

Primary Shopping Areas in Town Centres

- 7.33 This policy establishes the need to safeguard the core retail function of the Primary Shopping Areas (PSAs) through restricting certain non-Class E retail and leisure uses within protected shopping frontages, for reasons of vitality.

Policy PR3 – Primary Shopping Areas in Town Centres

Each designated main town centre contains a key primary shopping area, as shown on the policies map, where retail development and high levels of footfall are concentrated.

Within the primary shopping area, all new development should provide an active frontage at ground level or mall level, contribute to the vibrancy of the centre and promote the objectives of policy PR2.

Within the primary shopping area of main town centres, the change of use of Class E(a) shops at ground floor or mall level will not be permitted where a proposal would:

- a. Result in the proportion of Class E(a) retail units falling below 80%. Where this proportion is already below 80%, proposals for non-Class E(a) uses will normally be resisted; or
- b. Lead to an over dominance of more than two separately occupied non-Class E(a) uses adjacent to each other where this would not adversely affect the vitality of the protected shopping frontage; or
- c. Introduce a non-main town centre uses within the identified frontages.

Applications for residential development on an upper floor within the boundary of a defined primary shopping area will be supported providing it retains an active ground floor frontage and does not compromise or undermine the fundamental retail use of the unit

Places for Everyone Links:

Policy JP-P4 New Retail and Leisure Uses in Town Centres

Reasoned Justification

- 7.34 Designated shopping frontages identified in Rochdale, Middleton, Heywood and Littleborough town are generally areas with the highest concentration of retail activity. The maintenance of the appropriate retail profile is important to the shopping function and character of these town centres. Accordingly, it is considered that primary shopping frontages will typically be occupied by a majority of Class E(a) (following 2020 Use Class Revisions) retailers selling goods at ground floor and mall level.
- 7.35 Primary Shopping Areas (PSA) are defined where the area of retail activity is concentrated. The PSA's previously identified in the UDP have been amended where necessary, taking into account any new development in the centres with the highest

concentration of retail activity. In Rochdale Town Centre, the PSA includes the new 'Riverside' retail led mixed scheme. In Middleton, Heywood and Littleborough, appropriate boundaries have been identified.

- 7.36 For sequential testing purposes, unless policies specifically state otherwise, the PSA represents in-centre for Class E retail proposals (in accordance with National Policy). Therefore, unless policies specifically state otherwise, Class E retail proposals outside of Primary Shopping Areas but within centre boundaries will be considered as out of or edge of centre depending on distance from the Primary Shopping Area. For all other town centre uses, the centre boundary will be considered as in-centre. For District and Local Centres, it is not appropriate to have a Primary Shopping Area and therefore all main town centre proposals outside of the centre boundary will be considered as out or edge of centre if it is immediately adjacent to the centre boundary.