65% of the top 20 retailers are present. Of those not represented at the time of the survey, 2 more are now present (HMV and Debenhams)</p>
	<p>Para 1.4: Could be potential to consolidate further the prime retail area on the west side of the Marlowes (south of Bridge Street) to build on attraction of Riverside. Potential opportunities for new prime retail developments in this area, possibly onto surface car park behind.</p>	<p>Para's 3.18&19: The overall level of demand from retailers and service providers since 1005 has fallen by around a quarter, however this is likely to be a result of the economic downturn.</p>
	<p>Para 1.5: Capacity for this potential will not occur until 2016.</p>	<p>Para's 3.23-3.25: The Zone A shop rents in Hemel town centre are around £860, which, despite having gone up recently, are still lower than surrounding centres.</p>
	<p>Para 1.6: The existing Civic Zone, north of Combe Street, offers an opportunity for a new food and non-food superstore to accommodate the need forecast. This is the most suitable site within the town centre in terms of the sequential approach.</p>	<p>Para 3.66: The overall environmental quality in Hemel town centre is generally very good: it is clean and tidy, with carriageways and pedestrian surfaces in good condition. The provision of street furniture and public facilities is good, although some are in need of repair. Ease of movement for pedestrians is generally good, although it could be improved for cyclists. The main weakness is the appearance of some of the shop fronts and the quality of the market area.</p>
	<p>Para 1.7: A new superstore here would help to tie together the town centre and Old Town if good pedestrian links to the latter are provided, which could also help improve its vitality and viability.</p>	<p>Para 3.70: In terms of new floorspace it is evident that Riverside Centre provides an attractive addition to the town centre. Given the layout of the centre, some of the shops positioned at the end of the main shopping area (beyond Debenhams) may not receive naturally high footfall and could therefore be more suited to destination and specialist retailers or to service businesses such as cafes and restaurants.</p>
	<p>Para1.7: The Civic Zone site, including the market square, could be suitable for comparison retailers who need large floorspaces, but cannot normally afford in-centre rents.</p>	<p>Para 3.71: Even with the new Riverside Centre, it may be the case that Hemel town centre lacks the critical mass to compete with some of the neighbouring town centres. However, this critical mass could be created via the planned Waterhouse Square project.</p>
	<p>Para 1.9: There is need for a limited amount of new bulky goods retail warehouse floorspace, this could be accommodated on the vacant site adjacent to Jarman Park (approx. 6,500 sq m gross).</p>	<p>Para's 4.3-4.9: Three foodstore operators have an interest in locating in Hemel Hempstead, with particular interest from the 'deep discount' retailers. There are also three foodstore operators interested in locating at Waterhouse Square, and there is known interest from Tescos in expanding their Jarman Park store.</p>

Hemel Hempstead

Retail and Leisure Study 2006	Retail Study Update 2009
Para 1.10: There is no need to allocate additional sites for out-of-centre retail warehouse development in the LDF.	Para 5.28: In forecasting sales floorspace capacities two scenarios are used: 1: Baseline - assumes no change in market shares from existing. 2: assumes an increase in market shares attracted to HH town centre following the implementation of Waterhouse Square from 2016 onwards. Scenario 2 also assumes a fall in convenience market shares attracted to out of centre locations from 2016 and a small increase in the comparison market shares attracted to non-central retail warehouses from 2011 following implementation of new retail warehouse units at Jarman Park.
Para's 3.4-3.7: There is a lower proportion of convenience retail units in Hemel Town Centre than the national average, a higher proportion of service units and a lower proportion of vacant units than the national average.	Para 5.43: Assuming no change in market shares there is a forecast oversupply of about 500 sqm net convenience floorspace in 2011 in Hemel town centre, which should be eradicated by around 2021, and rise to an additional capacity of around 950 sqm net by 2031.
Para 3.9: In terms of the future, there a number of schemes in the pipeline which may change these proportions, namely Riverside and development of the Civic Zone.	Para 5.44: Assuming increased market shares to Hemel town centre (scenario 2) there is forecast capacity to support 3,700 sqm net additional convenience floorspace by 2016, rising to 6,200 sqm net by 2031 in Hemel town centre. (NB - substantial transfer of market shares from non-central locations to the town centre would be needed to support this capacity. The forecast capacity is enough to support the proposed Waterhouse Square development by 2016, but not much beyond that until later in the period)
Para's 3.10-3.11: The proportion of shops in Hemel that are operated by national multiple retailers is 49%. Hemel contains 65% of the top 20 retailers, those not represented include John Lewis, BHS and HMV.	Para 5.45: Assuming no change in market shares there is forecast capacity to support 1,750 sqm net additional convenience floorspace by 2011, rising to 6,450 sqm net by 2016 and to 3,400 sqm net by 2021 in out of centre locations in Hemel.
Para 3.12: 26 comparison retailers and 12 service businesses have a demand for floorspace within Hemel Hempstead; together their cumulative demand for floorspace is between 20,990 sq m and 40,120 sq m.	Para 5.46: Assuming increased market shares to Hemel town centre (scenario 2) there is forecast capacity to support 200 sqm net additional convenience floorspace by 2016, rising to 3,000 sqm net by 2031 in out of centre locations in Hemel.
Para 3.15: The market offer of the town is described as mid to lower market.	Table 5.2: When Hemel town centre and non-central capacities are combined, there is theoretical capacity to support two new medium-large food stores by 2016.
Para's 3.17-3.18: The zone A shop rents in Hemel are around £800, which is significantly lower than most neighbouring towns.	Para 5.53: Assuming no change in market shares there is forecast capacity for an additional 2,050 sqm net comparison floorspace in Hemel town centre by 2011, rising to around 39,600 sqm net by 2031. Under scenario 2 the forecast capacity for additional comparison floorspace is slightly higher: 11,350 sqm net in 2016, rising to 42,850 sqm net by 2031.
Para 3.26: The Marlowes and the Marlowes Centre are clearly the prime retail area in terms of pedestrian flows.	Para 5.56: Assuming no change in market shares there is a theoretical oversupply of comparison floorspace of around 9,850 sqm net in 2011 in non-central areas of Hemel, which should be eliminated by about 2022, and rise to a forecast capacity of about 11,900 sqm net by 2031. Under scenario 2 there would be a theoretical oversupply of around 7,850 sqm net in 2011, which would be eliminated by 2019. Thereafter, capacity for additional floorspace of about 15,800 sqm net should arise by 2031.
Para 3.27: Hemel is easily accessible by public transport, and the town centre is well served by bus routes.	Para 6.3: The food superstore at Waterhouse Square will take up all the forecast capacity in Hemel Hempstead until around 2016. Capacity for another foodstore is unlikely to arise until the end of the forecasting period and therefore there is no need to allocate a site for a new food superstore in the LDF; as the need for it and a potential site should be reviewed after the completion of Waterhouse Square.
Para's 3.30-3.33: The town centre has 10 car parks, and 2 are located further out of the centre. Within the town centre car parks there are 550 short-term and 550 long-term spaces. The car parks were found to be clean with good quality surfaces, however, they had limited levels of security and signage to the car parks could be improved.	Para's 6.4-6.5: The qualitative case for 3 or 4 deep discount supermarkets means that there would be merit in identifying sites to accommodate some of them early in the plan period. Any new such stores should be located in accordance with the sequential approach; if this is not practicable in Hemel Hempstead, they should be located at any new or existing local centres to serve the new housing growth.

Hemel Hempstead

Retail and Leisure Study 2006	Retail Study Update 2009
Para's 3.37-3.38: A customer survey revealed that 66% of visitors' main purpose for visiting Hemel town centre was to use the shops or services, and that over 3/4 of respondents had chosen to come to Hemel town centre because it was convenient for them.	Para 6.7: The Waterhouse Square development should be designed to be closely linked with the pedestrianised part of the Marlowes, which may mean extending the pedestrianised part of the Marlowes to the north as far as Hillfield Road and closing the eastern end of Bridge Street to traffic.
Para 3.39: A relatively high proportion of visitors to Hemel town centre were buying food and groceries (39%) which suggests that despite ASDA's poor location, many people are clearly linking trips there with the main part of the town centre.	Para 6.8: In the longer term, the west side of the pedestrianised part of the Marlowes may provide opportunities for redevelopment for higher density retail uses to accommodate additional comparison goods floorspace. This would strengthen this part of the town centre and benefit from pedestrian flows between Riverside and Waterhouse Square. This area should be identified in the LDF for future comparison retail development after the completion of Waterhouse Square.
Para's 3.46-3.49: Visitors were asked what they liked and disliked about Hemel town centre. Common likes included the shops, the Marlowes Shopping Centre, the pedestrian area, the ease of parking and its cleanliness. Common dislikes were the poor range of shops, the poor	Para 6.9: Jarman Park will be attractive and suitable for bulky goods retailing and should be designated for such permitted use.
Para's 3.51-3.52: Of those visitors interviewed approximately 3/4 did not visit Hemel town centre in the evenings. Of those who did, most went to use pubs and bars, while cafes and restaurants, and nightclubs were also popular uses.	Para 6.10: The consultants consider that there is no justification for extending Tesco at Jarman Park, at least until late in the forecasting period. Its extension would make it harder to secure new discount supermarkets in existing local centres and to secure the anchor superstore at Waterhouse Square and/or depress the land value resulting from that development undermining its enabling role.
Para 3.59: 62% of those interviewed had travelled by car, 18% had walked and 16% had come by bus.	Para's 7.2-7.8 (and Appendix 6): The map of Hemel Hempstead town centre in Appendix 6 splits up the town centre in 6 blocks and suggests what uses may be appropriate in each block and in Riverside: Block 1: Should be protected as primary frontage and not less than 65% of units be retained in retail use. Block 2: Frontage along Marlowes should be protected as primary frontage and further losses of retail use should be avoided. The other three frontages (Bridge Street, Waterhouse Street and Bank Court) should be considered secondary frontage and full flexibility of uses would be appropriate. Block 3: In terms of retail function this block is currently secondary, however, with the development of Waterhouse Square it will become much more important in retail terms. Further loss of retail uses on the Marlowes frontage should be resisted, while on the other frontages a flexible approach to suitable uses would be appropriate.
Para's 3.62- 3.67: A survey of businesses within Hemel town centre revealed that the main advantages perceived are its accessibility and Para's 3.68-3.70: Overall, perceptions of the town centre's daytime security were generally good. The perceptions of evening security were significantly worse, but not terrible. The Donaldsons assessment revealed that some of the secondary areas between the car parks and the pedestrianised area were poorly lit.	Para's 7.2-7.8 (and Appendix 6): Block 4: Is identified for redevelopment (Waterhouse Square) and therefore there is no need for policies re change of use. Block 5: Should be considered as secondary retail frontage and flexibility for change of use allowed. Block 6: Should be protected as primary frontage and further loss of A1 uses should be resisted. Riverside: Should be designated as primary retail area; the frontages to Riverside should be prevented from loss of A1, whilst the frontages to the River Gade (with the exception of the Debenhams and Peacocks stores) should be allowed for A3 and A4 uses.
Para's 3.73-3.74: The Marlowes (south of Bridge Street) scored relatively well in terms of its environmental quality. The paving is even and disability access is generally good, there is CCTV present, and the street is clean with little evidence of graffiti/vandalism. The street furniture is in good condition and there is quite a lot of public art which give the town a sense of place. The appearance of shop fronts and canopies, and some of the frontages were in a poor condition. A lack of public facilities including telephone boxes and toilets was also noted.	
Para's 3.75-3.76: Marlowes (north of Bridge Street) was noted to have attractive, well placed street furniture and hanging baskets, good disability access and high quality paving. However, it had relatively high levels of litter and graffiti, and the buildings were generally tired-looking. This part of Marlowes has much less public art, and does not have as good a level of pedestrian movement.	

Hemel Hempstead

**Retail and Leisure Study
2006**

Para's 3.77-3.78: Bridge Street was also assessed for its environmental quality. It was deemed to have a good quality carriageway, street furniture, and litter levels, although there was some graffiti. The facilities for cyclists were highlighted as a weakness, as were the quality of the shop fronts.

Para's 3.79-3.80: The Market area was regarded as the worst area in the town centre in terms of environmental quality. The buildings are tired and in need of repair, especially the market canopy, there is no planting, seats or public art. However, it is noted as having development potential.

Para 6.3 and table 6.1: The town centre has a definite primary retail core and secondary retail location. The report identifies the pedestrianised part of the Marlowes (including World Foods to the north and what used to be Blockbuster to the south) as Primary retail, which is also the area identified as Main Shopping frontage in the Local Plan proposals map. The study identifies the rest of the town centre, as far north as Combe Street, as secondary retail. The proposals map designates a wider area as town centre/local centre, however, the study does not advise on the extent of the town centre boundary.

Para 6.4: The study suggests that the Council addresses the potentially growing role for A3 uses in the town centre, one suggested way of doing this is to limit the number of A3 uses to 25% in certain blocks (see below).

Para's 6.5-6.12 (and Appendix 5) The map of Hemel Hempstead in Appendix 5 splits up the town centre in 6 blocks and suggests what uses may be appropriate in each block: **Block 1:** Should be protected as primary frontage and its uses limited to A1 and up to 25% A3. **Block 2:** Frontage along Marlowes should be protected as primary frontage and uses restricted to A1 and up to 25% A3. The other three frontages (Bridge Street, Waterhouse Street and Bank Court) should be considered secondary frontage and allowable uses should extend to A2, A3 and A5 (and A4 in Bank Court). **Block 3:** The frontage along the Marlowes should be protected from further loss of A1 uses, while The Square and Bridge Street should be maintained as mixed use frontages. **Blocks 4 and 5:** Should be maintained as a mixed use frontage. **Block 6:** Should be protected as primary frontage and further loss of A1 uses should be resisted, along with a 25% cap on A3 uses.

Para's 6.9-6.10: Suggestions for the Market Square include either relocating the Market to Marlowes to free-up the Market Square for redevelopment or for the removal of the current canopies and the use of temporary stalls and improvement of the square to provide a civic space.

~~Para's 8.12-8.13: Three major foodstore operators have a requirement in Hemel, either to extend their current offer in Hemel or locating in Hemel for the first time. Two operators are interested in locating on the civic zone site. There are also retailer requirements across all sectors of comparison goods, with most demand from clothing and DIY retailers.~~

~~Para 9.42: Assuming no change in market shares there is forecast capacity to support 1,400 sqm net additional convenience floorspace by 2011, rising to 1,750 sqm net by 2016 and to 2,100 sqm net by 2021 in **Hemel town centre**. (NB – Market shares relate to pre Riverside and population projections do not consider East of England Plan housing figures)~~

~~Para 9.43: Assuming no change in market shares there is forecast capacity to support 1,800 sqm net additional convenience floorspace by 2011, rising to 2,600 sqm net by 2016 and to 3,400 sqm net by 2021 in **out of centre locations in Hemel**. (NB – Market shares relate to pre Riverside and population projections do not consider East of England Plan housing figures)~~

~~Para's 9.46-9.47: Assuming increased market shares to both Hemel town centre and non-central Hemel Hempstead due to enhanced facilities there is forecast capacity to support 2,300 sqm net additional convenience floorspace by 2011, rising to 2,700 sqm net by 2016 and to 3,150 sqm net by 2021 in **Hemel town centre**. (NB – Market shares assume Riverside in place, with potential new foodstore on civic zone and new retail warehouses at Jarman's Park. They also consider new developments in Watford and Aylesbury. Population projections do not consider East of England Plan housing figures)~~

~~Para's 9.46-9.47: Assuming increased market shares to both Hemel town centre and non-central Hemel Hempstead due to enhanced facilities there is forecast capacity to support 2,550 sqm net additional convenience floorspace by 2011, rising to 3,400 sqm net by 2016 and to 4,250 sqm net by 2021 in **out of centre locations in Hemel**. (NB – Market shares assume Riverside in place, with potential new foodstore on civic zone and new retail warehouses at Jarman's Park. They also consider new developments in Watford and Aylesbury. Population projections do not consider East of England Plan housing figures)~~

~~Para 9.49: When Hemel town centre and non-central capacities are combined, there is theoretical capacity to support a new food superstore by 2011. Hemel, as a whole does not have any discount foodstores.~~

~~Para's 9.55 and table 9.1: Assuming no change in market shares there is no forecast capacity for additional comparison floorspace in **Hemel town centre** until 2014; by 2016 there is forecast capacity for an additional 3,700 sqm net, which rises to 14,050 sqm net by 2021. (NB – Market shares are pre Riverside, but floorspace capacity calculations include floorspace of Riverside. Population projections do not consider East of England Plan housing figures)~~

~~Para's 9.56-9.59 and table 9.1: Assuming adjusted market shares to the town centre as a result of Riverside and likely developments in Watford and Aylesbury, there is forecast capacity for additional comparison floorspace in **Hemel town centre** from 2016; there is forecast capacity for 11,450 sqm net by 2016 and for 23,250 sqm net by 2021. (NB Population projections do not consider East of England housing figures)~~

~~Para 9.60 and table 9.1: Assuming no change in market shares there is forecast capacity for additional comparison floorspace of 1,850 sqm net in 2016 and of 6,550 sqm net in **non-central areas of Hemel**. (NB Market shares are pre retail warehouse at Jarman's Park and population projections do not consider East of England Plan)~~

~~Para 9.61-9.63 and table 9.1: Assuming increased market shares from the allocated retail warehouse at Jarman's Park, there is forecast capacity for additional comparison floorspace of 7,750 sqm net by 2011, rising to 13,450 sqm net by 2016 and to 19,850 sqm net by 2021 in **out of centre locations within Hemel**. (NB Population projections do not consider the housing figures in the East of England Plan) However, the sequential approach in PPS6 gives highest priority to town centre locations for additional comparison floorspace; the Civic zone, as an edge of centre site, would be preferable to further out of centre retail warehouse development.~~

~~Para 9.74: Jarman park functions as an out-of centre food superstore and leisure park. It should, therefore, no longer be designated as a local centre in the new LDF.~~

~~Para 10.1: Six sites in Hemel were assessed for further retail development potential; they are summarised below.~~

~~Para 10.2: Apsley Mills Retail Park was considered to offer little opportunity for further retail development as it is fully occupied and constrained by resi and the canal.~~

~~Para 10.3: Jarman Park (Leisure World and Tesco) was considered inappropriate for further retail development until a need arises for more out-of-centre retail floorspace. The site would be suitable for intensification of retail uses in the event that any of the leisure uses were to close, or for the extension of Tescos, however, there is no forecast need for either at present.~~

~~Para 10.4: Jarman Park (vacant site) is identified for retail development in the local plan, and is considered appropriate for additional retail warehousing, which there is a forecast need for.~~

Hemel Hempstead

**Retail and Leisure Study
2006**

Para 10.5 and 10.6: The Market Site is allocated in the draft SPD for the expanded Civic Zone, and will contain new Civic Offices, other civic and cultural uses and supporting retail and service uses. As such it is inappropriate for large scale retail development. It is also quite a distance from the retail core and Riverside development which reduce its suitability for significant retail development. It could have potential for some retail such as large format stores or specialist retailers in conjunction with civic and service uses. Substantial retail development on this site would necessitate the pedestrianisation of Bridge Street during shopping hours.

Para 10.7: The current Asda site was considered inappropriate for retail or leisure development in the event that Asda move/close due to the topography, poor access, distance from town centre retail core and the nature of surrounding uses. Suggested uses include residential or office use.

Para's 10.8-10.9: The existing Civic Zone site would strictly be considered out-of-centre according to PPS6, however, any substantial new retail development would function as edge-of-centre. The site would be suitable for a large food and non-food superstore (there is interest from at least 2 operators), it would also be attractive to comparison retailers who operate large format stores. However, locating new comparison retailing on this site would postpone the date by which further comparison retail in the prime shopping area would be supportable. The Civic Zone would also be suitable for some A3 uses.

Para's 10.13-10.14: There is potential to redevelop the block of existing shops on the west side of the Marlowes at the southern end, possibly as far as Bridge Street. Further potential exists to close the southern end of Waterhouse Street and part of Moor End Road to develop the surface car park between Leighton Buzzard Road and Waterhouse Street. These should be considered as long-term opportunities.

Para 10.2 Apsley Mills Retail Park. This site offers little opportunity for further retail development due to its physical constraints, it is well occupied and that the land surrounding is mainly used for residential purposes.

Para 10.3 Jarman Park. The site would be suitable for intensification of retail use in the event that any of the existing leisure uses was to close. The site would also be suitable in commercial terms for extension of Tesco. However, there is no forecast need for any such additional floorspace, in view of the allocation of the adjacent site in the Local Plan for retail warehousing, and the proposal to bring forward the Civic Zone [Waterhouse Square] for retail and other uses. Further retail development on the site would be inappropriate, at least until a need arises for more out-of-centre floorspace (unlikely until late in LDF period to 2016).

Para. 10.4 Jarman Park (vacant site). Identified for retail development in the Local Plan, and is currently being marketed for retail warehousing. The site would be suitable for additional retail development. It would be able to accommodate forecast need for retail warehouses for much of the forecasting period.

Para. 10.6 The Civic Zone site will be used for new civic offices, other civic and cultural uses, supporting retail, and cafes and restaurants. Much of the site, therefore, may not be available for major retail development. Consider that the site could have potential for retail formats which do not need to be in the highest rented prime locations.

Para. 10.7 Asda at Hillfield Road. The most prominent physical constraint is the steepness of the slope into which the site is built. The site is not suitable for retail or leisure development due to the topography, difficult access, distance from town centre retail areas, and nature of surrounding uses. If Asda relocates, the best use of the site would probably be residential or office uses.

Para 10.8 Civic Zone [Waterhouse Square]. Its size, shape and location make it suitable for a large new food and non-food superstore. This site would also be attractive to some comparison goods retailers who operate large footprint stores.

Para 10.12 As part of a mixed use redevelopment, the Civic Zone would also be suitable for some A3 café and restaurant uses.

Para. 10.14. The Council should consider identifying the west side of Marlowes, between Bridge Street and Riverside Centre, as a potential opportunity area for prime retail development towards the end of the LDF period.

Para. 9.73 A possible further location (for convenience floorspace) is north-east HH, centred on Maylands Avenue. There would be benefits to the employment area of developing a new local centre for the area. Such a centre would need to be anchored by a new (discount) foodstore and accommodate some additional small shop units and service businesses. The site would need to be central to and accessible from the employment area, and accessible from nearby residential areas.

Para 9.74 Jarman Park is functioning as an out of centre food superstore and retail/leisure park, attracting expenditure from HH and beyond and very limited local "top-up" convenience expenditure. Existing local centre designation is no longer realistic in view of its role and function. Suggest that it should not be designated as a local centre in the LDF.

Hemel Hempstead

Town Stadium Study 2009	Transport Study 2006	UDA 2006
<p>Para 7.16: Appendix C presents DTZ's analysis of the commercial property market, and identifies demand for, and potential valuation of, office space, retail, and other enabling development in Hemel Hempstead. This research has helped to inform projections of the potential for developer contributions towards the funding of the Town Stadium complex.</p>	<p>Para 4.10: Parking restraint at non-residential development is applied according to its accessibility and a zonal approach is advocated where zone 1 is the most accessible location. Hemel Hempstead, as a major town well served by public transport, would be in zone 1.</p>	<p>P.45 MCIA, MCIB, MCIC and MCIE: Waterhouse Street is an incoherent mix of land uses, as is the eastern side of the Marlowes between Hillfield Road and Queensway. The Marlowes shopping area has very few pubs and restaurants, and has no major food retailers.</p>
<p>Appendix C section 7: Research has highlighted significant demand for floorspace from discount foodstores, self storage facility and budget hotel operators. Provided that suitable development sites could be made available for these uses we believe that in the current market they may offer suitable enabling development solutions to help cross-fund a stadium facility. Clearly this advice would need to be reviewed in detail once the scale of the stadium development and the location of the development site(s) are known.</p>		<p>P.60: Clarify the uses on the eastern side of the Marlowes and establish an understanding of how Waterhouse Street should be used - and explore the Water Gardens as a significant amenity for these potential new land uses. More food and café related uses should be encouraged on the Marlowes and the capacity for major food retailers and high quality farmers markets along the Marlowes should be explored.</p>
<p>Appendix C section 7: Given the traditionally high value nature of residential development, therefore, we recommend that this use should be considered for enabling development for medium to longer term development schemes.</p>		
<p>Appendix C section 7: The industrial and warehouse market in Hemel Hempstead remains active due to the strong locational benefits of the town, however the level of demand from occupiers to decline over the next 12 months and the investment yields to push out further in the short term. Although this use may offer a suitable enabling development option in some instances we suspect that, if planning policy permits, it would be ruled out in favour of other high land value generators.</p>		
<p>Appendix C section 7: Our review of the office market in Hemel Hempstead has revealed that there is currently a significant over supply of both available floorspace and floorspace in the development pipeline. For this reason we believe that unless a prime development site could be made available (i.e. with extremely high visibility and accessibility) an office development is unlikely to offer the best enabling development solution to help cross-fund a stadium in Hemel Hempstead.</p>		

Berkhamsted

East of England Plan 2008	Retail and Leisure Study 2006
<p>Policy E5 - Regional Structure Of Town Centres HH identified as a 'major town centre,' where new retail development and complementary town centre uses should primarily be located. Below this level LDDS should identify a network of more local town centres, neighbourhood and village centres</p>	<p>Para 1.12: Secondary to HH in terms of the retail hierarchy.</p>
	<p>Para 1.12: In terms of function it is more important as a services centre than as a retail centre.</p>
	<p>Para 1.13: Performing well for a centre of its size, but in order to remain vital and viable 'anchor' food shopping should not be decentralised to out-of-centre locations from the retail core.</p>
	<p>Para 1.14: No forecast need for additional convenience floorspace up to 2016, and only a small need identified up to 2021 (250 sq m net). This does not necessarily mean that no additional floorspace should be developed, but that there is no need to identify sites.</p>
	<p>Para 1.14: The forecast is for a modest increase in comparison goods floorspace, which could either be accommodated in a new large foodstore, or by small scale incremental development.</p>
	<p>Para 1.15: There is only moderate demand from retailers and service businesses for additional shops, however, if support grows, the Water Lane car park would be the most suitable in terms of the sequential approach. This site would be suitable for high density mixed use development.</p>
	<p>Para's 4.6-4.7: 28% of the shops in Berkhamsted are operated by national multiple retailers and only 2 of the top 20 retailers are represented in the town centre (Boots and W H Smith).</p>
	<p>Para 4.8: There is demand from 10 comparison retailers and 8 service businesses for floorspace in Berkhamsted. Together, their cumulative requirement for floorspaces is between 3,232 sq m and 6,561 sq m.</p>
	<p>Table 4.2 and para 4.13: There is very low vacancy rate in Berkhamsted which suggests that Berkhamsted is popular with businesses.</p>
	<p>Para's 4.15-4.16: Berkhamsted is accessible by a means of transport; private car, train and bus.</p>
	<p>Para's 4.17-4.19: Berkhamsted town centre has 5 car parks, and some on-street parking. There are 78 long-stay car parking spaces and 384 short-stay car parking spaces. The car parks were found to be clean and relatively litter and graffiti free with high quality surfaces. However, they were also found to have poor access and were poorly signed. Access to on-street parking was also considered poor, largely due to the high volumes of traffic.</p>
	<p>Para's 4.21-4.25: A survey of visitors to Berkhamsted was undertaken, it was discovered that just over half of respondents' main reason for going was to shop; other common reasons included using financial/other services and living/working in or near the town. Just over 80% had chosen to visit Berkhamsted primarily because it was close to home. In terms of what people intended to buy in Berkhamsted almost 60% stated groceries.</p>
	<p>Para's 4.31-4.33: Visitors were also asked what they liked and disliked about Berkhamsted. Common things people liked about the town include the non-food shops, the food shops, the market, the restaurants and cafes, the Waitrose store, the attractive environment and its convenience. Commonly cited dislikes include the amount of traffic congestion, the poor range of shops, poor parking provision close to the shops and the cost of parking. However, it should be noted that there was a strong positive balance of likes over dislikes.</p>
	<p>Para's 4.35-4.38: Around half of the respondents indicated that they visit Berkhamsted in the evening (although frequency varied), with the main purposes of visit including pubs and bars, restaurants and cafes, the cinema and the sports centre. When asked what they liked about Berkhamsted in the evening, common responses were the quality of the cafes, restaurants and bars, the attractiveness of the environment, the security of the environment and its accessibility. Some common dislikes about Berkhamsted in the evening include young people drinking on the street, an unsafe feeling and the amount of vandalism. However, as with the daytime, the balance between likes and dislikes was strongly skewed towards the positive.</p>
	<p>Para's 4.48-4.50: A number of businesses in Berkhamsted were also surveyed. The main strengths for businesses in Berkhamsted were the large and affluent catchment area and the good accessibility. Only two weaknesses were identified: the lack of parking and the lack of variety of size of retail units. Improvements suggested to increase the prosperity and attractiveness of the town included encouraging Sunday trading, introducing more entertainment to the town, introducing more pedestrianised areas into the town and reviewing traffic flow and parking measures.</p>
<p>Para 4.52: Perceptions of safety are very good within the town centre, both within the day time and in the evening.</p>	
<p>Para's 4.56-4.59: The environmental quality of the High Street was judged to be relatively high, especially along the section to the east of Lower King's Road. Litter and graffiti levels are very low, there are good levels of disability access and there was a high level of security. Public facilities were ample and good quality, as were the street furniture. Weaknesses were deemed to be the lack of cycle facilities and the difficulty in crossing the high street.</p>	

Berkhamsted

Retail and Leisure Study 2006
Para 4.6: Lower Kings Road was also assessed for its environmental quality; it was found to be very clean and have no graffiti. However, the pavements were deemed narrow, and disability access poor. There was no street furniture, public facilities or security.
Para's 6.16-6.27 and Appendix 5: It is hard to identify definite primary and secondary frontages within the town centre and a generally flexible approach is recommended to use class policy. However, the town centre is split into 9 blocks (see Para's 8.8-8.10: There is a requirement from a major foodstore operator for a larger foodstore in Berkhamsted, and there is also interest from Aldi. There is a healthy level of demand from comparison retailers for floorspace in Berkhamsted, primarily from clothing and household goods retailers.
Para 9.50: Assuming no change in market shares there is no forecast capacity for additional convenience floorspace in Berkhamsted until 2021, when there is only capacity for an additional 250 sqm net floorspace.
Para's 9.65-9.66: Assuming no change in market shares there is forecast capacity for additional comparison floorspace of 1,850 sqm net by 2011, rising to 3,650 sqm net by 2016 and to 5,750 sqm net by 2021. Assuming a slight drop in Berkhamsted's market shares following Riverside and retail warehouse development at Jarman Park, forecast capacity for additional comparison floorspace falls slightly to 1,250 sqm net by 2011, rising to 3,000 sqm net by 2016 and to 4,950 by 2021. These capacities will not be enough to support substantial new shopping development; it is more able to support the comparison element of a new foodstore and some new small shops.
Para's 10.15-10.16: The site by Stag Lane down to the Canal is considered inappropriate for retail development as it is out-of-centre and there is no forecast need for additional convenience floorspace in Berkhamsted.
Para's 10.17-10.18: The Water Lane car park site is considered suitable for a mixed use, high density development incorporating resi and offices, possibly anchored by a new or extended Tesco store. An advantage of developing this site is that it would increase the depth, rather than length, of the High Street.
Para. 10.16 Stag Lane. The site is attractive for large floorplan stores. However, it is not suitable in planning terms mainly due to its distance from the retail centre, surrounding non-retail uses, absence of need, and the existence of a potential development site immediately adjacent to the prime retail area.
Para. 10.17 Water Lane Car Park. Site has potential for a mixed use scheme being in the core of the town centre. Residential and office accommodation could be incorporated to take advantage of the site's location near the rail station. This site should be allocated for retail based mixed use development in the LDF, to be implemented as need arises.

Retail Study Update 2009	UDA 2006
Para's 4.10-4.12: Two discount supermarket operators have expressed as interest in locating in Berkhamsted.	P.38: Berkhamsted High Street has a strong mix of land uses. Waitrose draws people off the High Street through pedestrian alleyways. Both Tesco Metro and Waitrose attracts drivers into the town centre who generally park on the north side of the High Street. For a town of its size the centre has a particularly good offer of financial and professional services, and restaurants, pubs and cafes.
Para 5.48: Assuming no change in market shares there will be no quantitative need for any additional convenience floorspace in Berkhamsted over the forecasting period (up to 2031).	P.47: Explore new design approaches to accommodating shoppers, such as underground or multi-storey car parks.
Para 5.58: Assuming no change in market shares there is a forecast capacity for around 250 sq net of additional comparison good floorspace by 2011, rising to around 4,650 sq m net by 2031. This is too low to support a substantial town centre development, but should be sufficient to support small scale increases in floorspace.	
Para 6.11: The Water Lane site suffers from a number of difficulties which mean that it should not be identified for retail development in the LDF. Instead there should be a criteria based policy indicating when new retail development would be supported, which would not preclude the Water Lane site from being developed.	

Tring

East of England Plan 2008	Retail and Leisure Study 2006
<p>Policy E5 - Regional Structure Of Town Centres HH identified as a 'major town centre,' where new retail development and complementary town centre uses should primarily be located. Below this level LDDS should identify a network of more local town centres, neighbourhood and village centres</p>	<p>Para 1.17: Smallest town centre in the Borough and functions as a small town centre serving only the day-to-day local shopping needs of the town's populations.</p>
	<p>Para 1.17: Tring functions more as local services centre than as a shopping centre.</p>
	<p>Para 1.18: Tring would benefit from upgrading Dolphin square and from the attraction of a new food store, such as a discount supermarket, in addition to Tesco and Budgens. There is forecast sufficient capacity to support a new store.</p>
	<p>Para 1.19: The most suitable site in terms of the sequential approach for a new foodstore in the Cattle Market site and adjacent car park, however, the existing car park and market are both important to the vitality and viability of the town centre.</p>
	<p>Para 1.20: The forecast need for additional comparison floorspace could be accommodated in a new foodstore together with small incremental expansions of existing floorspace.</p>
	<p>Para 1.20: There is very little retailer demand for new comparison shops, and therefore there is no requirement for the Council to allocate such sites.</p>
	<p>Para 5.2 & 5.12: Tring has a very low vacancy rate suggesting it is popular with small businesses.</p>
	<p>Para 5.4: One quarter of shops in Tring are operated by national multiple retailers, however, none of the top 20 retailers are present.</p>
	<p>Para 5.6 and Table 5.4: There is demand for floorspace within Tring from 3 retailers - Aldi, Cotswold Clothing Company and Forno Vivo Ltd. Together, Cotswold Clothing Company and Forno Vivo Ltd require a cumulative floorspace of between 558 sq m and 791 sq m.</p>
	<p>Para 5.8: The types of uses present are to meet the needs of the resident community, rather than to be a destination shopping town for visitors.</p>
	<p>Para 5.9: In terms of convenience provision there are a number of small independent shops and a Budgens (now M&S Simply Food) and Threshers within the town centre and a Tesco store out of the centre.</p>
	<p>Para's 5.14-5.16: Tring is reasonably accessible; access by private car is good, but the Train station is over a mile from the town centre, and has a relatively good bus service.</p>
	<p>Para's 5.17:5.20: Tring town centre has 4 car parks, which together provide 148 long-stay parking spaces and 204 short-stay parking spaces. The car parks were found to be very clean with high quality surfaces, however had relatively poor levels of security, lighting and directional signage.</p>
	<p>Para's 5.22-5.27: A visitor survey was undertaken within the town centre, which revealed that the main reasons given for visiting the town centre were shopping, to use the financial or other services and because people live/work in or near the town centre. When asked why they had chosen to come to Tring, the vast majority cited convenience, whilst others were visiting specific shops/services and the market. Over half the respondents who were shopping intended to buy convenience goods.</p>
	<p>Para's 5.32-5.34: Visitors were asked what they liked and disliked about the town centre. Frequently cited likes included the attractive environment, the non-food shops, the range of financial/personal services, the food shops, the clean streets, the market, the restaurants and cafes and the friendly atmosphere. Among the commonly cited dislikes were the poor range of shops, the amount of traffic congestion and the price of car parking. There was a positive balance of likes over dislikes.</p>
	<p>Para's 5.35-5.39: Just under half the respondents use the town centre during the evenings; mainly for the cafes, restaurants, pubs and bars. Amongst those who use the centre in the evening, the most commonly cited things liked were the cafes, restaurants and bars, the sense of security, its accessibility by car and good car parking. Amongst those who use the centre in the evening, the most common dislikes were that there are poor leisure and entertainment facilities and the vandalism.</p>
	<p>Para's 5.46-5.50: A number of businesses within Tring were surveyed for their views about the town centre. Advantages were identified as the good range of independent retailers and the friendly atmosphere, while weaknesses identified included a lack of parking, heavy through traffic, litter, a lack of attractions and a lack of variety of size of retail units. Improvements suggested included expanding the retail/leisure offer and to encourage late night shopping, and to control the number of pigeons.</p>
<p>Para's 5.51-5.52: Perceptions of crime and safety in the town centre are generally very good.</p>	
<p>Para's 5.55-5.58: An assessment of the environmental quality of the town centre was carried out. Overall it was varied throughout the centre; it scored highly for maintenance of buildings, security, disabled access and low levels of litter, however it scored poorly for the amount of cycle parking, public facilities and the low level of street furniture. Specifically there were high levels of Graffiti in Dolphin Square, however there is also some public seating and public art. Along the High Street improvements could be made to the maintenance and repair of some of the buildings and to the levels of disability access. Disabled access was also poor along Akeman Street and Frogmore Street.</p>	
<p>Para's 6.28-6.35 and Appendix 5: The small size of Tring makes it hard to define definite primary and secondary frontages and there is varied mix of uses within the centre, of a retail services and civic nature. A generally flexible approach is suggested in policy terms so that Tring can maintain its service function whilst supporting existing retailers. The town is split into blocks (see map of Tring in Appendix 5) and some specific recommendations are made. In Block 3 A1 retailers should in protected. Clusters of A4 uses should be avoided throughout the centre. In Blocks 2 and 5 retail and A3 provision should be strengthened. In Blocks 1, 4 and 6 policies should be flexible to allow for a diversity of uses.</p>	
<p>Para 8.16: Aldi has a requirement for a store in Tring (although it also registered interest in Berkhamsted and Hemel, and it is unlikely it would want to locate in all 3 towns). There is limited demand from comparison retailers for floorspace in Tring.</p>	
<p>Para 9.52: Assuming no change in market shares, there is forecast capacity to support an additional 400 sqm net of convenience floorspace by 2011, rising to 550 sqm net by 2016 and to 700 sqm net by 2021. If new convenience floorspace was within a discount foodstore, there would be capacity to support a larger floorspace; 750 sqm net by 2009.</p>	

Tring

Retail and Leisure Study 2006

Para's 9.67-9.68: Assuming no change in market shares, there is forecast capacity for additional comparison floorspace of 1,050 sqm net by 2011, rising to 2,050 sqm net by 2016 and to 3,250 sqm net by 2021. Assuming a slight drop in market shares following Riverside, there is forecast capacity for additional comparison floorspace of 700 sqm net by 2011, rising to 1,700 sqm net by 2016 and to 2,800 sqm net by 2021. These capacities are not sufficient to support substantial retail development, however, it would be sufficient to support small scale development or the comparison element of a discount foodstore.

Para 10.19: Dolphin Square is considered appropriate (and the first choice location) for new retail development and refurbishment.

Para's 10.20-10.21: The Cattle Market site and adjacent car park is a suitable location for a discount foodstore and car park. However, the site's current use as a car park and market location are important to the vitality and viability of Tring town centre and therefore the site should not be released for development urgently. If a discount foodstore was to locate there, it's standard format would not be suitable to Tring's historic setting.

Para 10.19 Dolphin Square. Would benefit from refurbishment. Could accommodate a modest increase in floorspace. Proximity of church and graveyard would preclude expansion of the site. This area should be the first choice location to accommodate any new retail floorspace, in order to help finance refurbishment of the Dolphin Square centre.

Para 10.21 Cattle Market Site and Car Park. In commercial terms the site would be suitable for a small to medium foodstore. However, the site is currently in use as an important car park and as the site for the Tring Market. There would be difficulties to find alternative locations, and both benefit the town centre. The need for a supermarket is not so pressing that the site should be released as a matter of urgency. Any development needs to respect the character and historical setting of Tring.

Retail Study Update 2009

UDA 2006

Para 4.13-4.14: There is interest from two discount supermarket operators in locating in Tring.

P.36: The town centre has a strong core of active land uses around the junction of the High Street and Akeman/Frogmore Streets. The A1 shops in Dolphin Court create pedestrian movement through this area and along the High Street.

Para 5.51: Assuming no change in market shares there is forecast capacity for around 50 sq m net of additional convenience floorspace by 2011, rising to around 550 sqm net by 2031, which would be sufficient to support a medium sized deep discount store from around 2026 onwards.

P.49: The potential for evening economy uses and an outdoor café in Dolphin Court should be explored.

Para 5.59: Assuming no change in market shares there is forecast capacity for around 100 sq m net of additional comparison floorspace by 2011, rising to around 1,950 sq m net by 2031, which would be sufficient to support small scale increases in floorspace.

Para 6.12: There is no need to allocate any sites in the LDF for retail development; instead a criteria based policy indicating when new retail development would be supported should be included.

Kings Langley

East of England Plan 2008	Retail and Leisure Study 2006	UDA 2006
<p>Policy E5 - Regional Structure Of Town Centres HH identified as a 'major town centre,' where new retail development and complementary town centre uses should primarily be located. Below this level LDDS should identify a network of more local town centres, neighbourhood and village centres</p> <p>Para 3.17: Key service centres are large villages with a good level of service. Policy SS4: Towns other than Key Centres and Rural Areas: LDDs should consider the potential of other key service centres to accommodate development which is sympathetic to local character and of an appropriate scale and nature in relation to local housing and employment needs.</p>	<p>Para 9.70: The local centre performs an important role in meeting walk-in and top-up shopping needs. It is important to sustainability and to the community life of the village that it is maintained and enhanced, including supporting any new retail development which is in scale with the role and function of the centre. If a suitable site is identified in, or on the edge of, one of the local centres (Kings Langley, Markyate and Bovingdon) this could be a potential location for a discount supermarket.</p>	<p>P.33: The High Street has a wide mix of uses, and has a low vacancy rate. The mix gives the High Street a relatively high level of pedestrian movement.</p>

Bovingdon

East of England Plan 2008	Retail and Leisure Study 2006	UDA 2006
<p>Policy E5 - Regional Structure Of Town Centres HH identified as a 'major town centre,' where new retail development and complementary town centre uses should primarily be located. Below this level LDDS should identify a network of more local town centres, neighbourhood and village centres</p> <p>Para 3.17: Key service centres are large villages with a good level of service. Policy SS4: Towns other than Key Centres and Rural Areas: LDDs should consider the potential of other key service centres to accommodate development which is sympathetic to local character and of an appropriate scale and nature in relation to local housing and employment needs.</p>	<p>Para 9.70: The local centre performs an important role in meeting walk-in and top-up shopping needs. It is important to sustainability and to the community life of the village that it is maintained and enhanced, including supporting any new retail development which is in scale with the role and function of the centre. If a suitable site is identified in, or on the edge of, one of the local centres (Kings Langley, Markyate and Bovingdon) this could be a potential location for a discount supermarket.</p>	<p>P31:A1 uses are spread throughout the somewhat disjointed High Street, but are clustered at the northern end of the High Street on the western side and at the southern end of the High Street on the eastern side.</p>

Markyate

East of England Plan 2008	Retail and Leisure Study 2006	UDA 2006
<p>Policy E5 - Regional Structure Of Town Centres HH identified as a 'major town centre,' where new retail development and complementary town centre uses should primarily be located. Below this level LDDS should identify a network of more local town centres, neighbourhood and village centres</p> <p>Para 3.17: Key service centres are large villages with a good level of service. Policy SS4: Towns other than Key Centres and Rural Areas: LDDs should consider the potential of other key service centres to accommodate development which is sympathetic to local character and of an appropriate scale and nature in relation to local housing and employment needs.</p>	<p>Para 9.70: The local centre performs an important role in meeting walk-in and top-up shopping needs. It is important to sustainability and to the community life of the village that it is maintained and enhanced, including supporting any new retail development which is in scale with the role and function of the centre. If a suitable site is identified in, or on the edge of, one of the local centres (Kings Langley, Markyate and Bovingdon) this could be a potential location for a discount supermarket.</p>	<p>P.26: There are only 8 active shops in the village centre and 5 pubs, restaurants or cafes. The shopping on the High Street primarily serves a community function or as an option for last-minute purchases.</p> <p>P.36: Explore the capacity for A1, A3 and A5 land uses along the High Street and within courtyards.</p>

Countryside

East of England Plan 2008

Policy E5 - Regional Structure Of Town Centres HH identified as a 'major town centre,' where new retail development and complementary town centre uses should primarily be located. Below this level LDDS should identify a network of more local town centres, neighbourhood and village centres

Growth Areas

Retail and Leisure Study 2006	Retail Study Update 2009
<p>Para 9.73: Maylands Avenue should be considered as a location for a new local centre as this would benefit it as an employment area. The centre would need to be accessible from the employment area, and by car from nearby residential areas, and would ideally contain a food store (possibly a discount supermarket) and a number of smaller shop units for other retail and service uses.</p>	<p>Para's 6.5-6.6: Any new discount supermarkets could be used to anchor any new or existing local centres to serve new housing growth. The consultants consider that Leverstock Green, Woodhall Farm or Grovehill and Warners End local centres are well placed to serve both new and existing housing. Therefore the council should explore the potential of these centres to accommodate a discount supermarket. Locating new discount supermarkets at these local centres would obviate the need for new district or local centres to serve the new housing areas - all that would be needed would be a few local shops to serve local walk-in shopping needs. If such expansion of existing local centres cannot be achieved, then new discount supermarkets could be used to anchor new local centres in the housing growth areas.</p> <p>Table 6.1: The suggested strategy for new local shopping development in Hemel Hempstead varies according to the different growth options as follows: Eastern Option: 1st preference: expand Woodhall Farm, Leverstock Green and Warners End local centres with a new discount supermarket at each. 2nd preference: Locate new discount supermarkets as anchors to a new local centre in each of areas 14; 10, 11 or 12, and 6. Northern Option: 1st preference: Expand either Woodhall Farm or Grovehill, Leverstock Green and Warners End local centres with a new discount supermarket at each. 2nd preference: Locate new discount supermarkets as anchors to a new local centre in each of areas 10, and 6 or 7, and elsewhere on the south-east side of town. Dispersed option: 1st preference: Expand either Woodhall Farm or Grovehill, Leverstock Green and Warners End local centres with a new discount supermarket at each. 2nd preference: Locate new discount supermarkets elsewhere in the north, south-east and west parts of town.</p>