Appendix 9 – Uttlesford Retail Study Addendum Note

Uttlesford Retail Study Addendum Note

IMPACTS OF DIFFERENT POTENTIAL SCENARIOS

Prepared by Savills on behalf of Uttlesford District Council

Introduction

This Addendum Note is produced in support of the Retail Study provided by Savills in September 2016. In the context of the floorspace need arising over the Plan Period identified in the Retail Study, this Note sets out the likely relocated floorspace capacity for possible development scenarios A / E (i), A / E (ii) and H being considered by Uttlesford District Council (herein referred to as "the Council") in its emerging Local Plan. These scenarios are based on evidence in relation to the Green-Belt study, Countryside Protection Zone study, and information from the Council's call for sites. The development scenarios are assessed in turn below.

Development Scenario A / E (i)

The development scenario (A / E (i)) that the Council has asked Savills to assess comprises potential housing allocations in the following locations:

- Great Chesterford (M11 Junction 9a East) – 2,250 residential units
- Elsenham – 750 residential units
- West of Great Dunmow – 750 residential units
- East of Braintree - 750 residential units

We have assessed the emerging retail floorspace capacity in the context of the total Plan Period housing requirement (12,500) and the Council's development scenario A / E (i) which assumes 8,000 dwellings are already committed largely within the existing settlements. This scenario produces a residual housing requirement of 4,500 dwellings which it is envisaged would be delivered through new settlements.

Given that the distribution of the 8,000 committed homes is broadly in proportion to the existing settlements we have not altered the spatial distribution of new retail floorspace need to reflect the location of these dwellings. We have therefore assessed the distribution of a proportionate amount of the emerging retail floorspace in line with the proposed new settlements. The "reallocated" housing requirement equates to 36% of housing need for the Plan Period. We have therefore applied the same proportionate reallocation to the overall comparison and convenience floorspace requirement for the Plan Period but have reallocated it pre-rata to Saffron Walden and Great Dunmow.

	Total capacity to 2033 (sq m) based on 12,500 dwellings	Reallocated capacity to 2033 (sq m) based on 4,500 dwellings
Convenience	3,881	1,397
Comparison (in and out of town centre)	5,994*	2,158

**Saffron Walden and Great Dunmow*

Note that these floorspace capacity figures assume a "big 4"[1] supermarket operator turnover level (£12,000 per sq m in 2011) and if that floorspace were delivered by smaller operators with lower £ per sq m turnover levels the floorspace requirement would therefore increase.

[1] Asda, Sainsbury's, Tesco and Waitrose

The in town centre and out of centre comparison floorspace requirement would be 5,994 sq m (taking into account non-food turnover in foodstores). The total reallocated capacity for comparison floorspace to 2033 is therefore 2,250 sq m.

There is no out-of-centre comparison retail floorspace requirement arising over the Plan Period on the basis that there is 2,973 sq m of committed comparison floorspace at Granite Retail Park, Saffron Walden which has yet to be constructed.

Development scenario A / E (i) assumes that the additional 4,500 dwellings would be met through the delivery of new settlements at land to the east of the M11 at Junction 9a (2,250 dwellings), Elsenham (750 dwellings), West of Gt. Dunmow (750 dwellings) and West of Braintree (750 dwellings). Having regard to the spatial position of the new settlements in relation to Saffron Walden and Great Dunmow, it is likely that these new settlements would result in the need to redistribute the capacity for retail floorspace away from the towns to the new settlements. We therefore set out a scenario for this distribution below which results in the following redistribution of retail floorspace need to the new settlements. The redistribution of retail capacity is presented as a percentage of the reallocated capacity (note this is a theoretical scenario and should be adjusted to align with the Council's assumptions on reallocated housing need):

New Settlement	No. dwellings	Redistribution of retail capacity from Saffron Walden (% of new dwellings)	Redistribution of retail capacity from Great Dunmow (% of new dwellings)	Redistribution of retail capacity from Saffron Walden based on the reduced capacity		Redistribution of retail capacity from Great Dunmow based on the reduced capacity	
				Convenience floorspace sq m	Comparison floorspace sq m (in centre and out of centre combined)	Convenience floorspace sq m	Comparison floorspace sq m (in centre and out of centre combined)
M11 Jct 9a East	2,250	75	25	524	809	175	270
Elsenham	750	50	50	116	180	116	180
West of Gt. Dunmow	750	10	90	23	36	210	324
West of Braintree	750	10	90	23	36	210	324

The total convenience and comparison floorspace capacity for the four new settlements is set out below.

New Settlement	No. dwellings	Total redistribution of convenience floorspace capacity from the district (sq m)	Total redistribution of comparison of in and out of town floorspace capacity from the district (sq m)
M11 Jct 9a East	2,250	699	1,079
Elsenham	750	233	360
West of Gt. Dunmow	750	233	360
West of Braintree	750	233	360

The reallocated floorspace capacity for the development scenario is calculated as arising at the end of the Plan Period in 2033. The retail floorspace capacity is also predicated on the expenditure being available from the population in the new settlements and does not therefore create impact issues providing that the capacity diverted does not exceed that in the relevant town. The retail floorspace capacity in the development scenario would therefore need to follow the housing development i.e. be towards the end of its delivery. Should new retail floorspace come forward in advance of the identified capacity over the Plan Period, it could give rise to potential retail impact issues within the district and possibly elsewhere.

This development scenario would not cause effect to the forecast floorspace capacity arising in Saffron Walden and Great Dunmow in 2033 referred to in the Retail Study but would reduce the amount of convenience and comparison floorspace directed to both towns over the Plan Period.

<u>Sustainability of Development Scenario A / E (i)</u>

It is inherently sustainable for the new settlements to provide proportionate local facilities that reduce the need to travel. In respect of the development scenario and based on the theoretical retail floorspace capacity figures below, we advise:

Great Chesterford (M11 Junction 9a East) – 2,250 units – The provision of retail floorspace for a new top-up foodstore towards the end of the Plan Period is likely to be viable and sustainable due to expenditure arising from the population generated by new housing. There would also be theoretical capacity for comparison floorspace but it may not be commercially viable due to the need for critical mass for comparison retail to function.

Elsenham – 750 units – Capacity for a convenience foodstore is limited, however a small top-up food store may be commercially viable to support the local catchment generated by the housing in this allocation at the end of the Plan Period. The comparison retail floorspace is unlikely to be viable.

West of Gt. Dunmow and West of Braintree – 750 units - There is limited convenience and comparison floorspace need arising in these settlements at the end of the Plan Period. Given that these are relatively small allocations in close proximity of existing settlements which have in town centre retail provision, it is unlikely that new retail floorspace would be commercially viable.

Development Scenarios (A / E (ii))

Development scenario (A / E (ii)) that the Council has asked Savills to assess comprises potential housing allocations in the following locations:

- Elsenham – 2,250 residential units
- West of Great Dunmow – 2,250 residential units

As for the previous scenario, we have assessed the emerging retail floorspace capacity in the context of the total Plan Period housing requirement (12,500) and the Council's development scenario A / E (ii). This scenario produces a residual housing requirement of 4,500 dwellings which it is envisaged would be delivered through new settlements.

The "reallocated" housing requirement equates to 36% of housing need for the Plan Period. We have therefore applied the same proportionate reallocation to the overall comparison and convenience floorspace requirement for the Plan Period. The same notes apply as stated above.

	Total capacity to 2033 (sq m) based on 12,500 dwellings	Reallocated capacity to 2033 (sq m) based on 4,500 dwellings
Convenience	3,881	1,397
Comparison (in and out of town centre)	5,994*	2,158

**Saffron Walden and Great Dunmow*

Development scenario A / E (ii) assumes that the additional 4,500 dwellings would be met through the delivery of new settlements at Elsenham (2,250 dwellings) and land to the West of Gt. Dunmow (2,250 dwellings). Having regard to the spatial position of the new settlements in relation to Saffron Walden and Great Dunmow, it is likely that these new settlements would result in the need to redistribute the retail floorspace away from the towns to the new settlements. We therefore set out a scenario for this distribution below which results in the following redistribution of retail floorspace need to the new settlements. The redistribution of retail capacity is presented as a percentage of the reallocated capacity (note this is a theoretical scenario and should be adjusted to align with the Council's assumptions on reallocated housing need):

New Settlement	No. dwellings	Redistribution of retail capacity from Saffron Walden (% of new dwellings)	Redistribution of retail capacity from Great Dunmow (% of new dwellings)	Redistribution of retail capacity from Saffron Walden based on the reduced capacity		Redistribution of retail capacity from Great Dunmow based on the reduced capacity	
				Convenience floorspace sq m	Comparison floorspace sq m (in centre and	Convenience floorspace sq m	Comparison floorspace sq m (in centre and out of

					out of centre combined)		centre combined)
Elsenham	2,250	50	50	349	540	349	540
West of Gt. Dunmow	2,250	20	80	140	216	559	863

The total convenience and comparison floorspace capacity for the four new settlements is set out below.

New Settlement	No. dwellings	Total redistribution of convenience floorspace capacity from the district (sq m)	Total redistribution of comparison of in and out of town floorspace capacity from the district (sq m)
Elsenham	2,250	699	1,079
West of Gt. Dunmow	2,250	699	1,079

This development scenario would not cause effect to the forecast floorspace capacity arising in Saffron Walden and Great Dunmow in 2033 referred to in the Retail Study but would reduce the amount of convenience and comparison floorspace directed to both towns over the Plan Period.

The reallocated floorspace capacity for the development scenario is calculated as arising at the end of the Plan Period in 2033. The retail floorspace capacity is also predicated on the expenditure being available from the population in the new settlements and does not therefore create impact issues unless the requirement is greater than the capacity in the relevant town. The retail floorspace capacity in the development scenario would therefore need to follow the housing development i.e. be towards the end of its delivery. Should new retail floorspace come forward in advance of the identified capacity over the Plan Period, it could give rise to potential retail impact issues within the district and possibly elsewhere.

<u>Sustainability of Development Scenario A / E (ii)</u>

It is inherently sustainable for the new settlements to provide proportionate local facilities that reduce the need to travel. In respect of the development scenario and based on the theoretical retail floorspace capacity figures below, we advise:

Elsenham – 2,250 units – Capacity for a convenience foodstore is present at the end of the Plan Period albeit limited. <u>A small top-up food store may be commercially viable</u> to support the a local catchment generated by the housing in this allocation at the end of the Plan Period. The comparison retail floorspace requirement could lead to the provision of a small parade of shops however it is possible that such provision might not be viable.

West of Gt. Dunmow and West of Braintree – 2,250 units - There is limited convenience and comparison floorspace need arising in these settlements at the end of the Plan Period. Given the size of the potential allocation and it's proximity to Great Dunmow town centre it is likely that a small scale top-up facility which serves the population of the new development might be viable. However, the comparison floorspace may need to be directed to the main town centre to maintain the vitality and viability of the town centre and its role within the retail hierarchy within the District.

Development Scenario (H)

Development scenario (H) comprises potential housing allocations in the following locations;

- West of Gt. Dunmow – 1,400 residential units
- West of Braintree - 1,400 residential units

Again, we have assessed the emerging retail floorspace capacity in the context of the total Plan Period housing requirement (12,500) and the Council's development scenario H which assumes 8,000 dwellings are already committed largely within the existing settlements. It then allows for 1,700 units to be allocated within the existing settlements. This scenario produces a residual housing requirement of 2,800 dwellings which it is envisaged would be delivered through a combination of urban extensions to the principal towns within the District as well as additional housing in the District's villages.

The re-allocated housing requirement equates to 22.4% of housing need for the Plan Period. We have therefore applied the same proportionate reallocation of the overall comparison and convenience floorspace requirement for the Plan Period but have applied it pro-rata to Saffron Walden and Great Dunmow. The same note apply as stated above.

	Total capacity to 2033 (sq m) based on 12,500 dwellings	Reallocated capacity to 2033 (sq m) based on 2,800 dwellings
Convenience	3,881	869
Comparison (in and out of town centre)	5,994*	1,343

**Saffron Walden and Great Dunmow*

The convenience retail floorspace capacity over the plan period in the two main town centres Saffron Walden and Great Dunmow would be reduced to reflect the capacity reallocated to the urban extensions and additional housing in the District's villages.

Scenario H

Development scenario H assumes that the additional 2,800 dwellings would be met through the delivery of new dwellings at land to the north of the A120 West of Great Dunmow, West of Braintree, within Saffron Walden, Great Dunmow, Key Villages[2] and Type A Villages[3].

Having regard to the spatial position of the proposed development sites in relation to Saffron Walden and Great Dunmow, it is likely that these new dwellings would result in the need to redistribute the retail floorspace away from the towns to settlements nearby to the location of the new development.

[2] Elsenham, Gt. Chesterford, Hatfield Heath (within Green Belt), Newport, Stansted Mountfitchet (southern edge in MGB), Takeley and Thaxted.

[3] Ashdon, Birchange (within Green Belt), Chrishall, Clavering, Debden, Hatfield Broad Oak, Henham, Leanden roading (Edge of Green Belt), Little Hallingbury (within Green Belt), Manuden, Farnham, Felsted, Flitch Green, Great Easton, Great Stampford, Quendon & Rickling, Radwinter, Stebbing and Wimbish

We set out a scenario for this distribution below which results in the following redistribution of retail floorspace need to the new settlements.

New Settlement	No. Dwellings	Redistribution of retail capacity from Saffron Walden based on the reduced capacity		Redistribution of retail capacity from Great Dunmow based on the reduced capacity	
		Convenience floorspace sq m net	Comparison florspace sq m net (in and out of centre combined)	Convenience floorspaces sq m net	Comparison floorspace sq m net (in and out of centre combined)
West of Gt. Dunmow	1400	43	67	391	604
West of Braintree	1400	391	604	43	67

The total convenience and comparison floorspace capacity for the five areas for development is set out below.

New Settlement	No. Dwellings	Total redistribution of convenience floorspace capacity from the District (sq m)	Total redistribution of comparison of in and out of town floorspace capacity from the District (sq m)
West of Gt. Dunmow	1400	672	435
West of Braintree	1400	672	435

This development scenario would not cause effect to the forecast floorspace capacity arising in Saffron Walden and Great Dunmow in 2033 referred to in the Retail Study but would reduce the amount of convenience and comparison floorspace capacity directed to both towns over the Plan Period.

Sustainability of Development Scenario H

It is inherently sustainable for the new settlements to provide proportionate local facilities that reduce the need to travel. Development scenario H includes the delivery of 1700 dwellings in Saffron Walden and Great Dunmow respectively. This strategy reinforces and aligns with the shopping patterns identified in the Retail Study and is consistent with the anticipated population and expenditure growth.

In respect of the development scenarios and based on the theoretical retail floorspace capacity figures, we advise the following for the location of development for new housing:

West of Great Dunmow – 1,400 units – The provision of retail floorspace for a new small top-up foodstore towards the end of the Plan Period is likely to be viable and sustainable due to expenditure arising from the population generated by new housing. There would also be theoretical capacity for comparison floorspace but it may not be commercially viable due to the need for critical mass for comparison retail to function.

West of Braintree – 1,400 units – The provision of retail floorspace for a new small top-up foodstore towards the end of the Plan Period is likely to be viable and sustainable due to expenditure arising from the population generated by new housing. There would also be theoretical capacity for comparison floorspace but it may not be commercially viable due to the need for critical mass for comparison retail to function.