

8.6 Development in Defined Primary and Secondary Frontages

8.6.1 It is accepted that the retail function of centres is contracting and a flexible approach to town centre policy is required. However the historical primary function of town centres for retailing will continue and thus the Local Plan defines primary and secondary frontages in order to protect that function. The Local Plan has contracted the primary shopping areas in Fleetwood and Cleveleys in order to consolidate the retail function in the core of the centre and assist with attracting a wider range of town centre uses. Guidance on the application of Policy EP6 will be prepared once the Local Plan is adopted.

EP6 Development in Defined Primary and Secondary Frontages

1. Proposals for development not falling into Use Class A1 (now part of use class E(a)) involving ground floor units in identified Primary Frontages will be permitted provided all the criteria below are met:
 - a) A minimum of 70% of the defined length of frontage in the block would remain in A1 use (now part of Use Class (E(a))) taking into account unimplemented planning permissions for changes of use; or the premises have been marketed for a class A1 use (now part of Class E(a)) in accordance with Policy SP6 (Viability);
 - b) The proposed use is complementary⁴¹ to the primary shopping function of the frontage and will contribute to vitality and viability;
 - c) The proposed use would not result in three adjoining non-A1 uses (now part of use class E(a)) in the block;
 - d) An active pedestrian level shopfront is retained/provided.

2. Proposals for development not falling into Use Class A1 (now part of use class E(a)) involving ground floor units in identified Secondary Frontages will be permitted provided all the criteria below are met:
 - a) A minimum of 50% of the defined length of frontage in the block would remain in A1 use (now part of use class E(a)) taking into account unimplemented planning permissions for changes of use; or the premises have been marketed for a class A1 use (now part of use class E(a)) in accordance with Policy SP6 (Viability);
 - b) The proposed use is complementary⁴² to the secondary shopping function of the frontage and will contribute to vitality and viability;
 - c) An active pedestrian level shopfront is retained/provided.

8.7 Local Convenience Stores

8.7.1 Small convenience stores have an important role in meeting households' day to day needs and contribute to the sustainability of places. They provide a valuable resource especially for people with no access to private transport and contribute towards reducing the need for vehicular trips. However such proposals should be of an appropriate scale so that they do not have an impact on designated centres. Policy EP7 relates to proposals for small convenience stores and sets out the criteria for considering such proposals.

⁴¹ Use classes A2 – A5 and other town centre uses

⁴² Use classes A2 – A5 and other town centre uses