



Derby City Council

February 2012

LDF: Core Strategy

Out-of-Centre Shopping Policy Consultation



We are currently preparing our Core Strategy. This will set out a vision for what Derby will be like by 2028 and will identify how this vision will become a reality. It will identify where major changes will take place and set out policies that will guide the type and quality of development across the City. This will include strategies for shopping and leisure. This will replace the current Local Plan.

Introduction

This consultation document has been produced to help us decide what policies it should adopt for out-of-centre shopping. It sets out our current approach, the different approaches that *could* be adopted within the Core Strategy and their potential implications.

In January 2010, the Council consulted people on the 'need' for new retail development and where it should be focussed. The results of this consultation indicated that new retail development should continue to be focussed on the city centre and District Centres where possible.

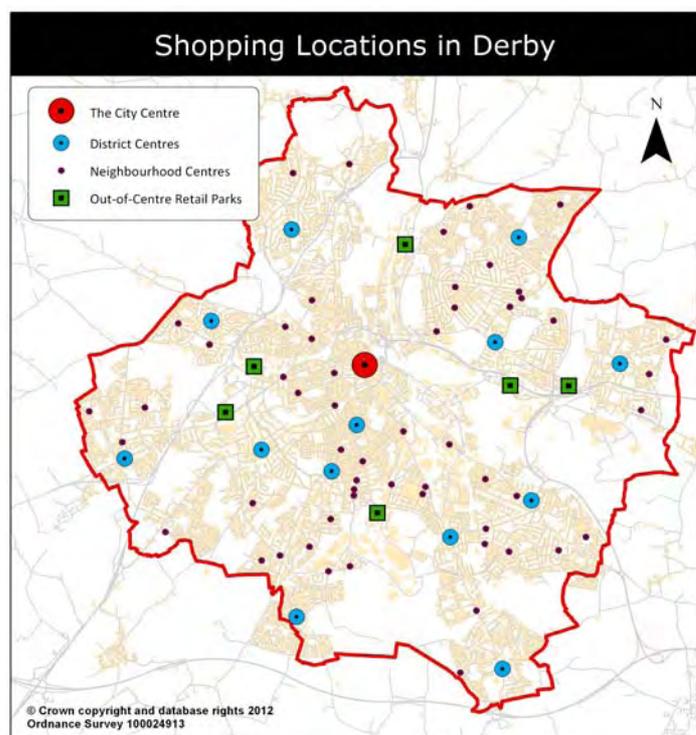
This consultation focuses on whether the role and function of shops in out-of-centre locations should be allowed to change. It and what policies should be in place to control any future development.

Existing policies try to protect and enhance the vitality and viability of existing shopping centres, such as the city centre. One way of trying to achieve this has been by limiting the types of goods that out-of-centre shops could sell.

Over recent years the nature of the retail market and the business models of many retailers have been changing. This has been placing significant pressure on existing policies that try to maintain a complementary role between 'in-centre' and 'out-of-centre' locations for retail.

Retailers are also finding different ways to operate in an increasingly competitive market. For example, supermarkets are selling an increasingly wide range of goods and services, including clothes and footwear. In addition, some companies also now wish to have a presence in both 'in-centre' and 'out-of-centre' locations.

In Derby some retailers have also been able to take advantage of historic planning permissions to open stores on retail parks that may not normally have been permitted. The current economic climate is also making it difficult to fill vacant units with traditional 'bulky goods' retailers, such as DIY stores or household electrical outlets. This has also led to increasing pressure for different types of retailer to operate from these locations.



The Core Strategy Review provides an opportunity to assess whether some changes to policy are needed to reflect changes within retail or whether extra controls are needed to give the city centre greater protection.

The main issues that need to be considered are:

- **What kind of role should out-of-centre shopping have in Derby?**
- **Should shops in out-of-centre locations be restricted in what they can sell?**
- **What, if any, flexibility should be given?**
- **What impact would any changes to policy have on the vitality and viability of the city centre and District Centres?**

Existing Policies

The Local Plan for Derby identifies two main types of shopping location:

1. The first are centres in the 'Shopping Centre Hierarchy'. This includes the city centre, all District Shopping Centres and small parades of shops known as Neighbourhood Centres.

The Council's policy is to support the vitality and viability of these centres and strengthen their important economic and social function. This is consistent with National Policy and the Core Strategy is likely to include these broad objectives.

2. 'Out-of-centre' shopping. This is carried out in many ways and locations, including large dedicated retail parks and numerous stand alone outlets located across the City. Out-of-centre retail parks play an important role in providing convenient and 'complementary' locations for shops that have found it difficult to locate in traditional shopping centres. For example, shops selling 'bulky goods' and businesses that require a lot of showroom space to display their goods. This includes large scale supermarkets and shops selling furniture, household electricals, carpets and flooring and DIY goods.

This type of retailing has not traditionally been seen as critical to the vitality and viability of the city centre or other shopping centres.

The Council currently uses its planning controls

The Shopping Centre Hierarchy:

The city centre:

This performs a 'sub-regional' role with an emphasis on high quality comparison goods and 'leisure' shopping. This is important not just for shopping but also for leisure, culture and commercial activity and performs a crucial role in the economic vibrancy of the City.

District Centres:

These are an important focal point for communities. They serve relatively large residential areas and contain a large range of local shopping facilities, including foods stores. They also tend to include important community facilities such as libraries, pharmacies and post offices.

Neighbourhood Centres:

These are small parades of shops that provide basic shopping facilities for their immediate populations. These are particularly important for 'top-up-shopping' and meeting day-to-day needs.

Out-of-Centre Retail:

These provide complementary locations for 'bulky goods' retailing and other types of shop that are difficult to accommodate within centres.

to stop or limit out-of-centre stores selling the types of goods that may impact on the vitality of centres. This includes items such things as clothing, footwear, sportswear, books, jewellery and other products or services that the Council feels are more appropriate for sale on the 'high street'.

More detail on existing shopping policies can be found by following this link:
[City of Derby Local Plan Review: Shopping Chapter](#)

Your Views

We would like you to consider whether or not it would be appropriate to allow changes to the existing 'complementary role' of out-of-centre shopping in the City.

The broad approaches that could be considered are set out below. These options are not the only ways of achieving an appropriate outcome, your feedback is important in helping us to shape the approach we take.

Figure 1, overleaf, sets out some of the potential advantages and disadvantages of maintaining or relaxing conditions.

Approach 1: No Change to Existing Policy

The Council would maintain its existing policies. The range of goods sold from out-of-centre locations would continue to be restricted to 'bulky goods' only. This would help to maintain their 'complementary role' with the City and District Centres.

The sale of comparison goods, such as clothing and footwear, would continue to be restricted to help sustain and enhance the vitality of the city centre.

Approach 2: Allow Increased Flexibility

The Council would continue to try and maintain a complementary relationship between out-of-centre locations and defined shopping centres. It would, however, also recognise the changing nature of retailing.

Flexibility could be achieved by either broadening the range of goods that could be sold from out-of-centre locations and/or allowing the sale of 'restricted' goods from a part of a shop's floorspace. Importantly, this approach would not result in the removal of all restrictions.

Approach 3: No Restrictions on Out-of-Centre Retailing

The Council would remove the restrictions on out-of-centre retail locations so they can sell any and all types of goods from all of their floorspace. Existing defined retail parks would become part of the 'Shopping Centre Hierarchy'. There would be no difference between retail parks and the city centre in terms of what can be sold.

Figure 1: Advantages and Disadvantages of Different Approaches

Advantages	Disadvantages
Approach 1: No Change to Existing Policy	
<ul style="list-style-type: none"> ✓ Helps to support the vitality and viability of defined shopping centres ✓ Provides the highest level of protection to centres in the Shopping Hierarchy ✓ Helps to maintain a clear distinction between the role of centres and out-of-centre retailing ✓ Provides more certainty for developers and retailers ✓ Helps to ensure sufficient space and locations for 'bulky goods' retailers 	<ul style="list-style-type: none"> × Does not necessarily reflect modern retailer requirements × Does not necessarily reflect the existing nature of some out-of-centre locations × Current economic climate and retail market make it more difficult to maintain restrictions
Approach 2: Allow Increased Flexibility	
<ul style="list-style-type: none"> ✓ Would still offer some protection to defined shopping centres ✓ Potentially more reflective of modern retailer requirements ✓ May help to attract retailers into out-of-centre locations who are not currently represented in the City ✓ Would allow the Council to take current economic and market conditions into account when making its decisions ✓ Could lead to increased competition and greater choice for consumers ✓ Could maintain existing restrictions on stores 	<ul style="list-style-type: none"> × Will lead to in an increased level of trade diversion from the city centre and District Centres and associated impact on their vitality and viability × Less certainty for retailers about what may, or may not, be acceptable × May increase the burden on retailers and developers to justify their requirements × The distinction between the role and function of different locations would become blurred
Approach 3: No Restrictions on Out-of-Centre Retailing	
<ul style="list-style-type: none"> ✓ Would lead to increased competition and greater choice for consumers ✓ Would provide certainty to retailers and developers ✓ May attract retailers to the City who are not currently represented ✓ May provide increased convenience to some parts of the population 	<ul style="list-style-type: none"> × Will provide the least level of protection to city centre and District Centres. × Would have greatest impact on the vitality and viability of centres. × Would be less incentive for retailers to find 'in-centre' locations × Would give 'competitive advantage' to out-of-centre locations – particularly relating to parking × Could lead to increased car use and may disadvantage those who don't have access to a car × Could detract from city centre regeneration and undermine attempts to attract new operators to the city centre × Potential to displace traditional 'bulky goods' outlets

How to Respond

We are very interested in your views and comments on how we should address the future role and function of out-of-centre shopping in the City and the potential impacts of change.

Please complete and return the Core Strategy Out-of-Centre Shopping Response Form by **Monday 26 March 2012**.

You can access the form online at www.derby.gov.uk/yourcityyoursay

A version of the form to print, complete and return is available at www.derby.gov.uk/environment-and-planning/planning/local-development-framework

If you have any questions about this consultation, or if you would like a paper copy of the document and Response Form please contact:

Spatial Planning and Climate Change
Saxon House,
Heritage Gate,
Derby, DE1 1AN
Telephone: 01332 255074
Email: derby.ldf@derby.gov.uk

In addition to this consultation, we are interested in your views on:

- Parking Standards
- Public Open Space

To view full details of these consultations please go to www.derby.gov.uk/yourcityyoursay

What we will do with the results?

All responses to this consultation will be included in a report and the findings will be used to inform policies in the draft Core Strategy. The draft Core Strategy will be available for consultation later this year and you will have an opportunity to comment on a wide range of policies covering housing, employment, retail and environmental issues.

If you wish to be kept informed on the key stages in the production of the Local Plan, please provide us with your contact details.

We can give you this information in other formats, style or language that will help you access it. Please contact us on 01332 255076. Minicom 01332 256666.

Please contact us if you need help reading this document or any part of this translating.

Polish

Aby ułatwić Państwu dostęp do tych informacji, możemy je Państwu przekazać w innym formacie, stylu lub języku.

Prosimy o kontakt: 01332 255076 Tel. tekstowy: 01332 256666

Punjabi

ਇਹ ਜਾਣਕਾਰੀ ਅਸੀਂ ਤੁਹਾਨੂੰ ਕਿਸੇ ਵੀ ਹੋਰ ਤਰੀਕੇ ਨਾਲ, ਕਿਸੇ ਵੀ ਹੋਰ ਰੂਪ ਜਾਂ ਬੋਲੀ ਵਿੱਚ ਦੇ ਸਕਦੇ ਹਾਂ, ਜਿਹੜੀ ਇਸ ਤੱਕ ਪਹੁੰਚ ਕਰਨ ਵਿੱਚ ਤੁਹਾਡੀ ਸਹਾਇਤਾ ਕਰ ਸਕਦੀ ਹੋਵੇ। ਕਿਰਪਾ ਕਰਕੇ ਸਾਡੇ ਨਾਲ ਟੈਲੀਫੋਨ 01332 255076 ਮਿਨੀਕਮ 01332 256666 ਤੇ ਸੰਪਰਕ ਕਰੋ।

Urdu

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یہ معلومات ہم آپ کو کسی دیگر ایسے طریقے، انداز اور زبان میں مہیا کر سکتے ہیں جو اس تک رسائی میں آپ کی مدد کرے۔ براہ کرم
منی کام 01332 256666 پر ہم سے رابطہ کریں۔