

Anthony Benson
Allies Morrison Urban Practitioners (AMUP)
By email

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My Ref: AMUP23052013
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Date: 23 May 2013

Dear Anthony,

Re: Hockley Area Action Plan – GL Hearn’s Hockley Property Market Overview

I write with reference to the Hockley Property Market Overview which was produced by GL Hearn on 24 September 2012 for AMUP to inform the preparation of the Hockley Area Action Plan.

I would be grateful if you could clarify one aspect of the Overview. In the section on food retail commentary, the following is stated:

“Looking at larger stores, operators will have regard to a number of factors including catchment and competition which will be examined in a wider context than just that of the nearest town. They will of course also be influenced / constrained by availability of land and relevant planning policy. So whilst a retailer may be interested in developing a superstore adjacent to a relatively small town to mop up expenditure from the wider area, in many cases this will not be acceptable in planning terms and we would expect that to be the case in Hockley. That being the case, and based on a high level examination of local provision, we might expect there to be demand for a relatively modest store in the 2000 - 3,000 sq m range”.

I have interpreted the above, in the context of the Property Market Overview as a whole, as indicating that food retail operators would be interested in developing a large store in / near to Hockley if market factors were the only consideration. However, once other factors are accounted for, there would still be demand from operators for a smaller store in the 2,000 – 3,000 square metre range.

In the interests of clarity, please could you confirm whether this is a correct interpretation of the analysis.

Yours sincerely,

Samuel Hollingworth
Planning Policy Team Leader