

Chelmsford Town Centre Area Action Plan DPD
Regulation 26 Preferred Options Consultation
Stakeholder Responses - Summaries and Assessments

ADDENDUM

LDF NO / NAME	SUMMARY OF FULL COMMENTS	COMMENTS	ACTION
LDF0000463 Ken Edwards on behalf of Chelmsford Sport	Validity of retail growth assumption unclear. Suggests testing against recession / high inflation scenarios. Need for a balance between economic and cultural considerations.	Figures for growth based on robust study by specialist economic consultants.	No change
	Terminology relating to leisure, culture, arts and sports is confusing.	Disagree – different terms are relevant for different parts of the framework / locations.	No change
	Community use of the river and environs is important too.	Agreed – AAP contains proposals.	No change
	Intention is to attract residents and visitors for both cultural and retail reasons.	Agreed, and adequately covered in AAP.	No change
	Sad that Museum is unlikely to move from Oaklands House.	Outside AAP boundary, Museum issues are being addressed separately.	No change
	Relocation of Sea Cadets and Canoe Club should allow similar uses to current operation.	Agreed – AAP refers to relocation needs.	No change
Personal comments	University offers an opportunity for multi-use facilities, integrated for wider community use.	Mixed uses included for university uses, and local shopping and services provided for at Rivermead Gate.	No change
	Questions benefits of more choice of certain types of retail.	Proposals for retail based on robust evidence.	No change
	Transport issues need to be resolved to ensure people will shop in Chelmsford.	Agreed – alternatives to the car are promoted, improvements are sought for optimal public transport access and reorganised car parking, park and ride	No change
	Parking facilities should be sited away from shops to encourage exercise, to free car park space for retail / mixed-use and encourage public transport.	Parking strategy promotes fewer, larger car parks in key locations.	No change
	Public toilet provision is poor and should be improved.	Agreed – this need is recognised in AAP.	Relevant wording strengthened
	Medical and nursery facilities could be integrated into the University.	Mixed uses included for university uses, and local shopping and services provided for at Rivermead Gate.	No change
	Challenges assumption that ECC and CBC will remain in town centre, contribute to traffic problems. Have non-town centre locations been considered?	Noted. Opportunities for major change for both sites are highlighted in AAP.	No change
	Need to retain vibrant market, relocation would need to be with traders' co-operation.	Agreed. AAP states that Chelmsford market will remain the foundation of the town centre, and opportunities for relocation are highlighted.	No change