

STROUD DISTRICT LOCAL PLAN: PROPOSED MODIFICATIONS MAY 2005

6. TOWN CENTRES AND RETAILING

Proposed Modification M/06/02/T: Modify paragraph 6.5.1c to reflect recommendation 6.5 of the Inspectors Report

6.5.1c In the south of the District, the main town centre after Dursley is Wotton-under-Edge with Berkeley providing a more local facility. ~~The close proximity of Wotton-under-Edge to Dursley limits Wotton's potential catchment area and its overall function.~~

Proposed Modification M/06/03/T: Modify paragraph 6.5.1d to reflect recommendation 6.5 of the Inspectors Report

6.5.1d With the exception of Stroud and Dursley, ~~the District's town centres serve local catchment areas due to their location, limited size and the dominance of Stroud and Dursley.~~ The only retailers likely to be attracted to these towns ~~would~~ will be independent retailers who require small units in town centre locations. Sufficient vacancies exist within the District's town centres to satisfy any demand of this kind arising during the Plan period.

Proposed Modification M/06/04/T: Delete paragraph 6.5.6 to reflect recommendation 6.6 of the Inspectors Report

6.5.6. ~~Stroud town centre has suffered from a lack of investment over many years, and this has affected its vitality and viability. It has a high level of vacant shops there are few multiples and increasing numbers of charity and budget stores. There is a lack of leisure and entertainment facilities in the centre and consequently the atmosphere in the evening is poor. Few people live in the town and while it has an attractive historic core there are no specific visitor attractions at present. The town centre also experiences problems of traffic congestion and difficulties with access due to its topography.~~

Proposed Modification M/06/06/T: Modify paragraph 6.6.2 to reflect recommendation 6.6 of the Inspectors Report

6.6.2. Retailing in Stroud town centre is characterised by small units, which reflects its predominant historic composition, selling comparison goods and operated by independent retailers. ~~National retailer representation is~~

~~limited, and again concentrated in the sale of small, comparison goods.~~ The Regeneration Strategy is having a positive effect on the town centre. One of its strengths is the presence of independent retailers, some of whom offer products not found in the larger centres and which enhance the nature of the retail offer available. Evidence of improvement includes the number of national retailers moving into the town centre, expanding the range of goods available further. The introduction of a regular Farmers' Market has also been successful.

Proposed Modification M/06/05/T: Delete paragraph 6.6.3 to reflect recommendation 6.6 of the Inspectors Report

6.6.3. ~~The vacancy level is higher than the national average but has fallen in recent years. The vacancies are spread throughout the town centre in both modern and older premises. This situation tends to confirm the present lack of investor interest in the town.~~

Proposed Modification M/06/07/T: Modify paragraph 6.8.1 to reflect recommendation 6.7 of the Inspectors Report

6.8.1. The Council recognises the need to maintain a core of retail activity in the town centre, but is also aware of the fact that other, complementary uses, during the day and evening, can reinforce the town centre's attractiveness to local residents and shoppers. The Council has defined Primary Shopping Frontages in a very limited area, with the intention that this area is retained as the town's retail core, and the Council will seek to establish or maintain, as a guide, 70% of each section of the Primary Frontage in retail (A1) use. A section of the Primary Frontage is considered to be a particular street block frontage, or a frontage of up to 50 metres either side of the application site, whichever is less. The Prime Shopping Frontages in Stroud are ~~set out below:~~ shown on the Stroud Town Centre Inset Map.

~~Table 6.1: Primary Shopping Frontages in Stroud~~

Street Name	Numbers (inclusive)
High Street	1-23 and 52-68

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Kendrick Street	1-3 and 202-36
King Street	1-45 and 6-24

Proposed Modification M/06/24/P: Modify Policy S1 with a factual correction

POLICY S1

Within the primary shopping frontages of Stroud town centre, a change of use at ground floor level from ~~retail (Use Class A1) use to financial and professional services (Use Class A2) Restaurants and Cafes or food and drink (Use Class A3) Public Houses and Bars (Use Class A4) and Hot Food Takeaways (Use class A5)~~ uses will be permitted where the proposed use would not significantly undermine the retail function of the town centre. Each application will also be assessed against the following criteria:

1. the site's location and prominence within the shopping frontage;
2. the size of the premises and its frontage; width;
3. the number and distribution of existing non A1 uses and any unimplemented planning permissions for non A1 uses within the primary frontage;
4. the nature and character of the proposed use and the level of activity associated with it; and
5. the maintenance of a window display.

Changes of use from A1, A2 ~~or~~ A3, ~~A4 or A5~~ uses to uses other than A1, A2 ~~and~~ A3, ~~A4 or A5~~ will not be permitted within any of the Primary Shopping Frontages of Stroud town Centre.

Proposed Modification M/06/07/T: Modify paragraph 6.8.2 to reflect recommendation 6.7 of the Inspectors Report

6.8.2. In accordance with PPG6, the importance of the town centre providing a range of uses is recognised. The Local Plan therefore restricts the extent of secondary frontages within Stroud town centre and also places less restriction on changes of use of premises from A1 retail use to other uses than on premises within the Primary Frontages. In order to ensure that retail remains an important activity at ground floor use within secondary frontages, the Council will expect at least a third of the units of a particular street block frontage, or a frontage

of up to 50 metres either side of the application site, whichever is less, to remain in A1 retail use. The Secondary Shopping Frontages in Stroud are: ~~shown on the Stroud Town Centre Inset Map~~

Table 6.2: Secondary Shopping Frontages in Stroud

Street Name	Numbers (inclusive)
George Street	1-10
Kendrick Street	2-20
Threadneedle Street	1-11, 10-12
Union Street	6-8, 11-17
High Street	24-34 and 46-50
Merrywalks Shopping Centre	

Proposed Modification M/06/24/P: Modify Policy S2 with a factual correction

POLICY S2

Within the secondary shopping frontages of Stroud town centre, a change of use at ground floor level from Retail (Use Class A1) to financial and professional services (Use Class A2) ~~or food and drink~~ Restaurants and Cafes (Use Class A3) Public Houses and Bars (Use Class A4) and Hot Food Takeaways (Use Class A5), uses will be permitted subject to the following criteria:

1. the retail function of the area is not undermined; and
2. there is no loss of a residential unit.

Changes of use from A1, A2, ~~or~~ A3, ~~A4 or A5~~ uses to uses other than A1, A2, ~~and~~ A3, ~~A4 or A5~~ will not be permitted within any of the secondary shopping frontages of Stroud town centre.

Proposed Modification M/06/10/T: Modify paragraph 6.8.3 to reflect recommendation 6.9 of the Inspectors Report

~~6.8.3. Elsewhere in the town centre, premises currently in retail, financial and professional service or food and drink use could usefully be allowed to be converted into residential, thereby increasing the town's residential population. In order to encourage such conversion, as well as the conversion of accommodation at first floor level and above, (covered by Policy H15) normal requirements for amenity space and~~

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~~car parking will be relaxed within the town centre.~~

6.8.3 Other uses appropriate to a town centre, such as leisure, entertainment, medical and employment will be encouraged to locate within these areas. The underlying objective is, over time, to concentrate Stroud's retail activity into a smaller core, and to facilitate the development of other parts of the town centre into lively vibrant areas of mixed use. Residential uses may also be acceptable in some buildings in addition to that which may be allowed at first floor level throughout the town centre and covered by policy H15. Normal requirements for amenity space and car parking will be relaxed in town centre residential development proposals.

Proposed Modification M/06/11/T: Modify paragraph 6.9.1, to reflect recommendation 6.10 of the Inspectors Report

6.9.1. As part of the District Council's desire to regenerate Stroud town centre, appropriate redevelopment which aids this process in and around the town centre will be encouraged, particularly for mixed use development. Many sites within the town centre have potential for such redevelopment, but are in locations where a number of potential uses would be acceptable. They are therefore not allocated in this Plan, but where such sites come forward for development, they should be for uses which will assist the regeneration of the town centre. In each case, a development brief should be prepared and agreed with the District Council, prior to the granting of any planning permission. **Where there is complex mixture of uses and/or where sensitive sites are involved a development brief should be prepared and agreed prior to the granting of planning permission.**

Proposed Modification M/06/11/P: Modify Policy S4 to reflect recommendation 6.10 of the Inspectors Report

POLICY S4

Proposals for the redevelopment of sites within Stroud town centre will be permitted provided they will contribute to the regeneration of the town centre and support or enhance its role and function. ~~In the case of~~

~~any major development, or the development of sensitive sites, a development brief should be prepared and agreed approved by the District Council prior to the grant of any planning permission.~~

Proposed Modification M/06/11/T: Modify paragraph 6.9.2 to reflect recommendation 6.10 of the Inspectors Report

~~6.9.2. For the purposes of Policy S4, a major development is defined as one involving the erection or change of use of over 1,000 sq.metres of floorspace.~~

Proposed Modification M/06/13/T: Modify paragraph 6.9.3a to reflect recommendation 6.11 of the Inspectors Report

6.9.3a The Slad Brook is culverted through this site. This is a constraint on the recolonisation of the Brook by the European Otter – a UK priority species. The Gloucestershire Biodiversity Action Plan seeks the national re-colonisation of otters to the watercourses of Gloucestershire. Redevelopment on this site should, therefore, include the investigation of opportunities for providing access along the Slad Brook by otters.

Proposed Modification M/06/12/P: Modify Policy S5 to reflect recommendation 6.11 of the Inspectors Report

and
Proposed Modification M/06/24/P: Modify Policy S5 to with a factual correction

PROPOSAL S5

The bus station site, on Merrywalks, Stroud, is allocated for mixed use. Any development proposal ~~must~~ **should** include a cinema. Other acceptable uses in addition to a cinema are likely to be within Use Classes A1, A3 ~~and~~ **A4, A5 and** D2. In conjunction with the development of this site, a Section 106 Legal Agreement will be sought covering the following issues:-

1. Ensuring pedestrian links to the town centre.
2. Contributions to improved public transport

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- and cycle access to the site.; and
3. Associated off-site highway improvements.

Proposed Modification M/06/14/T: Modify Policy S5a to reflect recommendation 6.12 of the Inspectors Report

POLICY S5A

Land at Cheapside Wharf is allocated for mixed use development including a public transport interchange, housing and public car parking. Any development proposal should support or enhance the vitality and viability of Stroud town centre. In conjunction with the development of this site, Section 106 Legal Agreements will be sought covering the following issues:-

1. contributions towards the restoration of the Stroudwater / Thames and Severn Canal;
2. contributions towards improvements to pedestrian and cycle links from the site to the town centre and the Canal towpath;
3. contributions towards the construction of a public transport interchange; and
4. contributions towards off-site highway improvements.

~~A development brief shall be prepared and approved by the District Council prior to the grant of any planning permission.~~

Proposed Modification M/06/15/T: Insert new paragraph 6.9.6a to reflect recommendation 6.14 of the Inspectors Report

6.9.6a The Far Hill car park is bordered to the north west by the Painswick Stream and to the south by the Stroudwater Canal. These watercourses form part of a critical dispersal route for otters – a UK priority species. Painswick stream is the only route whereby otters can successfully recolonise the Painswick Valley. The Gloucestershire Biodiversity Action Plan seeks the natural re-colonisation of otters to the watercourses of Gloucestershire. The development of this site should, therefore, seek to avoid disruption to this critical otter dispersal route

Proposed Modification M/06/16/T: Modify paragraph 6.10.4 with a factual update

~~6.10.4. The District Council has established the Dursley Town Centre Partnership, and produced a Regeneration Strategy for Dursley Town Centre in May 1997. The strategy sets out a number of proposals that still require implementation to aid the regeneration of the town centre:-~~

- ~~redevelopment of the Castle Street and Rackfield site to provide a quality supermarket providing 15-20,000 sq. ft net floorspace. The store will relate closely to pedestrianised section of Parsonage Street to encourage linked trips which will benefit the whole of the town centre;~~
- ~~redevelopment of Bymacks' current site for a mix of housing and small scale industrial/business units;~~
- ~~the long term implementation of a new town centre relief road, which could facilitate the redevelopment opportunities mentioned above;~~
- ~~displaced car parking on land north of The Slade;~~
- ~~environmental improvements in the Broadwell area, with encouragement given to leisure and tourist related uses;~~
- ~~conversion of the Weavers house~~
- ~~improvements in Silver Street and Long Street, including new uses for empty buildings and traffic management measures to enhance pedestrian, cycling and disabled access; and~~
- ~~the promotion of sympathetically designed infill development in May Lane to recreate a sense of identity, the encouragement of small scale businesses within the street, the consideration of new uses for the bus station site (should it become surplus to requirements), and the promotion of an improved library facility in the town centre.~~

6.10.4 The Dursley Town Centre Regeneration Strategy, published May 1997, set out a number of proposals to aid the regeneration of the town including the redevelopment of the Castle Street and Rackfield Street site for a supermarket. This proposal and other land use proposals - the redevelopment of Bymacks for employment and housing and traffic relief provisions - have been incorporated into the Plan. The Vale Vision Group is in the process of producing a new strategy for Dursley Town Centre that will supersede the 1997 Strategy.

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Proposed Modification M/06/18/T: Modify paragraph 6.12.1 and 6.12.2 to reflect recommendation 6.17 of the Inspectors Report and Proposed Modification M/06/22/T: Modify paragraph 6.12.1 with a factual correction

6.12.1. As set out above, the Dursley Town Centre Regeneration Strategy specifically identifies proposals which should be brought forward to aid its regeneration. ~~Some of these are dealt with as allocations within the Housing chapter, whilst others are commitments.~~ The redevelopment of Bymacks is dealt with as a mixed use allocation within the housing chapter. ~~The construction of the Dursley Relief Road is dealt with under Proposal T13 in the Transport chapter.~~ Proposals for a Link road in the sites MU3 and MU4 have been made as part of the development. One remaining and important proposal is for the redevelopment of the Castle Street and Rackfield site to provide a quality supermarket providing 1,390-1858 sq.metres net (15,000-20,000 sq.ft.net) floorspace.

6.12.2 It is considered vital that Dursley's ability to compete with other town centres should be enhanced by the construction of a supermarket, but that this must be in a location within the town centre, where linked trips to the supermarket and the rest of the town centre are a real likelihood. In connection with this proposal, the two most important obligations are ensuring good pedestrian links with the town centre, and ~~construction of the Dursley Relief contributing to the Cam-Dursley link road through the sites MU3 and MU4.~~ ~~This part of the Relief Road will ultimately form the access road serving the supermarket.~~ ~~An access from the link road should serve the supermarket.~~ A development brief has been prepared setting out detailed requirements for the development of the site, including provision for cycle, bus and taxi access.

Proposed Modification M/06/17/P: Modify Policy S7 to reflect recommendation 6.17 of the Inspectors Report

PROPOSAL S7

A site at Castle Street and Rackfield is allocated for a supermarket of approximately 1,858 square metres net floorspace. In

conjunction with the development of this site, a Section 106 Legal Agreement will be sought covering the following issues:-

1. Ensuring pedestrian links to the town centre; and
- ~~2. Construction of the Dursley Relief Road through the site.~~
2. Contribution to the Cam - Dursley link road through sites MU3 and MU4.

Proposed Modification M/06/19/T & M/06/19/M : Delete paragraph 6.12.4 to reflect recommendation 6.18 of the Inspectors Report

~~6.12.4. The provision of a pedestrian link from the new car park to Parsonage Street will further enhance the vitality of Parsonage Street.~~

Proposed Modification M/06/19/P & M/06/19/M : Delete Policy S8 to reflect recommendation 6.18 of the Inspectors Report

~~PROPOSAL S8~~

~~Land to the rear of Parsonage Street is allocated as a replacement car park for the facility affected by the development of the supermarket at Castle Street.~~

Proposed Modification M/04/03/T: Modify paragraph 6.13.5 to reflect recommendation 4.6 of the Inspectors Report

6.13.5. The main shopping streets in Wotton-under-Edge are Long Street, High Street, Church Street and Market Street. The town centre is reasonably vibrant, having relatively low vacancy rates. However, much of the town centre is made up of narrow one-way streets, with inadequate servicing facilities, and there is a perceived shortage of short-stay parking- which needs to be addressed when any proposals for a supermarket are made.

Proposed Modification M/06/23/T: Modify paragraph 6.14.3 with a factual correction

6.14.3. In addition, each of the centres listed above has defined boundaries, and has shopping streets or areas which are within the

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defined centre, but outside the primary areas. It is within these areas that uses such as financial and professional services and the sale of hot food and drink **either for consumption on or off the premises** can best be located. It is intended that within these areas a greater degree of flexibility can be exercised over the use of any particular premises, with the emphasis being on accommodating uses appropriate to a town centre. In Berkeley, Painswick and Minchinhampton, the nature of the centres is such that no primary frontages can readily be defined, and the whole centre is covered by Policy S9. This is to protect the small number of retail units (Class A1) that exist within these centres to prevent the town centre's retail function being undermined further.

Proposed Modification M/06/20/T: Modify Paragraph 6.14.5 to reflect recommendation 6.21 of the Inspectors Report

6.14.5. The Prime Shopping Frontages in each settlement are **shown on the Dursley, Stonehouse, and Nailsworth Town Centre Inset Maps and Wotton-under-Edge Inset Maps. listed below:-**

Table 6.3: Primary Shopping Frontages

Place/Street	Numbers- (inclusive)
Dursley Parsonage Street	17-31, 35-359, 22-32, 40-86
Market Place	2-8
Wotton-under-Edge Long Street	1-51 and 16-50
High Street	1-7 and 2-6
Church Street	27
Stonehouse High Street	1-17, 23-25 and 6-34
Elgin Mall	1-2
Barnard Parade	1-6
Nailsworth Old Market Fountain Street	1-12 3-17
George Street	1-16, 4-8 and _____ the supermarket at the rear of 16 George Street

Proposed Modification M/06/24/P: Modify Policy S9 to with a factual correction

POLICY S9

Within the defined town centres of Berkeley, Minchinhampton and Painswick or the defined primary shopping frontages of Dursley, Wotton-under-Edge, Stonehouse, and Nailsworth, , a change of use at ground floor level from ~~£~~ Retail (Use Class A1) to Financial and Professional Services (Use Class A2) **Restaurants and Cafes and Food and Drink (Use Class A3), Public Houses and Bars (Use Class 4) and Hot Food Takeaways (Use Class 5)** uses will only be **permitted** where the proposed use would not undermine the retail function of the frontage or centre.

Changes of use from A1, A2 ~~or~~ A3 **A4 or A5** uses at ground floor level to uses other than A1, A2 ~~and~~ A3, **A4, or A5** will not be permitted within any of the defined primary shopping frontages or the defined town centres of Berkeley, Minchinhampton and Painswick.

Proposed Modification M/06/20/T: Modify Paragraph 6.14.6 to reflect recommendation 6.21 of the Inspectors Report

6.14.6. For the purposes of Policy S10 vacant units will be classified as being in their previous use, and each frontage or group of frontages ~~listed in Table 6.3 in relation to~~ **shown on the Nailsworth Town Centre Inset Map** will be treated individually for the purposes of measuring the percentage of non-retail.

Proposed Modification M/06/24/T: Modify paragraph 6.14.6a with a factual correction

6.14.6a. Applications for the change of use from Use Class A1 to Class A2, ~~or~~ Class A3, **Class A4 or Class A5** within the defined town centres of Berkeley, Dursley, Wotton-under-Edge, Stonehouse and Nailsworth, but outside the defined primary frontages, will be assessed against Policy S11.

Proposed Modification M/06/24/P: Modify Policy S10 with a factual correction

POLICY S10

Within the defined town centres of Dursley, Wotton-under-Edge, Stonehouse, and Nailsworth, , a change of use at ground floor

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level from Retail (Use Class A1), Financial and Professional Services (Use Class A2) ~~or Food and Drink~~ **Restaurants and Cafes** (Use Class A3), **Public Houses and Bars (Use Class A4)**, or **Hot Food Takeaways (Use Class A5)** uses to uses other than A1, A2 ~~and A3~~ **A4 and A5** will only be permitted if all the following criteria are met:-

1. the unit is not within a defined primary shopping frontage.
2. the unit has been vacant for a considerable period, and every effort has been made to market it, at a realistic price, for an A1, A2 ~~or A3~~ , **A4 or A5** use.
3. the proposed use is one that will assist in enhancing the vitality and viability of the centre.

appropriate policies earlier in this chapter should be applied.

6.20.3.PPG6 makes it clear that the sequential test should apply to uses other than retail, and this includes A3, **A4 and A5** uses. Some new A3, **A4 and A5** uses may be intended to serve a purely local market and will be considered under Policy S13. However, many others are not, and attract large numbers of people from wide catchment areas. These uses should, be located within established centres wherever possible, and should be accessible to a choice of forms of transport. Proposals of this nature will be considered under Policy S12.

Proposed Modification M/06/24/P: Modify Policy S14 with a factual correction

POLICY S14

Within the defined Cam District Centre or local shopping centres, a change of use at ground floor level from Retail (Use Class A1), Financial and Professional Services (Use Class A2) ~~or Food and Drink~~ **Restaurants and Cafes** (Use Class A3), **Public Houses and Bars (Use Class A4)**, or **Hot Food Takeaways (Use Class A5)** uses will only be permitted where the proposed use would not undermine the retail function of the centre.

Changes of use from A1, A2 ~~or A3~~ , **A4 or A5** uses at groundfloor level to uses other than A1, A2 ~~and A3~~ **A4 or A5** will not be permitted within the defined Cam District Centre or local centres.

Proposed Modification M/06/24/T: Modify paragraph 6.20. 6.20.2 and 6.20.3 with a factual correction

6.20. Class A3, **A4 and A5** Food and Drink Uses

6.20.2. Many considerations, when dealing with proposals for A3, **A4 and A5** uses, are already covered by other policies in the Plan. If the proposal is within a town centre, then the