



Submission Core Strategy & Development Control Policies DPD

Chelmsford LDF Background Topic Paper

Published 13 July 2007

Topic Paper No. 4 – Shopping

1 Purpose and scope of topic paper

- 1.1 This Topic Paper is one of five produced by Chelmsford Borough Council to provide context and baseline information to assist the Council's evidence into the Independent Examination of the Core Strategy and Development Control Policies DPD, which will commence on 11th September 2007.
- 1.2 The evidence the Council is preparing for the Examination will include:-
- the Council's *Self Assessment of Soundness* [CD/CFD/034] which sets out the reasons why it is the Council's belief that the submitted Core Strategy and Development Control Policies DPD is 'sound' in relation to each of the nine tests of soundness set out at Paragraph 4.24 of PPS12 [BD/NAT017].
 - The five interrelated papers; *Topic Paper 1: Borough Wide Spatial Strategy*, *Topic Paper 2: Housing*, *Topic Paper 3 Economy/Employment*, *Topic Paper 4 Shopping* and *Topic Paper 5 Infrastructure*.
 - Written Statement of Evidence related to the matters and issues identified by the Inspector for debate at the Examination.
- 1.3 Each of the Topic Papers will provide the context and broad basis for the Council's evidence in relation to each of the topics identified. They should be treated as an inter-related suite of papers, which should be read together to give a strategic overview.

Throughout the Topic Papers, references will be made in square brackets which relate to documents referenced in the Document Reference List for the Independent Examination.

In essence, the Topic Papers will identify the evidence base work, which has supported the evolution of the topic/issue, assess the main issues that arose from consultation responses and examine the information and guidance provided by the Sustainability Assessments (SEA/SA).

The Topic Papers will where appropriate include succinct responses to the main issues raised within representations made at the Submission stage. It is hoped that this approach will provide assistance to the Inspector in preparing for the Examination and for those who raised objections at Submission stage to understand the context for these components of the DPD.

- 1.4 This Topic Paper (No. 4: Shopping) covers the following aspects of the Core Strategy and Development Control Policies DPD:
- Context of shopping provision in Chelmsford Borough
 - The Regional Spatial Strategy provided by the East of England Plan
 - The Chelmsford policy context
 - Quantum of retail growth and the evidence base
 - Comparison shopping issues arising from the analysis
 - Proposed location of shopping provision
 - Infrastructure improvements and additions needed
 - Local shopping centres

2 Context of shopping provision in Chelmsford Borough

Historic trends

- 2.1 Chelmsford has been a market town since 1199 and the County town of Essex since 1218. Since the 1960's it has experienced significant retail growth that has been reflected in the opening of the High Chelmer Shopping Centre in the 1970s and the Meadows shopping Centre in 1992. The attractiveness of the town as shopping destination was enhanced by the pedestrianisation of the High Street in 1991.

Chelmsford within the regional context of shopping centres

- 2.2 Chelmsford is located in the centre of Essex and is identified in the East of England Plan as a town of strategic importance for retail and other town centre purposes. The nearest towns of similar status are Basildon, Colchester, Harlow and Southend on Sea.

Existing town centre primary and secondary shopping

- 2.3 The primary shopping area of Chelmsford is focused on the High Street, southern end of Springfield Road, Moulsham Street (north of Parkway), High Chelmer and Meadows Shopping Centres and contains the major multiple retailers.
- 2.4 Secondary shopping frontages extend from the High Street along Baddow Road, Duke Street and Moulsham Street and contain a range of independent retail outlets that support the primary shopping areas.

Existing neighbourhood centres and retail parks

- 2.5 Beyond Chelmsford town centre, shopping is provided in the four main neighbourhood centres located at Chelmer Village, Great Baddow (The Vineyards), North Melbourne and South Woodham Ferrers. These all contain a major convenience retail outlet that serves as an anchor store, supported by a range of smaller independent retail outlets.
- 2.6 Throughout the urban areas of Chelmsford and South Woodham Ferrers, and in many villages, are a number of smaller shopping parades that meet more locally focussed retail needs of the adjoining communities.
- 2.7 In addition to the above there are the Riverside, Chelmer Village and Homelands Retail Parks that offer a range of out of centre comparison shopping opportunities. There are also large freestanding convenience stores at Princes Road (Tesco) and White Hart Lane (Sainsburys) as well as smaller stores on Springfield Road (Aldi) and Princes Road (Lidl / Farmfoods).

3 Policy context

The Regional Spatial Strategy context

- 3.1 The East of England Plan (RSS14) [CD/REG/01] provides the regional context for significant investment and regeneration in Chelmsford town centre. The Plan says that the retail sector is an important driver of the regional economy. Chelmsford has substantial potential to develop further as an important economic development and growth focus for central Essex, reflecting its roles as a county and university town and its diverse economy with strengths in retailing, administration, manufacturing, and finance and its strategic location on the A12 and Great Eastern railway line.

Policy SS3 of the Plan identifies Chelmsford as a key centre for Development and Change in which development and change will be focused and where there is likely to be the need for significant continued growth after 2021.

Policy SS6 recognises that thriving, vibrant and attractive town centres are fundamental to achieving sustainable development and should continue to be the focus for investment.

- 3.2 The Plan notes that the East of England has a network of mainly medium and small town centres which are vital elements of the regional economy and at the heart of economic, cultural, tourism, and other service provision and social interaction. They serve both their immediate urban areas and wider hinterlands. In areas with weaker economies a successful retail sector is often important to regeneration. It considers that there is a general need to support, enhance and develop the role of all centres.
- 3.3 The Plan points out that retail catchments do not follow local authority boundaries. Local authorities should co-operate to develop strategies to ensure that centres are protected and enhanced, and that new provision is appropriately located.

Policy E5 relates to the regional structure of town centres. Chelmsford is identified as a town of strategic importance for retail and other town centre purposes. Major new retail development and complementary town centre uses should primarily be located in such centres and be consistent in scale with the size and character of the centre and its role in the regional structure. Local development documents should only propose higher order provision where need is clearly established and the development would result in a more sustainable pattern of development and movement, including a reduction in the need to travel; and have no significant harmful impact on other centres or the transport network. Below the level of the centres of regional strategic importance local development documents will identify a network of more local town centres, district centres, neighbourhood centres and village centres.

- 3.4 Significant growth in retail will be needed in response to growth in population and expenditure per capita. Changes in the pattern of retailing such as the growth in 'e-tailing' mean there are uncertainties about how much additional floorspace, and of what types, will be needed. At the same time the scale of additional provision may need to be significant where major regeneration or housing growth are planned.

CBC Policy Context

- 3.5 *Chelmsford Tomorrow* [BD/CFD/001] is the key theme of the Community Plan of the Borough Council and provides the long-term vision for Chelmsford. This sets the aspiration for the town to become the economic, cultural, leisure and shopping capital of Essex and a leading regional centre in the East of England.
- 3.6 This recognises the role retail development has to play in the Council's broader growth strategy, its role in:
- bringing forward regeneration of derelict and underused land,
 - the imperative to maintain and enhance its high-order retail role against competing centres,
 - securing a department store.

Core Strategy and Development Control Policies Submission Development Plan Document

- 3.7 The submitted Core Strategy [CD/CFD/004] endorses the regional strategy for growth in Chelmsford and seeks to promote the town as the 'Capital of Essex', with reinforcement, inter alia, of its retail function.
- 3.8 This is reflected in the Council's strategic objectives to:
- Maintain economic competitiveness in a region of growth (ECP1)

- Reinforce Chelmsford's sub-regional role (ECP2)
- Enhance Chelmsford's role as regional transport node (ECP3).

3.9 Policy CP23 of the Core Strategy promotes the continued strengthening of Chelmsford's regional role for shopping, major employment, civic and administrative functions, arts, culture and leisure facilities; refers to development opportunities in Chelmsford Town Centre Area Action Plan and promotion of development within the primary shopping area and an extension of the primary shopping area.

4 Existing shopping in Chelmsford town centre and wider economic trends

4.1 Chelmsford Town Centre contains 100,518 sq m of ground floor space for retail trade and services, comprising some 479 units.

4.2 A household survey and analysis of retailer requirements shows the following are all perceived to be under-represented in Chelmsford Town Centre: department store/s, furniture, household accessories, foodstore, discount retailers, independent/specialist retailers, and cafes and restaurants

4.3 Retailer requirements for locating in Chelmsford include department stores including John Lewis, House of Fraser, and TJ Hughes; clothing shops including Zara, Republic, Jeager, Edinburgh Woollen Mill; household goods including Lakeland, and Pier; furniture outlets including Sofa Workshop, and Cotswold Company; and other well-known retailers and restaurants.

4.4 Chelmsford town centre's catchment area includes the Maldon district, from west of Chelmsford towards the M11, Basildon (including South Woodham Ferrers, the borough's second town), Braintree district, and Uttlesford district.

4.5 From Chelmsford's whole catchment area, there is a leakage of spending to other towns, mainly Basildon, Braintree (Freeport), Colchester and Lakeside.

4.6 In the absence of any significant new retail development or changes in its retail composition, Chelmsford is likely to have declined in relative terms since 2002 in regional rankings, according to the Retail Study. 2002 figures show Lakeside most popular regionally, followed by Cambridge, both in the top 50. Chelmsford and Colchester lie just outside the top 50, at 64 and 62 respectively.

5 Quantum of retail growth

Policy and proposals

5.1 The spatial strategy of the Core Strategy (paras 2.48 and 2.49) indicates that growth in retail floorspace of up to 100,000 sq m in the period up to 2021 can be sustained in the town centre. This figure represents net Class A1 sales floorspace. It excludes service uses such as banks/building societies and restaurants/public houses for example.

5.2 This is conveyed in policy CP23 which provides for meeting 'the identified need for retail growth of up to 100,000 sq m.'

5.3 The core policy is carried through to the Chelmsford Town Centre Area Action Plan DPD where the projected growth is expressed as a range (section 6, para 6.4). The policy is expressed as capacity 'possibly rising to 100,000 sq m.' This is summarised as follows:

| | Capacity for additional floorspace from Chelmsford Retail Study (sq m net sales area) | Higher capacity for additional floorspace based on assessed market potential (sq m net sales area) | Total cumulative min (sq m net sales area) | Total cumulative max (sq m net sales area) |
|------|---|--|--|--|
| 2006 | | | 110,000 (existing) | 110,000 (existing) |
| 2011 | 18,046 (18,000) | | 128,000 | 128,000 |
| 2016 | 37,623 (40,000) | Up to 86,000 | 150,000 | 196,000 |
| 2021 | 69,629 (70,000) | Up to 100,000 | 180,000 | 210,000 |

Retail analysis

5.4 Evidence underlying the Council's proposals is provided by two studies:

Chelmsford Retail Study by GVA Grimley [BD/CFD/037].

The Grimley study analyses the capacity for additional retail floorspace.

Market Review and Impact Assessment by CACI Property Consulting [BD/CFD/055 + 056].

Two CACI studies analyse the potential market attraction for Chelmsford based on a substantial increase in comparison shopping floorspace.

GVA Grimley findings

- 5.5 The retail study undertaken by GVA Grimley for the Council in January 2005 was based upon the assumptions that Chelmsford is in an equilibrium at the start of the study maintains its existing market share in the future so that the need for additional floorspace derives from increasing population and per capita expenditure levels. The report noted however, that at the start of the study period that both existing convenience and comparison floorspace was trading above average of expected trading levels. Within this context the report identified that by 2021, the population of Chelmsford's catchment area will increase by about 11% from 585,000 to 651,000. Retail expenditure in this area will increase generally and for comparison goods is likely to double by 2021.
- 5.6 In the light of economic trends described in the study, Chelmsford's size and success to date indicate it is well placed to benefit from forecast spending growth and a growing, more affluent catchment. However, the centre needs to expand and adapt if it is to capitalise on these opportunities, and maintain and enhance its position within the wider region.
- 5.7 GVA Grimley concluded that 'we consider there is a clear quantitative need to increase the amount of retail floorspace in Chelmsford town centre, to relieve the current pent up capacity for significant expansion, reflected in the low vacancy rate and constrained accommodation of key retailers to meet forecast growth.' (para. 7.39).
- 5.8 They projected that the increases in retail expenditure on comparison goods generates capacity for 18,046 sq m net floorspace by 2011, 37,623 sq m net in 2016, rising to 69,629 sq.m net additional floorspace in Chelmsford by 2021.
- 5.9 The increase in convenience goods spending generates capacity for 4,325 sq m net floorspace by 2011, rising to 5,679 sq m net by 2016 and 7,683 sq m by 2021.

CACI findings

- 5.10 The two reports assessed the uplift in market potential following significant comparison goods retail development in Chelmsford. The first report considers 50,000 sq m of additional comparison floorspace, a second report considers 100,000 sq m of additional comparison floorspace.
- 5.11 CACI consider the capacity assessments projected for Chelmsford up to 2015 to be commercially viable based upon achieving a greater market penetration across a wider catchment area. Whilst there is relatively little competition close to Chelmsford, there is greater competition in the outer catchment. Even here there is little provision of upmarket premium goods with the main provision of such goods being at the out-of-centre regional shopping centres at Thurrock and Bluewater. Consequently, if Chelmsford provides an upmarket and attractive retail offer in a conducive environment it has the capacity to substantially extend its catchment and compete more effectively for the affluent customers in its outer catchment area.
- 5.12 CACI predict that Chelmsford could sustain a development of 100,000 sq m based on current population levels. It remains necessary however to consider the impact that a development of this size would have on neighbouring centres and traffic flows.

6 Comparison shopping issues arising from the analysis

Catchment area

- 6.1 Both Grimley and CACI evidence draws attention to a large, affluent catchment area for Chelmsford with considerable potential expenditure and low levels of local competition.
- 6.2 The catchment area is constrained by Lakeside and Bluewater diverting expenditure from south of the town centre and Basildon, Southend, Braintree, Colchester and Harlow diverting shopping trips via a good road network.
- 6.3 CACI assess that Chelmsford's catchment would increase by 112% (to cover 875,000 households) after 50,000 sq m development and by 116% (to cover 906,000 households) after 100,000 sq m development.

Ranking against competing centres

- 6.4 Chelmsford faces competition from Lakeside, Bluewater, Cambridge, and central London, which are amongst the strongest shopping destinations in the UK. The Grimley study highlights Colchester, Basildon and Braintree as the key competing town centres in terms of trade draw. However CACI points out that the quality of competition surrounding Chelmsford is poor with only Bluewater and Lakeside offering premium retail.

Market share

- 6.5 GVA Grimley assume Chelmsford's market share remains the same. In order to recapture market share lost to competing out of centre destinations at Freeport, Bluewater and Lakeside, to reduce the propensity for shoppers to travel to London's West End and to stimulate greater competition with the main competing town centres, the Council considers it reasonable to allow for growth in market share.
- 6.6 Collectively, the level of investment planned in the competing sub-regional centres will strengthen their role in the retail hierarchy, and increase their market share from the Chelmsford catchment area. In these circumstances, it is critical for Chelmsford to improve its

retail offer even in order to maintain its market share and establish its position as a 'regional' centre as envisaged by RSS14. Without investment in the town centre and improvements to its retail offer, Chelmsford will decline.

Impact on existing shopping

- 6.7 Both studies emphasise the need to balance retail development across Chelmsford town centre. Significant retail expansion could have an impact on Chelmsford's out of town shopping at Chelmer Village and Riverside Retail Park however these destinations are not designated as 'town centres' and so do not benefit from any policy protection.

Impact on other centres

- 6.8 PPS6 encourages competition and the provision of alternative sites for development. Emerging Regional Spatial Strategy identifies Chelmsford, Colchester, Basildon and Southend as Regional Centres, and Harlow as a major town centre. Only Braintree is not identified as falling within the top two tier centres. The development of comparison floorspace towards the top end of the identified floorspace capacity will increase the competition between Chelmsford and nearby town centres. In considering such proposals the Council will require the developer to examine the extent of that impact taking into account the issues identified in PPS6 (para.3.22) and the policy context set by the RSS.

Convenience shopping

- 6.9 The Grimley study says that Chelmsford has a below average provision of convenience goods retailers. Main foodstore provision in Chelmsford town centre is limited to Tesco and Iceland on Springfield Road, and a food hall in Marks & Spencer. There are opportunities to qualitatively improve convenience goods provision to enhance the vitality and viability of the town centre.
- 6.10 The identified capacity indicates scope for the equivalent provision of at least one major new food superstore over this period. Locations are identified in Chelmsford Town Centre AAP.

7 Proposed location of shopping provision

- 7.1 PPS6 directs retail development to suitable sites within the existing Primary Retail Area. It asks local planning authorities to ensure that the number and size of sites identified for development are sufficient to meet the scale and type of growth identified, where necessary, by planning an extension of primary shopping areas through the application of the sequential approach. The Council assessed the distribution and location of retail development in a committee report [Development Policy Committee, 18 October 2005].
- 7.2 Meeting Chelmsford's 'higher order' comparison shopping needs is likely to require expansion of the retail core. Existing commitments within the primary shopping area are insufficient to meet the required growth.
- 7.3 The GVA Grimley retail study (commissioned by the Council in early 2005) states that in order to accommodate the scale of additional comparison shopping floorspace required the retail core area in Chelmsford needs to be extended. The study identifies four areas as having the potential to accommodate expansion:
- Redevelopment/extension of the High Chelmer shopping centre
 - Land to the east of High Street
 - Chelmer Waterside
 - Riverside frontages within the town centre

7.4 The study draws the following conclusions:

- Chelmsford's core area needs to be significantly expanded. The four opportunity sites collectively provide the potential to define a core of an extended area.
- The capacity for additional comparison goods floorspace arising by 2016 and beyond to 2021, suggests a large development opportunity should be identified now. Waterside is potentially well suited to provide a sufficient scale of development to be a genuine expansion of the town centre and act as the catalyst to reinforce the potential of the rest of the centre.
- The study states that in policy terms, redevelopment/expansion of the High Chelmer Centre and land to the east of High Street would be regarded as 'sequentially preferable' to the Waterside area. However, High Chelmer and east of High Street would not by themselves deliver the scale of expansion needed.
- Given the scale of additional retail floorspace needed, the study is confident that a more significant expansion of the centre will be needed, for which Waterside is potentially well suited. The study states that, as a single location, Chelmer Waterside is large enough to meet the shopping needs for the next 15 years but at the risk of undermining potential of the other areas. Therefore the study recommended that retail development should be limited to about 50,000 sq m in this area.
- The Grimley study says there is no need to impose any formal phasing on the options identified, provided the development framework provides clear guidance on the scale and form of uses and the degree of integration to ensure that the potential for each opportunity area, including river frontages, to contribute to the success of the centre is not prejudiced.

7.5 The CACI study recognises the great potential for Chelmer Waterside, but says it needs to be unified with Chelmsford's current retail core to present a seamless retail offer.

7.6 The Council jointly commissioned Chapman Taylor to undertake a feasibility study of Chelmer Waterside [BD/CFD/060] to demonstrate that the available land and connections with the existing centre would support the findings of the other studies. This study carried out a design and feasibility exercise on up to 70,000 sq m floorspace, developers are currently working on scheme options and the quantum of development generated has been tested in traffic modelling [BD/CFD/059].

7.7 High Chelmer, Barrack Square and riverside land east of the High Street are within the existing primary shopping area.

7.8 Land east of the High Street (within the existing PSA) and the former gas works in Chelmer Waterside (outside the existing PSA) are the town's underused areas where physical regeneration is a priority.

7.9 The Chelmsford Town Centre Area Action Plan allocates land and programmes development in the light of this analysis.

8 Infrastructure improvements and additions needed

8.1 Land suitability and availability

- The land east of High Street contains surface car parking and is available for development.
- Chelmer Waterside comprises derelict land where scope exists for considerable new development in an area in need of regeneration.

- The River Can north and south frontage sites present options for physical redevelopment not dependent on relocations.
- High Chelmer has scope for increased floorspace over two levels, the removal and replacement of existing car parking and improved servicing arrangements.

Road access

8.2 The development of Chelmer Waterside would preferably entail the removal of High Bridge Road and construction of new access roads from the east. This was assessed in the Chapman Taylor feasibility study and in traffic modelling and found to be practicable and viable. This will also be a matter for the examination into Chelmsford Town Centre Area Action Plan.

8.3 High Chelmer would require removal of a roundabout and new junctions on Parkway.

Public transport accessibility

8.4 The Area Action Plan contains proposals for enhanced bus access to serve the extended primary shopping area.

Car parking

8.5 The CACI study states that any retail scheme at Chelmsford will have to provide sufficient car parking and accessibility if it is to attract high volumes of shoppers.

8.6 Estimating requirements for shopper parking depends on applying a reasonable formula to determine the amount of parking to be provided to support the retail growth proposed in the AAP. The formula has to balance commercial attractiveness with sustainable travel patterns and efficient use of land and must encapsulate the Council's aspiration to meet shopper parking demands on an above-average Saturday.

8.7 The table below sets out the current provision in Chelmsford, the parking standards set out in the LDF Core Strategy

| | |
|---|---|
| Chelmsford's current ratio of comparison shopping to shopper parking spaces | The current provision in Chelmsford is 1 space per 24 sq m retail. <i>(Source Chelmsford Retail Study, January 2005)</i> |
| Comparative data for other town centres | Cambridge 1 space per 47m ² Colchester one space per 27m ² Southend one space per 25m ² Basildon one space per 20m ² Harlow one space per 15m ² <i>(Source Chelmsford Retail Study, January 2005)</i> |
| Parking at out-of-town shopping centres | Lakeside Shopping Centre - 1 space per 8m ² Cribbs Causeway, Bristol – 1 space per 13m ² |
| Car parking standard in the LDF Core Strategy | Current PPG13 standards are for one parking space per 20 m ² of retail floorspace. The Draft East of England Plan proposes that in areas with high public transport provision should be 70% of those in PPG13. This equates to a maximum of one parking space per 29m ² of retail floorspace. This standard is included in the Core Strategy. |
| Provision at recent town | The Oracle, Reading (65,030m ²) - one space per 28m ² |

| | |
|------------------------------|---|
| centre shopping developments | The Bull Ring in Birmingham (111,480m ²) - one space per 35m ² Chapelfield, Norwich (49,240 m ²) - one space per 49m ² |
|------------------------------|---|

- 8.8 There is an evident clear link between the provision of quality Park & Ride services and lower levels of town centre car parking provision because P+R takes a substantial proportion of long stay parking out of the town. Cambridge with five P+R sites has an in-town provision of 1 space per 47sq m. Norwich with six P&R sites has provision in a recent development of 1 space per 49 sq m.
- 8.9 The number of parking spaces in car parks directly serving the primary shopping centre is about 5000 including public car parks within 400m of the shopping area. The Grimley study estimated 5037 spaces. Of these, 999 parking spaces lying within sites allocated in the Town Centre AAP would be lost in redevelopment schemes.
- 8.10 New retail development in the town centre would be expected to replace existing parking and provide parking spaces generated by additional comparison shopping floorspace.
- 8.11 For comparison shopping, taking the upper range of projected floorspace increase and applying the LDF Core Strategy parking standard of one space per 29m² produces the following indicative figures:

| Additional comparison floorspace | One space per 29 m ² |
|----------------------------------|---------------------------------|
| 2016 86,000 sq m net | 2,970 spaces (rounded) |
| 2021 100,000 sq m net | 3,450 spaces (rounded) |

- 8.12 The second and third Park and Ride sites are provisionally programmed for delivery within the plan period and are a key element of the Council's strategy.
- 8.13 As a full Park & Ride system is developed, town centre parking provision could fall to the levels at Cambridge and Norwich of around one space per 47-49m². In addition, bus accessibility will reduce demand for parking. Taking these factors into account, a figure of one space per 35 m² is proposed to calculate a realistic, indicative total figure.

| Additional comparison floorspace | One space per 35 m ² |
|----------------------------------|---------------------------------|
| 2016 86,000 sq m net | 2,460 spaces |
| 2021 100,000 sq m net | 2,860 spaces |

- 8.14 Applying a standard of 1:35 to the existing floorspace would have the effect of releasing existing parking spaces and reducing the number of spaces to replace the 999 lost.

| Existing floorspace | | Parking spaces |
|---------------------|--------|------------------|
| 110,000 sq m | | 5,000 spaces |
| 110,000 sq m | @ 1:35 | 3,140 spaces |
| | | 1,860 difference |

- 8.15 The approximate difference of 1,860 represents a surplus, post Park and Ride. This absorbs the 999 existing spaces lost to redevelopment, leaving the remaining 861 to be deducted from the indicative required figure, resulting in an upper estimate of about 2,000 net additional spaces.
- 8.16 This indicative amount of town centre parking would be accommodated by existing, retained car parks, increased car parking on a redeveloped surface car park and new car parks forming part of major retail-led development.
- 8.17 These matters will also be addressed in the examination into Chelmsford Town Centre Area Action Plan.

9 Local shopping centres

- 9.1 Great Baddow, Chelmer Village and North Melbourne are the principal shopping centres outside Chelmsford town centre and are substantially smaller in scale. Each centre has been assessed against a range of health check indicators drawing on data provided by Chelmsford Borough Council and detailed on-site surveys undertaken by GVA Grimley.
- 9.2 North Melbourne is located further from the main road network serving a tightly defined residential catchment area. The centre is anchored by a good quality Somerfield foodstore, although shopping and services facilities are more limited. The assessment identifies that despite these limitations, the centre performs well with a strong trade retention. This reflects the relative inaccessibility to alternative shopping destinations, and suggests a need for additional convenience goods retail floorspace.
- 9.3 South Woodham Ferrers is located to the south east boundary of Chelmsford Borough Council, some distance from Chelmsford town centre and the neighbourhood centres. It is evident from the household telephone survey that the retail offer draws a proportion of trade from beyond the Borough boundary, largely accounted for by the large Asda foodstore. The centre has little influence on comparison goods shopping patterns in the survey area.

Do you need an interpreting or translation service?

আপনার কি দোভাষী সার্ভিসের প্রয়োজন আছে?

需要傳譯員為你提供服務?

کیا آپ کو ترجمان (انٹرپرائز) کی ضرورت ہے؟

需要传译员为你提供服务?

Sözlü çeviri istiyor musunuz?

For additional copies of this document or to have it made available in large print, translated into other languages, or recorded onto audio tape please contact:

Planning Policy
Planning and Building Control Services
Chelmsford Borough Council
Civic Centre
Duke Street
Chelmsford
Essex
CMI IJE



Telephone 01245 606330
Fax 01245 606642
ldf@chelmsford.gov.uk
www.chelmsford.gov.uk



2003-2004
Quality of the Built Environment

Produced by Planning & Building Control Services July 2007
© Chelmsford Borough Council