

Policy CS26 - Criteria for Development within Existing Centres

The policy sets out criteria for assessing proposals for new development and changes of use in existing retail centres

SA Objective	Assessment of effects - Nature of the predicted sustainability effect (positive/negative, short/ medium/ long-term, scale, temporary/ permanent)	Evidence and reference (where available)	Mitigation/ enhancement measures
1 Balanced Population	+ Positive, long-term, permanent effect. New development within existing centres will provide jobs, services and facilities which could contribute towards retention of the working age population	Population change, structure and forecast. Migration rates.	None required
2 Multiple Deprivation	+ Positive, medium to long-term, permanent effect. Enhancing the vitality and viability of existing centres should have a positive impact in terms of addressing poverty and social exclusion, through the provision of jobs, better services and facilities, improved retail offer and public realm improvements, in centres which are generally accessible to all by public transport.	Index of Multiple Deprivation.	None required
3 Accessibility of Jobs and Services	+ Positive, medium to long-term, permanent effect. The policy seeks to direct new development towards existing centres, which are generally more accessible than other areas of the Borough.	Percentage of residential households within the most accessible areas	None required

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4 Housing Need and Market Renewal	<p style="text-align: center;">+</p> <p>Positive, medium to long-term, permanent effect. The provision of additional, retail and other town centre uses within existing centres will support local housing markets by providing residents with a broader choice of retailing offer, increasing the accessibility of employment opportunities and attracting investment to the area.</p>	<p>Average house prices by area.</p>	<p>None required</p>
5 Healthy Communities	<p style="text-align: center;">+</p> <p>Positive, medium to long-term, permanent effect. Providing local employment and enhanced shopping and community facilities can improve public health and wellbeing. Locating health and medical services in existing centres allows these services to be more accessible.</p>	<p>Percentage of residential households with easy access to health facilities. Reported NHS health indicators</p>	<p>None required</p>
6 Economic Performance	<p style="text-align: center;">+</p> <p>Positive, long-term, permanent effect. Support for retail and other town centre uses should result in increased economic activity through increased footfall and retail spend.</p>	<p>GVA per head. GVA as percentage of national performance. Economic activity rates. Town centre surveys. Town Centre Action Plans.</p>	<p>None required</p>

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7 Employment Growth	<div style="background-color: green; color: white; text-align: center; width: 20px; height: 20px; margin: 0 auto;">+</div> Positive, long-term, permanent effect. The provision of new employment opportunities within existing centres should assist business creation and support business growth.	Employment by sector. Births and deaths of enterprises. Analysis of business enquiries.	None required
8 Worklessness and Income Deprivation	<div style="background-color: green; color: white; text-align: center; width: 20px; height: 20px; margin: 0 auto;">+</div> Positive, medium to long-term, permanent effect. The creation of new businesses may offer accessible local job opportunities.	Benefit claimant data. Jobseekers allowance by age and duration.	Policy will be applied alongside Policy CS45 (Developer Contributions), to ensure that job opportunities were available to people in greatest need.
9 Vitality of Town Centres	<div style="background-color: lime; color: black; text-align: center; width: 20px; height: 20px; margin: 0 auto;">++</div> Strongly positive, medium to long-term, permanent effect. Promoting an improved retail offer with better services and facilities, new accessible job opportunities and the potential to secure public realm and other improvements will directly contribute towards the vitality of existing centres.	Town Centres, Retail and Commercial Leisure Study. Wirral Retail Study Update. Wirral Town District and Local Centres Study and Delivery Framework. Centre health checks. Vacancy rates. Retail rents. Centre surveys. Town Centre Action Plans	None required

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10 High Quality Tourism	+ Positive, medium to long-term, permanent effect. Additional town centre uses may further increase the attractiveness of the Borough as a tourism destination.	Town centre surveys. Town Centre Action Plans.	None required
11 Biodiversity and Natural Habitats	+ Positive, medium to long-term, permanent effect. The policy should not result in the loss of sites which are designated as important for nature conservation or earth science, as they are generally located away from existing town centres.	Town centre surveys. Town Centre Action Plans.	Policy will be applied alongside Policy CS30 (Green Infrastructure) to maximise any potential contribution
12 Pollution	 Uncertain effect depending on how policy is implemented. The policy does not act directly to reduce or prevent pollution but will be applied alongside policies which require consideration of pollution impacts.	Town centre surveys. Town Centre Action Plans.	Policy will need to be applied alongside Policies CS36 (Pollution and Risk) and CS42 (Development Management)

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13 Local Heritage	I	Uncertain effect depending on how policy is implemented. Potential negative effect, unless local heritage is considered ahead of economic considerations when approving new development.	Wirral Town District and Local Centres Study and Delivery Framework. Town centre surveys. Town Centre Action Plans
14 Separation of Uses	+	Positive, medium to long-term, permanent effect. Policy seeks to focus commercial development and community facilities within existing identified centres and to control any impacts subject to Policy CS42.	Town centre surveys. Town Centre Action Plans.
15 Traffic Intrusion	I	Uncertain effect depending on how policy is implemented. Although increased activity in existing centres could increase traffic congestion and vehicle emissions, focusing main town centre uses towards existing centres should ensure that these issues are focused away from the majority of residential areas. Outcome will largely depend on the effectiveness of the sustainable transport offer in each centre.	Town centre surveys. Town Centre Action Plans.

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16 Previously Developed Urban Land	+	Positive, medium to long-term, permanent effect. The focus on existing centres should support the effective commercial use of previously developed land.	Proportion of new commercial development on previously developed land. Town centre surveys. Town Centre Action Plans.	None required
17 Non-Renewable Energy	+	Positive, medium to long-term, permanent effect. Although the concentration of additional development within existing centres could lead to increased energy use, new zero carbon development could from 2016 reduce the proportion of non-renewable energy consumed over the plan period.		Policy will be applied alongside Policy CS43 (Design, Heritage and Amenity).
18 Sustainable Drainage & Water Conservation	I	Uncertain effect depending on how the policy is implemented. New commercial development can have potential negative implications for water consumption and drainage through run-off generated by car parking and large roof areas but can be directly addressed through the Building Regulations and other policies in the plan.	Proportion of development incorporating sustainable drainage systems.	Policy will applied alongside Policies CS35 (Drainage Management) and CS42 (Development Management)

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19 Waste and Recycling	I Uncertain effect depending on how policy is implemented. Retail and commercial activities can generate significant levels of waste packing and packaging material but will be applied alongside other policies which seek to maximise waste reduction and recycling.	Annual volume and proportion of waste sent to landfill, recycled and composted.	Policy will need to be applied alongside Policies CS39 (Waste Management) and CS42 (Development Management) and Waste Local Plan Policies WM8 (Waste Prevention and Resource Management) and WM9 (Waste Management Design and Layout)
20 Flooding and Hazards	I Uncertain effect depending on how policy is implemented. The effect will depend on the location and form of new development assessed under other policies. The direct impact on flooding and other natural hazards will be addressed through other policies in the plan.		Policy will be applied alongside Policies CS34 (Flood Risk and Coast Protection) and CS42 (Development Management).
21 Local Distinctiveness	I Uncertain effect depending on how policy is implemented. Commercial development can often promote standardised frontages but features that form part of a locally distinctive character can be considered under other policies in the plan.	Wirral Town District and Local Centres Study and Delivery Framework. Town centre surveys. Town Centre Action Plans	Policy will need to be applied alongside identified priorities for individual settlement areas (Policies CS4 to CS11) and amended Policy CS43 (Design, Heritage and Amenity) ¹ . Area-specific Town Centre Action Plans

¹ It is proposed to amend Policy CS43, to specifically refer to “action plans” as a result of the findings of this appraisal

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			would also assist in the promotion of local distinctiveness.
22 General Attractiveness	+	Positive, long-term, permanent effect. The provision of new and improved, easily accessible shopping and community facilities will often add to the attractiveness of an area.	Wirral Town District and Local Centres Study and Delivery Framework. Town centre surveys. Town Centre Action Plans. Resident satisfaction surveys. Policy will be applied alongside amended Policy CS43 (Design, Heritage and Amenity). Area-specific Town Centre Action Plans would also assist in the promotion of local distinctiveness.
23 Culture, Sport and Leisure	+	Positive, long-term, permanent effect. The policy will actively promote the location of new facilities for culture, sport and leisure within existing centres.	Town centre surveys. Town Centre Action Plans. None required
24 Sustainable Travel Choices	+	Positive, medium to long-term, permanent effect. Ensuring that a good range of high quality services are provided within existing centres, which are generally well-served by public transport will reduce the need to travel outside the Borough.	Number and percentage of new housing, commercial, retail/office/leisure developments within the most accessible areas. Journey to work by location, mode and distance. Workplace travel plans and monitoring. Policy will be applied alongside Policies CS40 (Transport Requirements) and CS42 (Development Management).

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25 Crime Prevention	+	Positive, medium to long-term, permanent effect. Increased footfall and surveillance should reduce opportunities for opportunistic crime and disorder and fear of crime, which are predominantly related to night time visits to town centres.	Crime rates per 1,000 population. Number of notifiable offences.
Summary			
<p>Social Inclusion - Positive, medium to long-term, permanent effect on all objectives.</p> <p>Sustainable Consumption and Production - Positive, medium to long-term, permanent effect on all objectives, with a strongly positive effect on the vitality of existing centres, which is the principal objective of the policy.</p> <p>Environmental Protection and Enhancement - Positive, medium to long-term, permanent effect on biodiversity and separation of uses but uncertain effects in relation to pollution, local heritage and traffic intrusion, depending on how policy is implemented. Policy CS26 will need to operate alongside other development management policies to mitigate traffic congestion, vehicle emissions, noise and disturbance and heritage protection and promote sustainable transport.</p> <p>Natural Resources - Mix of uncertain and positive, medium to long-term, permanent effects, due to the inherent nature of commercial and retail activity. Uncertain effects largely depend on the location and form of new development, subject to other plan policies to support sustainable drainage management and waste reduction and recycling and to control flood risk.</p> <p>Quality of Life - Overall positive, medium to long-term, permanent effect but with an uncertain effect on local distinctiveness, which could be mitigated through the preparation of area-specific Town Centre Action Plans.</p>			

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Proposed mitigation/ enhancement

Social Inclusion - No mitigation/ enhancement measures identified.

Sustainable Consumption and Production - Policy will need to be applied alongside Policy CS45 (Developer Contributions) to ensure that job opportunities are available to people in greatest need.

Environmental Protection and Enhancement - Policy will need to be applied alongside Policies CS30 (Green Infrastructure), CS36 (Pollution and Risk), CS40 (Transport Requirements), CS41 (Transport Schemes), CS42 (Development Management) and CS43 (Design, Heritage and Amenity).

Natural Resources - Policy will need to be applied alongside Policies CS34 (Flood Risk and Coast Protection), CS35 (Drainage Management), CS39 (Waste Management), CS42 (Development Management) and (Design, Heritage and Amenity) and the policies supporting waste prevention and management in the adopted Waste Local Plan.

Quality of Life - Policy will need to be applied alongside Policies CS40 (Transport Requirements), CS42 (Development Management) and CS43 (Design, Heritage and Amenity).