

Hierarchy	Centre
	Normoss Road, Normoss; Catterall*.
Neighbourhood Centre/ Parade	Chatsworth Avenue, Fleetwood; Broadwater, Fleetwood; Manor Road, Fleetwood; Poulton Road, Fleetwood; Hatfield Avenue/ Highbury Avenue, Fleetwood; North Drive, Cleveleys; Rossall Road, Cleveleys; Blackpool Old Road, Poulton-le-Fylde; Highcross Road, Poulton-le-Fylde; Beechwood Drive, Thornton; Lawsons Road, Thornton; Linden Avenue, Thornton; Croston Road, Garstang; Forton*
Free standing convenience shops within urban areas and defined rural settlements.	

*proposed centres to be developed during the Plan period.

2. Planning permission will only be granted for development which is appropriate in scale and commensurate with the centre's position and function in the hierarchy. Town and district centres as defined by the hierarchy above are the principal locations for new convenience and comparison retail and other town centre development, in particular that of a larger scale.
3. Within defined centres a diversity of uses will be encouraged to maximise the centres vitality and viability subject to policies EP5 (Main Town Centre Uses) and EP6 (Development in Defined Primary and Secondary Shopping Frontages). Development which will adversely affect the vitality and viability of a defined centre will not be permitted in order to ensure the sustainability of communities.
4. Local and neighbourhood centres and isolated local convenience stores are important for the sustainability of the communities they serve. Development which will cause their loss or affect their vitality will only be permitted where the local area is served by alternative provision or the property was marketed in accordance with Policy SP6 (Viability).

8.5 Main Town Centre Uses

8.5.1 It is essential that centres remain the focus for both convenience and comparison retail growth and other town centre uses. New developments in out of centre locations including within existing out of centre retail developments have the potential to compete with town centres and affect their viability and vitality. Policy EP5 sets out the requirements for proposals for main town centre uses in line with national planning policy. The policy takes account of the 2012 Supreme Court case *Tesco Stores v Dundee City Council* which indicates 'availability' of a site for the purposes of the sequential test should not be interpreted rigidly but be given a flexible interpretation.

8.5.2 The retail evidence shows that Fleetwood Town Centre is weak and vulnerable. Regular monitoring of vacancies shows a trend of increasing vacant units in the centre. In view of the state of Fleetwood Town Centre and to minimise risk of possible further deterioration the policy requires that impact from out of centre development should not have an unacceptable impact on the vitality and viability of the centre. Such 'unacceptable' impact may be less than 'significant adverse' impact as set out in the NPPF.

8.5.3 The Council will consider the use of conditions when granting planning permission for Class E (g) Uses on allocated employment sites (Policy EP1) and existing employment areas (Policy EP2) to restrict town centre uses in order to avoid significant adverse impacts on town centres.

EP5 Main Town Centre Uses

1. Proposals for new retail development and other main town centre uses (including extensions and change of use) which are appropriate in scale, role and function will be

permitted within Wyre's defined town, district, local and neighbourhood centres where they accord with this policy as a whole.

Scale of Retail Proposals

2. Within defined centres new retail development will be permitted provided that the development, in terms of the overall scale of additional floorspace proposed and the size of individual units within it, is appropriate to the position of the centre concerned within the hierarchy of centres in Policy EP4 (Town, District, Local and Neighbourhood Centres).

Sequential Test

3. Planning permission for new retail development outside the Primary Shopping Areas of town centres and in the district, local and neighbourhood centres as identified on the adopted Policies Map, or for other main town centre uses outside defined centres will only be granted if the following criteria are met:
 - a) The development is specifically supported by another policy in the Local Plan; or
 - b) It is demonstrated that no sequentially preferable site is available which includes being available within a reasonable timescale to accommodate the development; and that in discounting any sequentially preferable site, the developer / operator has applied a sufficiently flexible approach to their requirement in respect of scale, format and car parking provision.
4. Where an edge or out-of-centre development is justified under this policy, preference will be given to accessible sites which are well connected to an existing town centre; and appropriate measures will be required to maximise connectivity between the development and the centre.

Assessing Impact

5. Proposals which are not specifically supported by other policies, and are not in a town or district centre as defined on the adopted Policies Map, and which will create additional floorspace at or above the levels set out below, will be required to be accompanied by an impact assessment.
 - a) 500m² gross for any new retail (comparison and convenience) floorspace;
 - b) 2,500m² gross for new leisure proposals.
6. Where an impact assessment is required, proposals will only be granted planning permission where it is demonstrated that in relation to Fleetwood there will be no unacceptable impact and in relation to other centres that there is no significant adverse impact on the vitality and viability of existing centres. In making its assessment on this issue the Council will take account of the following main issues along with any that are specific to the development in question:
 - a) The impact of the proposal on existing, committed and planned public and private investment, in a centre or centres in the catchment of the proposal;
 - b) The impact of the proposal on town centre vitality and viability, including local consumer choice and trade in the town centre and the wider area, up to five years from the time the application is made. For major schemes where the full impact will not be realised in five years, the impact should also be assessed up to 10 years from the time the application is made; and
 - c) The ability of the impact to be mitigated through measures secured through planning conditions or a planning agreement.