

COMPARATIVE ASSESSMENT

- 1 This comparative assessment has been prepared for Dacorum Borough Council (DBC) by Peter Brett Associates LLP (PBA). This considers the current application for retail-led development on land at Maylands Avenue (4/01132/15/MOA) and the appeal that is currently live on Jarman Fields (APP/A1910/W/15/3132774) following the refusal of a planning application in June 2015 on retail impact grounds (4/00424/15/MOA).
- 2 This assessment should be read alongside the following reports prepared by PBA for DBC:
 - Retail Review (May 2015) – Proposed Retail Development Jarman Park
 - Retail Review (September 2015) – Land at Maylands Avenue, Hemel Hempstead
 - Further Retail Review (November 2015) – Land at Maylands Avenue, Hemel Hempstead
- 3 This assessment considers retail planning matters only, focusing on the tests as set out at paragraphs 24, 26 and 27 of the NPPF. It draws together advice provided on the two schemes to assist DBC’s decision making process. It does not come to a view on the degree of weight that should be afforded to each element but instead compares one scheme against the other.

	Issue	Aviva	Jarman Fields (appeal)
Context	Scale	12,503 sqm GIA A1 retail floorspace 9,262 sqm net sales area (7,848 sqm comparison and 1,414 sqm convenience) 650 sqm A3	10,305 sqm GIA A1 retail floorspace 8,812 sqm net sales area (8,000 sqm comparison and 812 sqm convenience)
	Range of goods/suggested restrictions	1,350 sqm fashion (in a single unit), 825 sqm sports clothing (in a single unit) and 3% clothing, footwear and health and beauty cap in other units i.e. c. 30% floorspace cap	10% cap on fashion floorspace i.e. 800 sqm net
	Turnover in 2020 (£M)	£56.21	£43.68
Sequential (NPPF paragraph 24)	Sequential status	Out of centre	Out of centre
	Analysis	<p>Both sites are out of centre and neither is within easy walking distance which would promote linked trips with the town centre. Both have established bus links with the town centre and surrounding residential areas.</p> <p>The Aviva site is located c.200m from the nearest part of the permitted neighbourhood shops that is currently under construction at the Heart of Maylands but, for the purposes of the NPPF sequential test, it is not an existing centre and therefore is not relevant in determining the status of the Aviva site. In any event, taking into account local factors, including the scale of the approved local centre and the nature of linkage between it and any development that might come forward on the Aviva site, it is considered to be out of centre even to Heart of Maylands local centre.</p> <p>Both sites are considered to be sequentially equal.</p>	
Impact	Impact on Hemel Hempstead		
	Convenience	£1.6m	£0.9m
	Comparison	£14.7m	£13.4m
	Total diversion	£16.3m	£14.3m
	Impact	5.6%	4.9%

	Issue	Aviva	Jarman Fields (appeal)
	St Albans Watford	£1.4m £5.1m	£1.2m £4.1m
	Analysis	A greater level of diversion will result from the Aviva scheme. Again, neither scheme is anticipated to result in diversion of such a scale as to result in a significant adverse impact on any of these centres.	
	Impact on town centres	<p>In solus terms, neither scheme will result in impacts on existing centres of a scale that would raise the likelihood of a significant adverse impact.</p> <p>The Aviva scheme will result in a greater degree of diversion and therefore impact on other centres; however, the Jarman Fields scheme risks creating a retail destination in an out-of-centre location that could create the critical mass that could compound impact on particularly Hemel Hempstead town centre.</p>	