

Policies - Shopping

Primary Frontages in Salisbury and Amesbury

S1

Within Primary Frontages identified on the Proposals Map, the change of use of ground floor shop premises to non-shopping uses (Classes A2 and A3 of the Schedule to the Town & County Planning Use Classes Order 1987) will be permitted provided the proposed use would not undermine the retail function of the city or town centre. Each application will be assessed on its merits taking into consideration the following factors:

- (i) its location and prominence within the shopping frontage;
- (ii) the size and frontage width of the application premises;
- (iii) the number, distribution and proximity of the existing ground floor premises with non-shopping uses and any outstanding planning permissions for non-shopping uses within the primary frontage;
- (iv) the nature and character of the proposed use and the level of activity associated with it;
- (v) the potential adverse impact, in particular on the amenities of the occupiers of nearby residences, by reason of noise, smell or other environmental problems; and
- (vi) the maintenance of a window display at all times.

Within Salisbury City centre, in addition to the above criteria, changes of use will only be permitted where they will sustain and/or enhance the vitality and viability of shopping streets in primary areas.

Secondary Shopping Areas in Salisbury and Amesbury

S2

Within secondary shopping areas, changes of use of ground floor premises to non-shopping uses (A2 and A3) will be permitted subject to the following criteria:

- (i) the retail function of the area is not undermined;
- (ii) there is no adverse impact on the amenities of the occupiers of nearby residences;
- (iii) no traffic hazard through increased on-street parking will result; and
- (iv) there is no loss of a residential unit.

Location of Retail Development

S3

Within the defined central shopping areas of Salisbury and Amesbury new retail development (Class A1, A2, and A3) will be permitted subject to the following criteria:

- (i) the site is within or well integrated with the existing shopping areas;
- (ii) there is no adverse impact on the local environment; and
- (iii) the site is accessible by a choice of means of transport.

Out of Centre Development

S4

Proposals for new retail development, extensions, or variation of conditions on existing retail permissions on sites outside the defined city/town centre shopping areas will only be permitted where a shopping allocation exists or there are no suitable city/town centre sites available. In these circumstances, preference will be given to edge of centre sites followed by district/local centres and exceptionally by out of centre locations. Proposals will be rigorously assessed against the following criteria:

- (i) a clearly defined need for the scale and form of development proposed;
- (ii) will not adversely affect the vitality or viability of existing centres either directly or incrementally, having regard to the likely cumulative effects of recently completed developments and outstanding permissions on the catchment areas of these centres.
- (iii) will not give rise to serious problems of access, road safety and traffic congestion;
- (iv) are accessible by a means of public transport and other sustainable means of transport;
- (v) will not have an unacceptable impact on travel patterns nor result in a substantial increase in car usage and associated vehicle mileage and pollutant emissions;
- (vi) will not impact upon nor unacceptably undermine the objective of the Local Plan strategy for Salisbury City centre and other town centres in the District, nor lead to the delay or abandonment of needed investments; and
- (vii) where non-food developments are proposed, agreement with the Local Planning Authority concerning the range of goods to be sold.

Salisbury

S5

Retail development will be permitted on Brown Street Car Park as part of a mixed development subject to the implementation of park and ride.

S6

The Maltings, Salisbury is allocated for retail use including the redevelopment and enlargement of the existing foodstore.

S7

A 3.6ha area of undeveloped land between Green Lane and London Road is allocated for comparison retailing and employment use, subject to local highway improvements including road lowering to increase the headroom at St Thomas's Railway Bridge and public transport provision.

Amesbury

S8

Food Store – Amesbury Town Centre.

The Redworth House site is allocated for a new foodstore as shown on the Inset Map for Amesbury. Proposals should be in compliance with the approved development brief for the site.

Local Shops

S9

Proposals for small-scale shops or the change of use of existing buildings to small scale shops within settlements will be considered against the following criteria:

- (i) there is no adverse impact on the amenities of occupiers of nearby residencies;
- (ii) there is no harm to the physical or visual character of the area; and
- (iii) access, services and the local highway network is satisfactory;

Shopfronts

S10

Alterations to existing shopfronts will be permitted provided the proposed alterations respect the historic character and scale of the building or group of buildings.

Farm Shops

S11

The establishment of small scale farm shops will be permitted subject to the following criteria:

- (i) the proposed site is within or on the edge of a settlement;
- (ii) the proposed site is within an existing building, or adjacent to existing buildings;

(iii) sales are restricted to farm produce, food and day to day convenience goods to serve the local community;

(iv) access, services and the local highway network are satisfactory;

(v) there is no unacceptable impact on village shops;

(vi) the scale and design of any new building is acceptable; and

(vii) the environment of any nearby dwellings is not adversely affected.

Garden Centres

S12

Proposals for new garden centres and for extension to existing centres will be permitted, except in the New Forest Heritage Area, subject to the following criteria:

(i) access and services are satisfactory;

(ii) the local highway network is adequate;

(iii) the scale and design of any new building is acceptable;

(iv) there will be no significant adverse impact on the rural character, landscape quality, archaeological value or nature conservation value of the area; and

(v) the proposal will not detract from the amenities and character of any adjacent settlement.