

## 4. CHAPTER 4: RETAILING

### 4.1 Town and Local Centre Boundaries

Respondents were asked whether there were any changes to the detailed boundaries of the existing town and local centres they thought the Council should consider. 68.6% said that they did not think that there were and 24.3% did not respond to the question. 7.1% said that there were changes they would like to see although only 3.5% actually identified or made comments, (9 respondents). Of these three respondents made comments relating to Maylands.

- **Question 26: Changes to detailed boundaries**
- Agree with Maylands Centre
- East Hemel Hempstead
- Extra homes will obviously generate elements for expansion of many boundaries these should be dealt with by public consultation as needs become apparent,
- If this means Maylands only
- Market area needs a revamp+ area for entertainment such as old pavilion would be good for the town, old building went too soon.
- New development to serve Maylands. Also promote redevelop estate shopping areas to reduce traffic concentrations in main areas
- Old Hemel bus and market redeveloped, move market to Marlowes Street
- Take away the 60's look at Hemel ASAP!
- Would like to see the Maylands area developed

### 4.2 The Extent of the Primary Shopping Area

The large majority of respondents, (83.5%), agreed with the Council's approach to defining the primary shopping area of the town centres, with only 4.3% disagreeing with this and 12.2% failing to answer the question. When asked about alternatives, respondents commented on extensions and/or where changes could be made, the siting of the market, the use of the hospital site and the need to address issues around the type, not just the quantity, of retailing space.

- **Question 27: Defining the primary shopping area of the town centres**
- Large number of small developments spaced apart would reduce traffic flow 2. Quality not quantity
- As before but Hemel Hospital move to Maylands, police courts and mental health to hospital site. Free up Slipper Hill Queens Way to Coombe Street for redevelopment. WOW! FACTOR.
- Extend
- How are you using defining, we have shopping area do they need expanding, NO
- Lack of diversity in types of shops in the primary shopping areas, more subsidies/ lower rents for food/local produce shops, to encourage variety, uniqueness in the shopping areas
- Market in the wrong place
- The town need a big revamp to include top to bottom, not just one end
- Where?

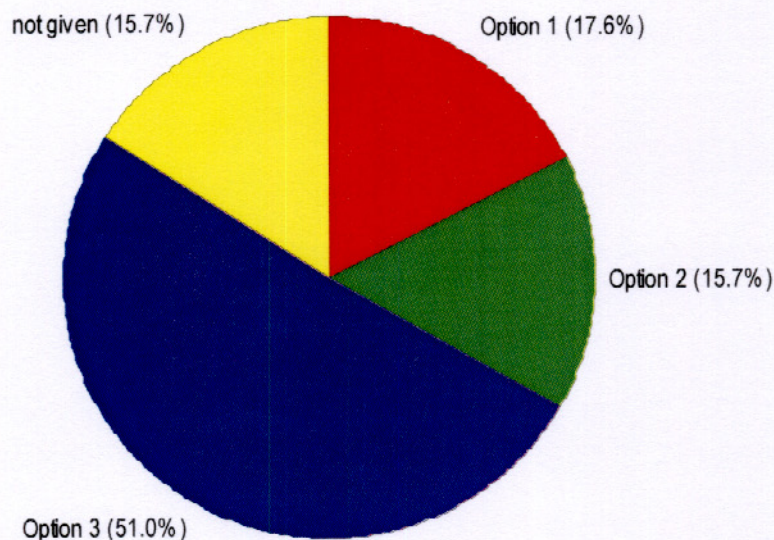


### 4.3 Town Centre Shopping Frontages

63.1% of respondents did not feel that there should be changes to the type and spread of shopping frontages in the town centres that the Council should consider. 17.6% failed to answer the question and 19.2% felt that there should be changes. Details of the responses to question 28 on the changes to the type and spread of shop frontages are shown in the appendices.

When asked about options for the Riverside Development just over half of all respondents supported **Option 3**, to designate a mix of main and mixed frontages, (51%). 17.6% of respondents supported **Option 1**, to designate all the parades as main shopping frontages. This was just slightly more than those who supported **Option 2**, to designate all the parades as mixed shopping frontages. 15.7% of respondents failed to answer the question.

**Question 29: Options for Riverside**



### 4.4 Local Centre Shopping Frontages

Twenty respondents, 7.8%, said that there were changes to the extent of the defined shopping areas of local centres that they would like the Council to consider. 72.9% said that there were not and 19.2% did not respond to the question.

Not all respondents identified the changes they would wish to see but those changes that were identified are shown below.

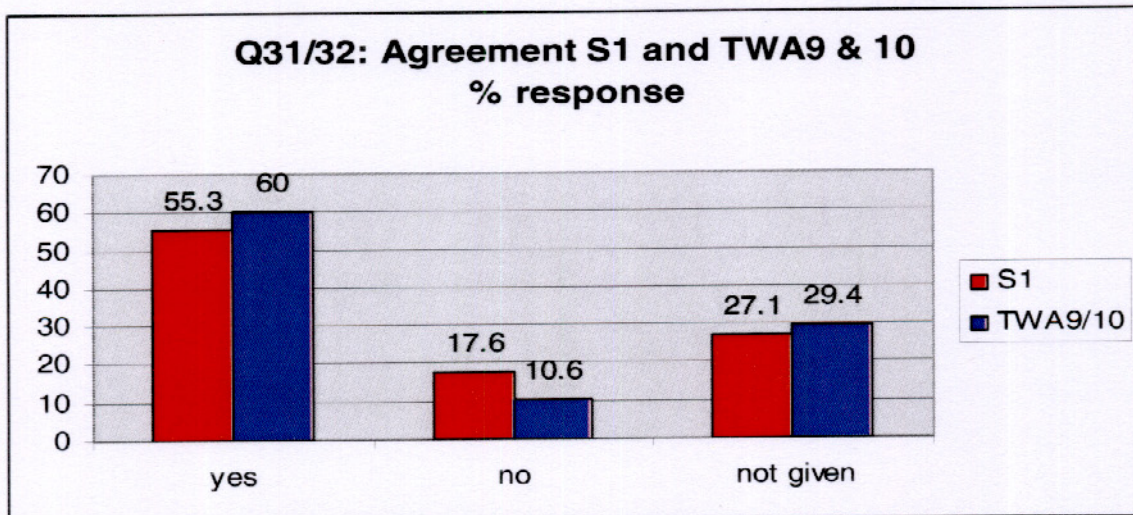


- **Question 30: Changes to the defined shopping areas of local centres**
- All centres not to get any larger
- Glass roof between shops by riverside
- If developers are prepared to provide extra provision, they should be allowed providing units can be let
- If mixed option of shops, greengrocer, hardware, butcher etc.
- If you have been protecting the level of shops in the area, that has not been the case as there is a proliferation of estate agents, gift shops, lack of food and general produce shops
- Not too many fast food outlets, limit number of charity shops, include a centre supermarket
- Prevent the major superstores from developing in local centres; renew and promote regeneration in Boxmoor village/St Johns Road
- Retain post offices e.g. combine supermarkets and post offices
- Retention of all existing retail premises on A4251 Berkhamsted High Street between Swingate Lane and Castle Street (I.e. No conversions to residential use)
- Riverside - reduce number of shops - improve parking
- Riverside is too 'sterile'
- Wider range of shopping in Tring - other than estate agents

#### 4.5 The Future of Current Shopping Proposal Sites

Respondents were asked the whether they agreed with the Feasibility Study's conclusion on how Proposal Site S1 should be brought forward and 55.3% said that they agreed with this, although a sizeable minority, (17.6%), said that they disagreed.

Agreement to the Councils' proposed approach to Proposal Sites TWA9 and TWA10 was higher, (60% agreement), and disagreement lower, (10.6%), than for Proposal Site S1.





#### 4.6 New Shopping Location in Hemel Hempstead Town Centre

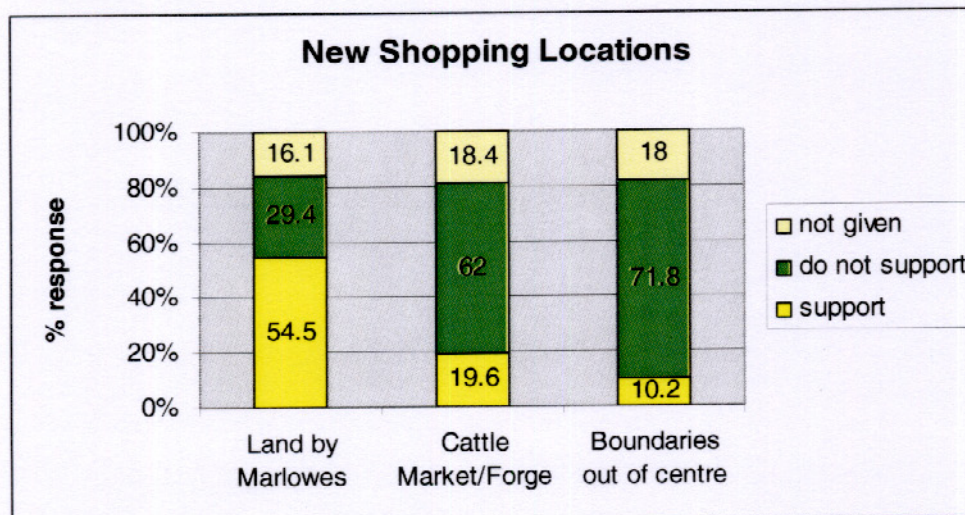
The majority of respondents agreed that the Council should allocate land bounded by Bridge Street, Leighton Buzzard Road and Marlowes for future shopping floor space, (54.5%), although 29.4% disagreed with this and 16.1% did not answer the question.

#### 4.7 New Shopping Location in Tring Town Centre

There was considerably less support for the Council allocating land in the Cattle Market site and Forge Car Park for a new supermarket in Tring, with only 19.6% of respondents agreeing with this and 62% being against this, (18.4% did not answer the question).

#### 4.8 Main Out of Centre Retailing

Similarly the majority of respondents did not wish to see changes made to the detailed boundaries of the main out of centre retail locations to encourage their expansion,(71.8%), with 10.2% saying that they would wish to see changes. (18% did not respond to the question).



#### Question 35: Out of town retailing – encourage expansion

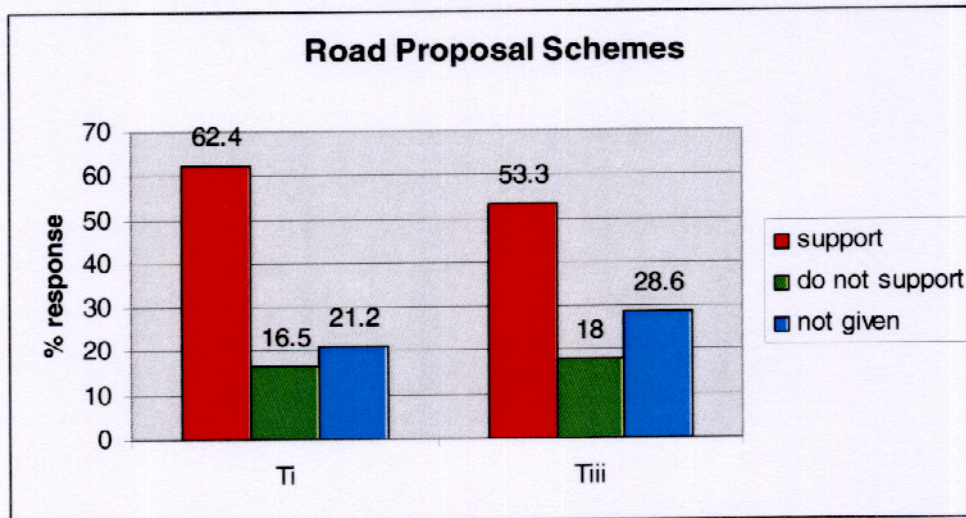
- Add hotel and other youth type facilities
- All expansion should be encouraged
- Amendments should be made only to improve servicing and access
- Anything that relieves pressure on the main area will help
- But there must be an awareness of existing small business in the town
- Give current retail parks opportunity to add more shops where easy parking is available
- Isn't Jarman Park going to have some rental units? Get the new owners of leisure world to include shops and change the nature from leisure world to reflect
- Incorporate location near to Maylands with access to M1
- Make amendments to existing boundaries
- Minor changes only if needed to improve access
- Out of centre retailing is very convenient and should be encouraged
- Tesco site not large enough? Petrol. Often not enough parking
- Attract larger more specialised stores currently are only available outside Dacorum.
- Move to areas with better road links Apsley, at the moment is just horrendous



## 5. CHAPTER 5: TRANSPORT AND INFRASTRUCTURE

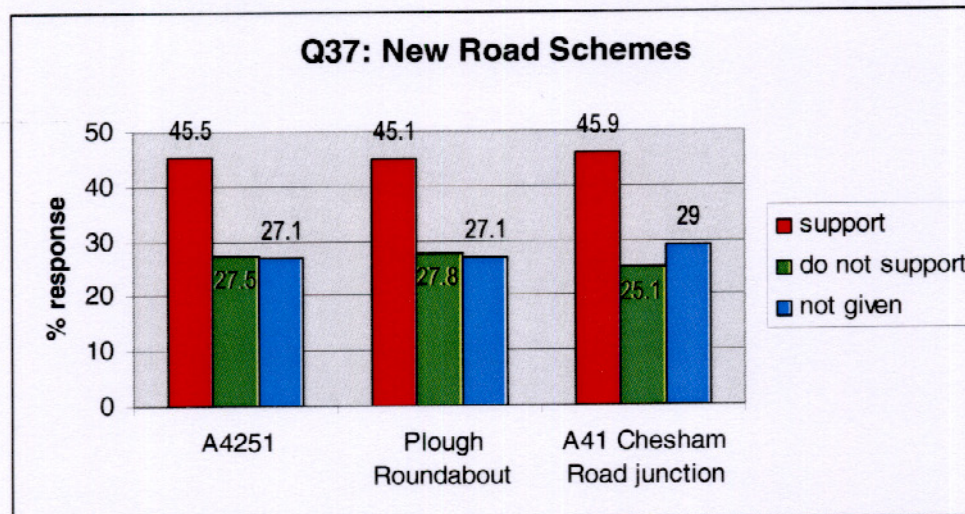
### 5.1 Road Proposal Schemes

When asked whether proposals for the new single carriageway A4146 Water End Bypass, (Ti), and Tunnel Fields link to New Road Northchurch, Berkhamsted and associated work to junction of New Road / A4251, (Tiii), should be retained, the majority of respondents were in each case in favour. 62.4% were in favour of Ti and 53.3% were in favour of Tiii. Comments on both are shown in the appendices.



New Road schemes to increase capacity on the A4251, at the Plough Roundabout and the A41 Chesham Road junction, were each supported by less than half of all respondents,

45.5% supported the scheme to increase capacity on the A4251; 45.1% to increase capacity at the Plough Roundabout and 45.9% for the A41 Chesham Road junction.

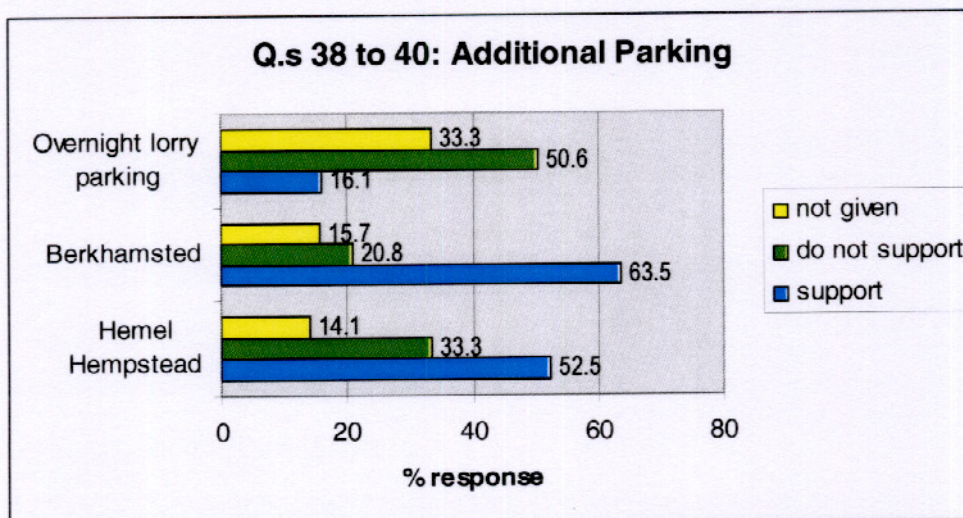


For each of the new road schemes suggested over a quarter of all respondents said that they did not wish it to be included.



## 5.2 Parking

Over a half of all respondents, (52.5%), felt that additional car parking provision should be made in Hemel Hempstead Town Centre; and nearly two thirds of all respondents, (63.5%), felt that it should be made available in Berkhamsted Town Centre. Conversely over half of all respondents felt that an additional site for overnight lorry parking, (50.6%), was NOT needed.



Suggestions for where an additional site for overnight lorry parking could be sited are shown below.

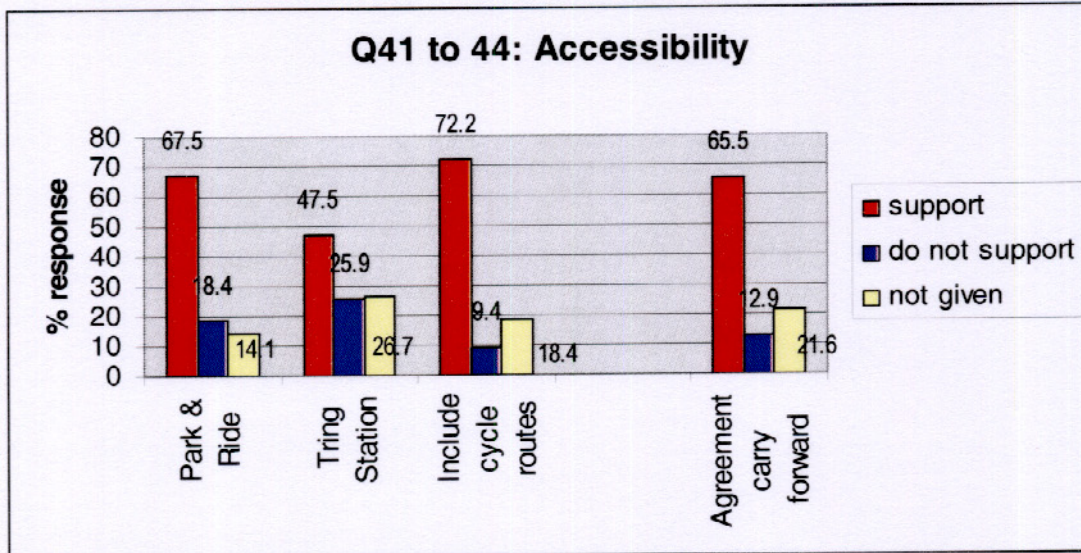
### Question 40: Additional Site – Overnight Lorry Parking

- All supermarket, DIY store car parks
- Buncefield area x 3
- Bourne End & by junction 8 - M1
- Bourne End x 2
- Build one near the A41 bypass. Apsley area near old gas works
- Close to M1
- Could local car parks be used?
- Should be somewhere in Maylands
- Foreign lorry drivers parking on side roads + footpaths + make them use the lorry park
- Fields close to M1 motorway
- Frogmore to get it away from residential areas! Small lorries are an equal problem clogging up small residential roads, and why are garages owned by DBC not being used?
- Free up individual areas
- Frogmore Employment Area
- Perhaps some more room on A41 sides lay-by etc
- Maybe off the A41, quite a few lorries park up near Pheasants Wood
- Maylands x 6
- Must be by M1
- On bypass or service area like Boxmoor junction
- Possibility to expand area by J9 truck stop on M1, Land Adjacent to M1 north of J10
- The Industrial estate
- There is an area of the A41 bypass near the petrol station / Commercial buildings



### 5.3 Accessibility

Respondents were asked a number of questions relating to accessibility. Two thirds of all respondents agreed that a park and ride scheme should be promoted on the eastern side of Hemel Hempstead, particularly to serve the Maylands Business Area, (67.5%), with 18.4% of respondents disagreeing with this.



There was less support for extending the Tring Station Car Park, with 47.5% agreeing but just over a quarter, (25.9%), disagreeing with this.

Nearly three quarters, (72.2%), of respondents agreed that the line of strategic cycle routes should be identified in the Site Allocations document with 9.4% disagreeing.

Finally on this just under two thirds of all respondents agreed with the approach to carry forward the existing proposals, (65.5%), with only 12.9% not agreeing with this. Details of the suggestions made on what should be done differently are shown below.



**Question 44: Differences to current proposals**

- All cycle & pedestrian access should be carried forward given the need to provide alternatives to 'local' motor journeys
- Allow bikes to be safe on normal roads
- Consider Lucas site for hospital police courts and mental health care at old hospital site, old bus station and market redevelopment from Queensway to Bridge street.
- Continue footway improvements- footpath network- Berkhamsted; develop proper walking strategy
- Dacorum should be encouraging more cycling and walking in town, not less
- Don't know why the Berkhamsted and Tring proposals have being dropped
- Existing proposals are not developed enough
- Extension of Tring station car park would infringe on a rather handsome panorama of fields, woods etc
- Far more radical policy of cycling routes is necessary, look at Germany
- Footpath seems ok and cycle traffic is minimal
- Footway improvement Kings Road, enable children to walk to school, currently very dangerous
- I think there should be all the current routes and more
- Implement all feasible proposals to improve road safety
- Implement all proposals and develop more safe routes to encourage cycling for environmental and health reasons
- Include the cycle route in Tring
- Kings Road footway needs to be improved, many school children use this. Ideally should be a pedestrian crossing (with lights) where Kings Road, Shootersway Kingshill Way meet.
- People do not use cycle routes H.H is hilly! Even where they are provided, e.g. Grovehill, they cycle on the pavement
- Proposals should be improved, encourage people to use a Greener form of transport
- Retain all routes listed in the plan. If HH is serious about traffic/ pollution etc why reduce retained proposals
- Retain footway improvement in Kings Road, Berkhamsted
- Retain the footway, improvement in Kings Road
- Scrap all of them
- The footway in Kings Road needs improving
- The problem should be taken as a whole
- Tring and Berkhamsted should not be ignored!
- Tring needs more cycleway esp. for children to access school premises
- Would a park and ride scheme be used widely in this area