

The background features a series of overlapping, organic shapes in various shades of green and purple. A large, light green shape occupies the upper right, while a darker green shape is on the left. A purple shape is at the bottom, and a light green shape is on the right. The shapes are defined by thin white outlines and overlap in a way that creates a sense of depth and movement.

# Retail

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- 5.1 The retail hierarchy in the District establishes Swadlincote as the primary town centre where new shopping development should be directed in order to maintain and improve the range of goods and services offered. For the purposes of the operation of the retail policies in this Plan, the town centre encompasses not only primary shopping frontages, and other shopping areas, but also adjacent civic, office, employment and leisure uses, and the focal points for public transport.
- 5.2 The District Council is committed, in partnership with the private sector in Swadlincote, to improving the environmental quality of the town and promoting the development of the economy and the range of facilities and attractions for shoppers and visitors. The second edition of the "Swadlincote Town Centre Vision and Strategy" was adopted in 2012. The Strategy reviews recent progress toward enhancing the vitality and viability of the town centre and identifies the areas upon which specific emphasis should be placed, i.e. promotion, economic restructuring and design, together with a number of possible development sites. The plan seeks to emphasise the town's special historic and architectural character and recognises that retail and leisure uses should be enhanced to offer visitors a more extensive range of goods and services.
- 5.3 Over the past ten years, the population of the Swadlincote urban area has grown significantly, which has also helped to raise levels of prosperity within the town. The Swadlincote Retail and Leisure Study, published in 2016, found the town centre to be in reasonable health. It noted that, since the previous study of 2005, Swadlincote had increased market share, both in the convenience and comparison goods sectors. Going forwards, it identified scope to improve the convenience retail offer in qualitative terms and recommended continued environmental improvements to the High Street to assist in its further revitalisation. Recently secured Heritage Lottery funding for shop frontage improvements will assist greatly in this respect.
- 5.4 The Council has also worked in partnership with Historic England to bring about improvements to the built fabric of the town centre, which is a Conservation Area. Traditional shop fronts have been restored and the Delph and West Street have benefitted from extensive repaving and the introduction of new street furniture and signage. Sharpes Pottery Museum has also been expanded, through the introduction of a new gallery, play area and café.
- 5.5 There is scope for a range of further environmental improvements, from enhanced gateways and green spaces, to more active frontages and attractive pedestrian links. Any new development should have safe and direct pedestrian links to the heart of the town centre (primary retail frontage), ensuring that key destinations are connected and pedestrians can navigate and move easily between them. The quality of these links should be such that they encourage people to walk and explore the town centre on foot. A compact and connected town centre ensures that the town develops sustainably, avoiding a car dominated and fragmented

settlement that would struggle to flourish.

- 5.6 The aim is to continue the revival of Swadlincote town centre as a service centre and attractive destination for both community and visitors. There is scope for significant retail, leisure, office and residential development with substantial sites available within and adjacent to the town centre. A particular focus is the development of the evening and visitor economies, linked to The National Forest. To this end, the Council hopes to attract a mix of uses to support economic activity throughout the day and evening, with a greater emphasis on comparison based shopping, rather than convenience shopping, which currently predominates. Another consideration is the lack of modern suitably sized units to meet the needs of some national retailers not currently represented in the town.
- 5.7 Away from Swadlincote town centre, the provision of small scale local shopping facilities helps ensure that residents have convenient access to a reasonable range and choice of facilities while helping to reduce travel and car use and secure a more sustainable environment.
- 5.8 Key Service Villages provide a range of retailing provision and other services to a localised catchment population, including a convenience store and a sub Post Office. Whilst some Local Service Villages provide some of these facilities, others do not. Nevertheless, the policy would allow for the favourable consideration of any proposals for additional provision and will resist the loss of existing facilities.
- 5.9 Local centres provide convenient and sustainable access to everyday shopping and services for residents living in the immediate locality. The Local Plan must adopt a facilitating approach to enable a range of appropriate development proposals to come forward.
- 5.10 The Localism Act 2011 provides Parish Councils or groups with a connection with the local community the ability to nominate assets of community value, such as local pubs. If the nomination is accepted, local groups will be given time to bid for the asset when it is sold, although there is no automatic right to buy.

## **Policy RTL1 Retail Hierarchy**

**A Applications for new main town centre uses outside of the following centres will be subject to the sequential test:**

- 1. Town Centre**
  - Swadlincote
- 2. Local Centres**
  - Existing**
    - Castleton Park
    - Church Gresley



- Newhall
- High Street, Woodville

Proposed

- Boulton Moor
- Chellaston Fields
- Drakelow
- West of Mickleover
- Wragley Way
- Highfields Farm

3. Other Centres in Key and Local Service Villages ~~(as defined in the policy H1).~~

- Aston-on-Trent
- Etwall
- Hatton
- Hilton
- Melbourne
- Overseal
- Repton
- Shardlow
- Willington
- Linton
- Coton in the Elms
- Findern
- Hartshorne
- Mount Pleasant
- Netherseal
- Newton Solney
- Rosliston
- Ticknall
- Weston-on-Trent

The existing and proposed Local Centres ~~can be found~~ are identified on the Policies Map and on Map 1,2 and 3.

B Swadlincote Town Centre

Primary Frontage

- Within the primary frontage of Swadlincote town centre as shown on Map 4, ~~other than those allowed under permitted Development rights~~, changes of use at ground floor level from Use Classes A1, A2, A3 and A4 to other uses will not normally be permitted.
- Planning applications for change of use at first floor level and above to office or residential use will be permitted, provided that ~~a good standard of the~~ amenity ~~of for~~ existing and prospective

occupants would be maintained.

#### **Remainder of Town Centre**

- iii) All main town centre uses as defined by national policy will be supported within the remainder of Swadlincote town centre outside of the primary frontages

#### **C Local Centres**

**Retail Development within Use Classes A1, A2, A3, A4 and A5 will be permitted provided that:**

- i) It is appropriate with the scale and function of the centre; and
- ii) It is well related to existing retail units in the Local Centre

#### **D Other Centres in Key and Local Service Villages**

**Retail Development will be permitted provided that:**

- i) It is appropriate with the scale and function of the Centre; and
- ii) It would not lead to unsustainable trip generation or undermine the vitality and viability of a neighbouring centre; and
- iii) It does not adversely impact on neighbouring properties

#### **E Outside of Centres**

**All retail proposals over 1,000 square metres gross will be required to submit a detailed retail impact assessment to measure the impact of the proposal on the vitality and viability of nearby centres and on committed and planned investment in those centres.**

#### **F Loss of retail units in centres will be permitted where:**

- i) The current use can be demonstrated to be no longer viable; and
- ii) The unit has been sufficiently and actively marketed for a range of retail uses over a 6 month period; and
- iii) The impacts arising from the resulting use do not cause an adverse effect on amenity, parking needs or highway safety.

### **Explanation**

5.11 In applying the sequential test referred to in part A, applicants should assess

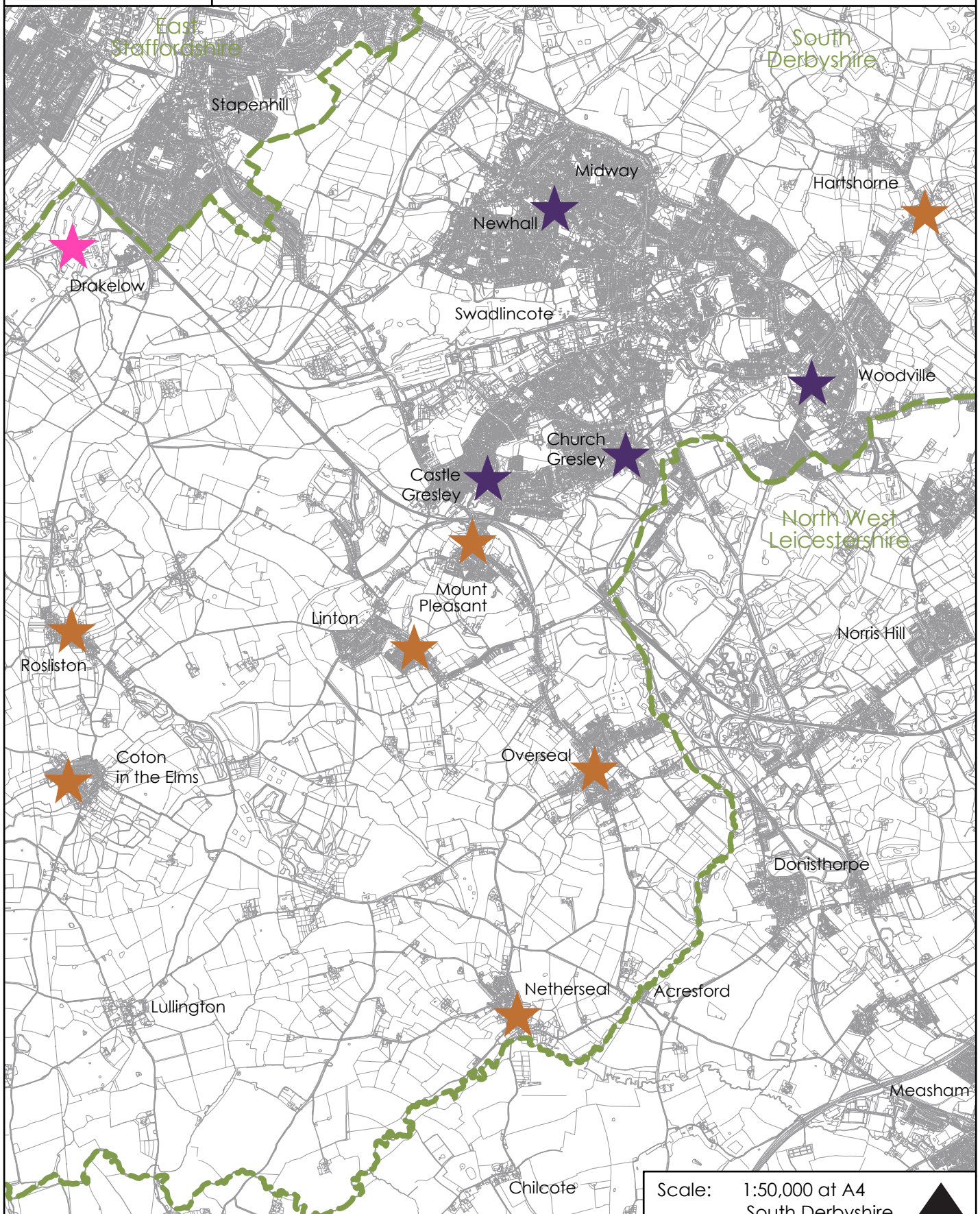
opportunities that are of an appropriate scale to accommodate the development proposed. They will be expected to demonstrate flexibility in terms of the format and scale of their proposals when assessing such opportunities.

- 5.12 There is a need to maintain a core of retail activity in the town centre, but other complementary uses, during the day and evening, can reinforce the town centre's attractiveness to local residents. The primary frontage, shown on Map 4, has therefore been identified, with the intention that these are retained as the main core of town centre activity (Use classes A1, A2, A3 and A4 at ground floor level). In the remainder of the town centre a more flexible approach will be applied, recognising that a much wider variety of uses can be accommodated **including office, leisure and residential uses (B1(a), D1, D2 and C Use Classes). The Council also supports maintaining the vitality of existing Local Centres and those centres in key and local service villages to protect the retail offer in those locations. The Council will require a full retail impact assessment for any out-of-centre schemes above 1,000 square metres gross floorspace that is commensurate with the scale and nature of the proposal. Many of the 'discount' supermarkets have stores of around this scale and it considered that such stores would have the capability to compete directly with stores of a similar scale, or which offer a similar function, within defined centres.**
- 5.13 A cohesive policy is required to maintain and enhance the role and function of local centres and shops and services located in villages. However, new development should be of a scale that is appropriate with the scale and function of the Centre or village and in the case of villages should not undermine the vitality and viability of a neighbouring centre.
- 5.14 Existing facilities such as shops and public houses perform a vital role in maintaining the vitality and sustainability of rural communities and it is important that should an application be made for a change of use that the loss of these facilities are considered and tested.
- 5.15 Where an existing retail facility (Use Classes A1, A2, A3, A4 and A5) is the subject of a proposal for a change of use, it will require evidence that the current use can be demonstrated to be no longer financially viable and the unit have been marketed actively for 6 months at a price agreed with the Council following an independent professional valuation.
- 5.16 The Council will require evidence that there has been public consultation to ascertain the value of the facility to the local community. Where one exists, reference will be made to the Neighbourhood Development Plan for the area. If the facility is registered as an Asset of Community Value the Council may regard this as a material consideration.



South  
Derbyshire  
District Council

## Map 1 - ~~Local Centres and Villages~~ Policy RTL1: Retail Hierarchy Swadlincote



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Scale: 1:50,000 at A4  
South Derbyshire  
District Boundary



Existing Local Centres



Proposed Local Centres



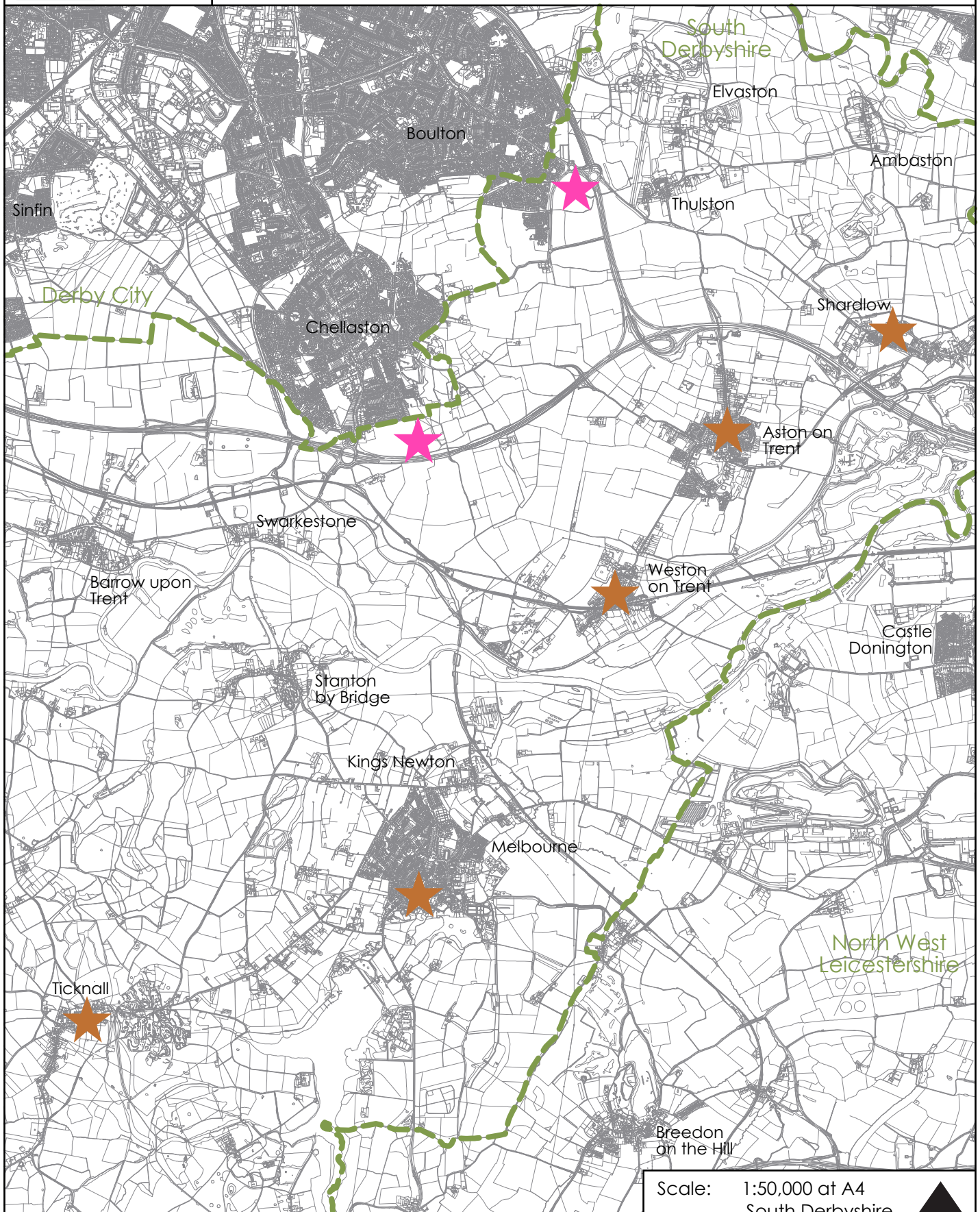
Other Centres in Key and  
Local Service Villages





South  
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District Council

## Map 2 - Local Centres and Villages Policy RTL1: Derby Urban Area (West) Retail Hierarchy



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Existing Local Centres



Proposed Local Centres



Other Centres in Key and  
Local Service Villages