



## **Shopping**

‘To provide a range of shopping facilities to meet the needs of the whole community’

### CONTENTS

#### **245 Introduction**

#### **245 Trends**

#### **247 Policy context**

247 National guidance

247 City Council policy

#### **247 Objectives**

#### **248 Topics and policies**

248 S1 Shopping and related development

248 S2 Existing shopping centres

249 S3 New local shopping centre development

249 S4 Locating shopping, financial and professional services, and food and drink development

251 S5 Shopping development within shopping centres

251 Shopping development outside shopping centres

251 S6 Edge-of-centre shopping development

252 S7 Out-of-centre shopping development

253 S8 Range of goods sold in edge-of-centre shopping development

254 S9 Shopping and recycling facilities

254 Warehouse clubs

254 Indoor and outdoor markets

254 S10 Improving shopping centres

254 S11 Financial and professional services

255 S12 Food and drink

255 S13 Motor vehicle sales, specialist car accessory sales and fitting centres

256 S14 Petrol filling stations

256 S15 Private hire booking offices

#### **257 Implementation**

#### **259 Table S1 (policy S2)**

### DEFINITION OF TERMS

#### Convenience goods

Goods purchased for consuming immediately such as food and drink.

#### Comparison goods

Goods that are generally more expensive and more durable than convenience goods such as clothes, furniture and electrical appliances.

#### Retail warehouse

A large building generally over 465 sq. m (5,000 sq ft) gross floorspace selling a range of comparison goods.

#### Superstore

A large store selling a range of convenience goods with at least 2,300 sq m (25,000 sq ft) gross floorspace.

#### Warehouse club

Sells a range of goods with access restricted by club membership.

### DEVELOPMENT CONSIDERED IN THIS CHAPTER CLASSIFIED BY THE USE CLASSES ORDER

In this chapter, shopping and related development consists, unless otherwise indicated, of any of the following uses.

#### A1 Shops

Includes shops, retail warehouses, hairdressers, funeral directors, post offices, dress or D.I.Y. hire shops, ticket and travel agencies and pet shops.

#### A2 Financial and Professional Services

Includes estate agents, betting shops, building society offices and banks.

#### A3 Food and Drink

Includes restaurants, public houses and takeaways.

#### Unclassified

Includes:

- warehouse clubs;
- petrol filling stations;
- private hire booking offices (the Employment chapter considers hire of vehicles for self-drive);
- motor vehicle sales; and
- specialist car accessory sales and fitting centres, including exhausts and tyres (the Employment chapter considers vehicle repair garages).

### RELEVANT SUPPLEMENTARY PLANNING GUIDANCE (SPG) NOTES

SPG Note 9 – Designing a shop front

SPG Note 18 – Food and drink

SPG Note 19 – Private hire booking offices

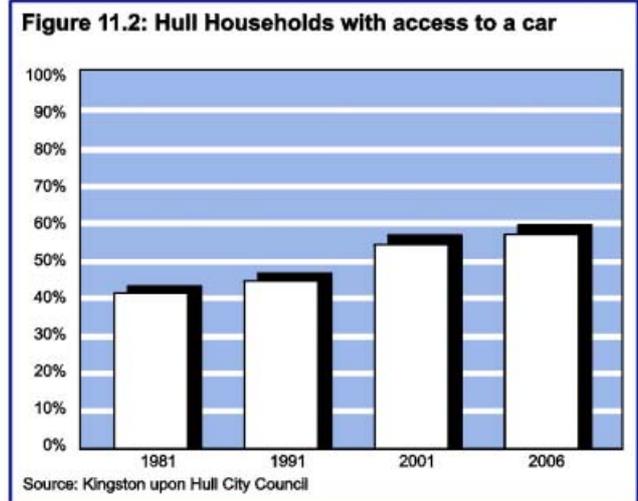
## Shopping

**INTRODUCTION**

11.1 Shopping development has been one of the major areas of growth in recent years and shopping facilities are an important community service. Access to a range of shops and a choice of goods at competitive prices in a safe and comfortable environment are important contributors to the quality of life. Most shops are within established shopping centres which are easily accessible, providing a focus for other social and community facilities. There is, therefore, a need to support shopping centres to maintain and enhance the wellbeing of the community. Development in centres accessible by public transport, pedestrians and cyclists is encouraged to promote sustainable development by allowing a choice of alternative forms of transport other than the car. It is also preferable, even if the car is used, because it enables one trip to be made for several purposes, so reducing the need to travel.

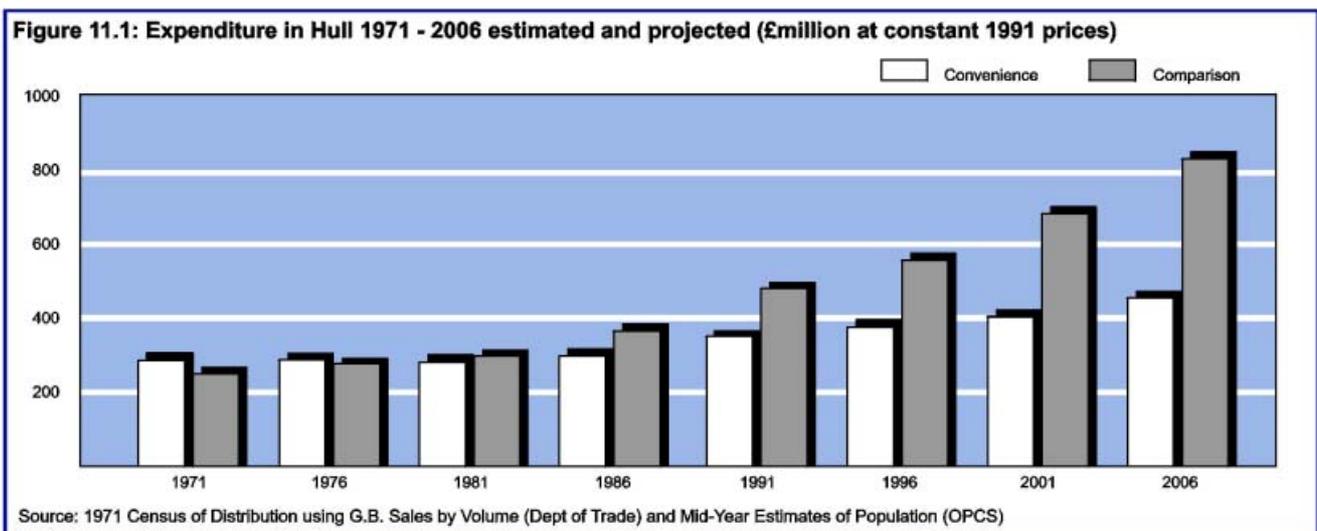
**TRENDS**

11.2 In recent years, shopping development has been one of the major areas of expansion and change in the City. There has been much growth in shopping expenditure, particularly on comparison goods. Despite the current recession, this growth is expected

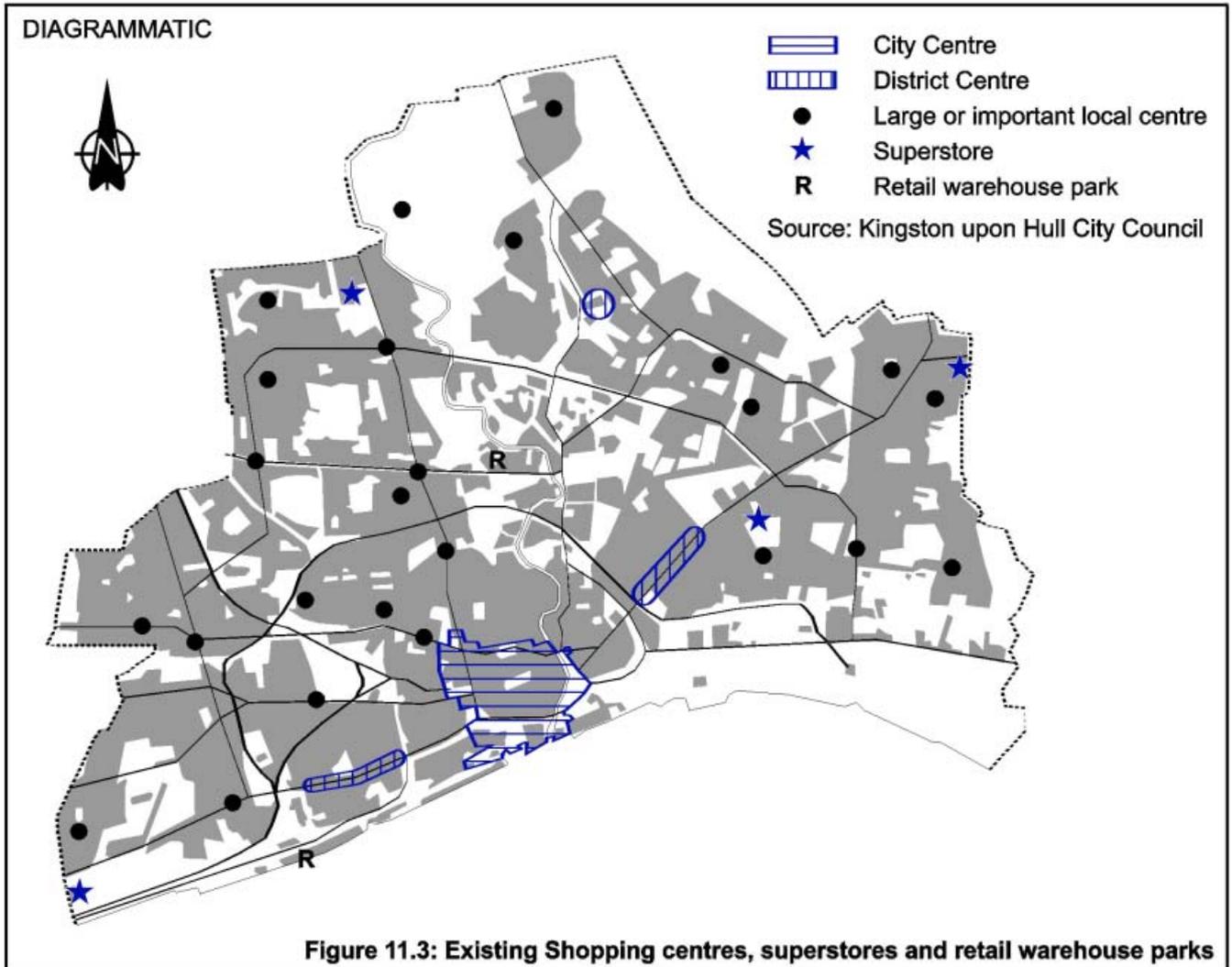


to continue to increase as shown in figure 11.1, reflecting the general increase in real disposable household income.

11.3 There have been major changes in the type and size of shops. Development of food superstores and retail warehouses outside existing shopping centres has been accompanied by a reduction in the number of small corner shops and shopping outlets within existing shopping centres. This is a result of a number of factors, including increased car ownership, as shown in figure 11.2, and a tendency to buy in bulk and shop less often. Retailers have sought large premises, in out-of-centre locations, to achieve economies of scale and provide ease of access and collection for car-borne



## Shopping



shoppers. Despite the shift towards out-of-centre locations, there has still been an increase in shopping floorspace within the City Centre and other shopping centres, stimulated by the growth in shopping expenditure since 1971. The existing pattern of shopping is shown in figure 11.3.

11.4 In the future, it seems likely that major retailers will require accessible sites providing substantial customer car parking. Pressure for superstores and retail warehouses in out-of-centre developments is likely to continue, and existing centres will continue to face competition from existing and proposed out-of-centre development. In particular, proposals for shops selling a range of discount convenience goods and for warehouse clubs are expected. Although car



City Centre indoor market

ownership is likely to increase during the Plan period, many households in the community will remain without access to a car and will rely on existing shopping centres.

11.5 There has been an increase in outlets for financial and professional services, food and drink and motor vehicle related uses such as taxi offices, vehicle and accessory sales and petrol filling stations. Again this reflects the general increase in real disposable income.

### POLICY CONTEXT

#### National guidance

11.6 Planning Policy Guidance (PPG) Note 6 – Town Centres and Retail Developments (1996), advises :

- locating major generators of travel in existing centres, where access by a choice of means of transport, not only by car, is easy and convenient;.
- enabling town, district and local centres to meet the needs of residents in the area;
- adopting a sequential approach to site location with preference for town centre sites;
- assessing the impact that development outside existing centres could have on the vitality and viability of these centres; and
- controlling future changes in the composition of development outside existing centres that could have an impact on these centres.

11.7 PPG Note 13 – Transport (1994) advises:

- maintaining and revitalising existing central and suburban shopping centres;
- encouraging local convenience shopping that is attractive and readily accessible on foot or by bicycle;
- supporting edge-of-centre shopping sites, accessible by foot from the centre and served by a variety of means of transport, if suitable sites are not available in a centre; and

- resisting sporadic siting of comparison goods shopping units out-of-centre or along road corridors.

#### Strategic guidance

11.8 The Humberside Structure Plan (1987) and subsequent Alteration (1993):

- recognises the City Centre as the regional shopping centre for Humberside, and North Point (Bransholme), Hessle Road and Holderness Road as district centres;
- encourages improving existing shopping centres, particularly in the inner area, to contribute to urban regeneration;
- encourages new shopping development within existing shopping centres; and
- resists shopping development outside existing centres.

#### City Council Policy

11.9 The City Council seeks:

- to allow everyone access to as wide a range and choice of facilities as possible; and
- to promote development within existing centres.

### OBJECTIVES

11.10 To provide a range of shopping facilities to meet the needs of the whole community by:

- encouraging where practical, all shopping and related development to be sited in shopping centres which are a focus for social and community activities and have good access for non-car users;
- promoting initiatives to improve the environment and traffic management arrangements in shopping centres to attract investment, increase comfort and safety and improve access;
- discouraging shopping development which would adversely affect the vitality and viability of

shopping centres; and

- promoting the City Centre as a regional shopping centre.

### TOPICS AND POLICIES

#### Shopping and related development

11.11 New shopping and related development will have an effect on the surrounding environment and people by attracting customers and generating noise, traffic and other disturbance. In addition to satisfying general location criteria, any proposal should not have an unacceptable affect on its neighbouring area.

**S1 (a) Shopping and related development will be allowed provided its location and detailed planning considerations are acceptable.**

**Detailed planning considerations include:**

- (i) impact on local amenity;
- (ii) impact on the built and natural environment;
- (iii) design;
- (iv) parking, servicing and access;
- (v) traffic generation and road safety;
- (vi) danger to health or life; and
- (vii) risk of pollution.

**(b) The detailed planning considerations of this Policy apply to development considered under Policies S2 to S8 and S11 to S15.**

#### Existing shopping centres

11.12 Shopping centres are an important focus of activity in the City and are generally well established and accessible to their catchment areas. Five types of shopping centre are defined:

- The City Centre provides a wide range of mainly comparison shopping for the City and the region, financial and professional services, and food and drink outlets.

- District centres provide a wide range of convenience and comparison shopping, financial and professional services and food and drink outlets.
- Large local centres provide mainly convenience shopping, financial and professional services, and food and drink outlets. They have 50 or more shops.
- Important local centres provide mainly convenience shopping and some financial and professional services and food and drink outlets. They have less than 50 shops but provide important facilities for a large catchment area, particularly within housing areas on the edge of the City.
- Small local centres provide mainly convenience shopping and some financial and professional services and food and drink uses. They comprise between 5 and 10 shops.

11.13 Although shopping provision is mainly determined by market forces, it is necessary to maintain and enhance the vitality and viability of existing shopping centres by making them attractive to both retailers and customers. This can include supporting the development of shopping, financial and professional services, food and drink uses, service and community facilities. Improving the environment, access and parking also enhances existing shopping centres.

**S2 (a) The role of existing shopping centres will be supported. This will include encouraging:**

- (i) new shopping development;
  - (ii) financial and professional services, food and drink uses, leisure and community facility developments; and
  - (iii) improvements to the environment,
- continued...**

## Shopping

facilities, access and parking.

(b) Existing shopping centres designated on the Proposals Map and in Table S1 are:

- (i) City Centre.
- (ii) District Shopping Centres:
  - North Point;
  - Hessle Road; and
  - Holderness Road.
- (iii) Large local shopping centres:
  - Anlaby Road;
  - Chanterlands Avenue;
  - Gipsyville;
  - Newland Avenue; and
  - Spring Bank.
- (iv) Important local shopping centres:
  - Bethune Avenue;
  - Beverley Road/Cottingham Road;
  - Beverley Road/Cave Street;
  - Beverley Road/Sutton Road;
  - Cottingham Road/Hall Road;
  - Endike Lane/Oldstead Avenue;
  - Orchard Park;
  - Princes Avenue;
  - Spring Bank West/Calvert Lane;
  - Willerby Road/Manor Road;
  - Annandale Road;
  - Barham Road/Greenwich Avenue;
  - Bodmin Road;
  - Grampian Way;
  - Grandale;
  - Kingswood;
  - Marfleet Lane/Preston Road;
  - Shannon Road;

continued...

- Savoy Road;
- Southcoates Lane/Southcoates Avenue; and
- Sutton Village.

(c) Small local shopping centres are not designated on the Proposals Map, but Policy S2 (a) will apply.

### New local shopping centre development

11.14 Major housing development will result in a large increase in population in areas where there are very few or no shops. It would be appropriate to develop a local centre to provide convenience shopping in each of these areas to meet the needs of the community. Once established, i.e. when it meets the definition of an existing centre given in paragraph 11.12 a shopping centre would be supported by Policy S2.

**S3 (a) Local shopping centre development will be supported in areas of major future housing development.**

**(b) Local shopping centres will be considered as existing centres in Policy S2 (b) once established.**

**(c) Committed local centres shown on the Proposals Map are:**

- (i) Victoria Dock; and
- (ii) East Carr.

### Locating shopping, financial and professional services, and food and drink development.

11.15 Shopping, financial and professional services, and food and drink development will continue to be directed to existing shopping centres to sustain and enhance their vitality and viability, ensure a range of facilities easily reached by customers and to allow the choice of alternative modes of transport other than the

## Shopping



A shop on Princes Avenue - an important local shopping centre

car. These types of developments within shopping centres allow one trip to serve several purposes and reduce the need to travel. Preference will be given, in the following order of priority, to development:

- (i) within centre;
- (ii) edge-of-centre; and
- (iii) out-of-centre.

11.16 A developer must show that a sequential approach has been taken in site location if proposing to develop either on the edge of or outside a shopping centre.

11.17 A developer proposing a major shopping development should, for the purpose of the sequential approach, consider locating firstly within or secondly on the edge of the Central Area of the City Centre, as shown on the Proposals Map, or the District Centres of North Point, Hessle Road and Holderness Road. A developer proposing a major financial or professional

services or food and drink development should consider locating firstly within or secondly on the edge of the City Centre or the District Centres of North Point, Hessle Road and Holderness Road.

11.18 Major development will normally be regarded as :

- Convenience goods shopping - 950 sq. m or over;
- Comparison durable goods shopping - 500 sq. m or over;
- Bulky durable goods shopping - 950 sq. m or over
- Financial and professional services - 500 sq. m or over;and
- Food and drink - 500 sq. m or over.

11.19 These figures will be applied flexibly according to circumstances and to prevent misuse. Three sites suitable for major shopping development are considered in detail in the City Centre chapter, see Policies CC31, 33 and 34. The remainder of the City Centre outside the Central Area is regarded as out-of-centre for shopping development. A developer proposing a minor development should consider locating firstly within or secondly on the edge of any shopping centre designated by Policy S2 (b) or committed by S3(c) within the catchment area of the proposed development. A developer proposing a minor development out-of-centre should demonstrate that an in or edge-of-centre location is not feasible because customers require a more local facility.

**S4 (a) The City Council will require a developer to demonstrate that a sequential approach has been adopted in selecting a site for shopping, financial and professional services, and food and drink development and in the case of:**

- (i) edge-of-centre development, it cannot be located within a shopping centre; and**
- (ii) out-of-centre development, it cannot be located within or on the edge of a**

**continued...**

shopping centre.

(b) The sequential approach for major shop development will firstly consider locating in the Central Area of the City Centre, designated on the Proposals Map, and the District Centres designated by Policy S2 (b)(i) and (ii).

(c) The sequential approach for major financial and professional services, and major food and drink development will firstly consider locating in the City Centre and District Centres designated by Policy S2 (b)(i) and (ii).

(d) The sequential approach for minor development will take into account any shopping centre designated by Policy S2(b) or committed by Policy S3(c) within the catchment area of the proposed development.

### Shopping development within shopping centres

11.20 Shopping development will be encouraged within established centres, accessible to all sections of the community, to maintain and enhance their vitality and viability. Although shopping development is to be directed towards existing centres, the scale of provision should not undermine the vitality and viability of any other existing centre of more than purely local significance. These are the City, District, Large local and Important local centres designated in Policy S2(b). It will also be necessary to consider the impact of a shopping proposal on centres near but outside the City boundary in particular strategic centres identified in the Humberside Structure Plan. The City Council will consider the cumulative impact of a development proposal with other recent or proposed developments in assessing their effects. The City Council will include indicators in PPG6, Figure 1, and paragraphs 4.3 and 4.4 in assessing the health of shopping centres and whether their vitality and viability is likely to be undermined by proposed shopping development.

**S5 (a) Shopping development within shopping centres will be allowed if it does not undermine the vitality and viability of any shopping centre as a whole designated by Policy S2(b) or in a nearby settlement.**

**(b) In assessing the effect of shopping development the cumulative impact of the proposal with other recently completed developments and outstanding planning permissions will be taken into account.**

### Shopping development outside shopping centres

11.21 Existing large shops outside shopping centres, are mainly superstores providing convenience goods, and retail warehouses selling a range of comparison goods. Small shops outside shopping centres provide mainly convenience goods to meet local needs. It is accepted that many centres have physical constraints preventing shopping development, and that shops outside centres but in accessible locations can be convenient for people who wish to purchase large items and goods in bulk.

### Edge-of-centre shopping development

11.22 Shopping development on the edge of a shopping centre is preferred to an out-of-centre location if there is no suitable site within a shopping centre. Edge-of-centre shopping development can have the advantage of:

- allowing shoppers to walk to the centre for its shops and other facilities thereby reducing the need to travel;
- supporting the vitality and viability of the centre;
- allowing access for people without cars; and
- providing car parking for the centre.

It should, however, relate well to the shopping centre by being within short and safe walking distance and by having a floorspace appropriate to the scale of the Centre.

11.23 It is also important that the vitality and viability of existing shopping centres is not undermined by too much edge-of-centre shopping development.

**S6 (a) Edge-of-centre shopping development will be allowed if:**

- (i) it satisfies the sequential approach of Policy S4;**
- (ii) it is well related to the shopping centre; and**
- (iii) it does not undermine the vitality and viability of any shopping centre as a whole designated by Policy S2 (b) or in a nearby settlement.**

**(b) In assessing the effect of shopping development, the cumulative impact of the proposal with other recently completed developments and outstanding planning permissions will be taken into account.**

**Out-of-centre shopping development**

11.24 Shopping development outside shopping centres is resisted if it is likely to undermine the vitality and viability of centres as a whole. Shop development within or on the edge of a shopping centre is preferred. A developer of an out-of-centre shopping proposal should demonstrate that a suitable site is not available within or on the edge of a shopping centre. Out-of-centre shopping should be accessible by secure and frequent public transport, serving as much of the community as possible. Sporadic shop development outside shopping centres is discouraged as it is likely to increase travel to compare goods and prices and therefore traffic congestion. Shopping development should be readily accessible by pedestrians, the mobility impaired and cyclists to ensure that access is available for a significant proportion of customers to use alternative modes of transport other than the car.

11.25 Retail warehouses selling comparison goods

outside shopping centres are concentrated in a planned retail warehouse park at St. Andrew's Quay and in groups straddling busy roads at Clough Road and Stoneferry Road. A well designed retail warehouse park can help shoppers to compare bulky durable goods and prices in a safe environment and reduce traffic movement by providing communal access, parking and pedestrian facilities. Groups of warehouses with individual accesses and car parks can cause problems of traffic congestion and road safety, although they help shoppers compare goods and prices.

11.26 There is scope for further shopping development at St. Andrew's Quay, Hedon Road/Mount Pleasant and Ennerdale.

**S7 (a) Out-of-centre shopping development will not be allowed if:**

- (i) it fails the sequential approach of Policy S4;**
- (ii) it undermines the vitality and viability of any shopping centre as a whole, designated by Policy S2(b) or in a nearby settlement;**
- (iii) it is not well located for secure and frequent public transport;**
- (iv) it leads to an unacceptable impact on overall travel patterns; and**
- (v) it is not easily accessible for pedestrians, the mobility impaired and cyclists.**

**(b) In assessing the effect of shopping development, the cumulative impact of the proposal with other recently completed developments and outstanding planning permissions, will be taken into account.**

**(c) Committed land shown on the Proposals Map:**

**continued...**

- (i) St Andrew's Quay – restricted range of comparison goods;**
- (ii) Hedon Road/Mount Pleasant; and**
- (iii) Ennerdale – restricted range of comparison and convenience goods.**

**Range of goods sold in edge-of-centre and out-of-centre shopping developments and shop unit size.**

11.27 The effect on shopping centres of shop development outside these centres depends on the range of goods sold and the size of the sales area. A change in the type of goods sold or in the division of floorspace between trading and storage does not normally need planning permission. However, for edge-of-centre and out-of-centre developments, the type of goods and sales area needs to be controlled to avoid future changes that could undermine the strategy of sustaining and enhancing existing shopping centres. The types of goods and sales area associated with shop development outside shopping centres, allowed by Policies S4, S6 and S7 will therefore be restricted by planning condition.

11.28 The Council will continue to encourage shop development within existing centres. Major development selling convenience and comparison durable goods outside shopping centres is not justified because existing vacant floorspace and suitable sites are available within centres. Suitable sites for major shopping development within the City Centre are detailed in that chapter. It may be acceptable, subject to the sequential approach on site location, for bulky durable goods to be sold on the edge of or outside shopping centres if this complements shops within centres. The acceptable range of bulky durable goods is :

- furniture;
- floor coverings;
- bulky electrical goods;

- DIY, home improvement and garden goods; and
- motor and cycle parts and accessories.

11.29 Goods falling outside this range may be allowed if they are a minor and ancillary part of the acceptable range of goods. However, retailers are expected to be flexible and not assume they will be able to sell the same range of goods they would normally sell within shopping centres.

11.30 Post offices and pharmacies are often a main attraction in smaller shopping centres and are important in maintaining vitality and viability. The City has a large number of these facilities within shopping centres and their development outside centres will not be allowed if facilities exist nearby.

11.31 The size of a shopping unit outside shopping centres is relevant in supporting the Council's strategy of directing development to shopping centres. The sale of bulky durable goods may be acceptable, however, subdividing large units, to a size which can be accommodated within a centre and which is more appropriate for selling comparison durable goods, is not acceptable. The Council will normally require a minimum floorspace of 950 sq. m gross for any single shop unit to prevent creating small units suitable for selling a range of comparison durable goods.

**S8 (a) The range of goods sold and sales area in edge-of-centre or out-of-centre shopping development, complying with Policy S4, S6 and S7, will be restricted by condition.**

**(b) The range of durable goods sold in edge-of-centre, or out-of-centre shopping development will be limited to:**

- (i) furniture;**
- (ii) floor coverings;**
- (iii) bulky electrical goods;**
- (iv) DIY, home improvement and garden goods; and**

**continued...**

## Shopping

**(v) motor and cycle parts, and accessories.**

**(c) Post office or pharmacy development in edge-of-centre or out-of-centre development will not be allowed if such facilities exist nearby.**

**(d) The floorspace of any single shop unit in edge-of-centre or out-of-centre development will be limited to a minimum 950 sq. m gross.**

### Shopping and recycling facilities

11.32 Recycling waste products such as glass, cans, paper and plastic encourages energy conservation. Shops, particularly those selling convenience goods, attract large numbers of people and are a good location for facilities to recycle domestic waste products. Facilities in these locations make it easy for people to dispose of waste products and can reduce the need for special journeys to recycling centres.

**S9 Recycling facilities associated with shops will be supported.**

### Warehouse clubs

11.33 Warehouse clubs sell a range of goods, with access restricted by club membership. This use lies between selling to traders (wholesaling) and selling direct to the public. Recent development suggests that membership is becoming more widely available to the community. Warehouse club development will, therefore, be subject to shopping policies.

### Indoor and outdoor markets

11.34 Markets are an additional form of shopping and can provide a wide range of goods at competitive prices. Proposals for market development will be subject to shopping policies.

### Improving shopping centres

11.35 Shopping centres need to be improved to attract both investment and shoppers and to maintain their vitality and viability. Improving the environment,

facilities, accessibility and car parking can make shopping centres safer, more convenient and more attractive for customers and retailers. Improvements can include:

- landscaping;
- street furniture;
- bus shelters;
- toilets;
- access to buildings and their surroundings;
- off-street car parking;
- access for public transport and cyclists; and
- traffic calming.

**S10 Improving shopping centres to maintain and enhance their vitality and viability will be encouraged.**

### Financial and professional services

11.36 Many financial and professional services, such as banks, building societies and estate agents attract large numbers of people. They are ideally located within shopping centres where they can help to maintain and enhance the vitality and viability of shopping centres. They do this by complementing shopping and providing a wide range of facilities for the community. Shopping, however, is the main activity in existing centres and the continuity of shop units at ground floor level contributes to their vitality. Large areas of non-shopping activity could undermine the main activity of a centre. Development resulting in a limited variety of shopping will be resisted. Ground floor frontages for non-shopping developments should be well designed and look interesting. Advice is provided in Supplementary Planning Guidance (SPG) Note 9 – Designing a shop front.

11.37 Financial and professional services development may be acceptable outside shopping centres if the sequential approach of Policy S4 to locating a site is satisfied. Planning permission is not

## Shopping

normally required for a change of use from financial and professional services to shopping. However, outside shopping centres this will normally be restricted by condition to prevent a future change that could undermine the strategy of sustaining and enhancing shopping centres.

**S11 (a) Financial and professional development within shopping centres will be allowed if:**

- (i) it does not undermine the shopping function of the shopping centre; and
- (ii) the ground floor frontage is designed to be compatible with the shopping character of the area.

**(b) Financial and professional services development allowed outside shopping centres will be restricted by condition to prevent a future change of use to shopping.**

### Food and drink

11.38 Food and drink establishments include restaurants, public houses and hot food takeaway premises. They provide important services and are best located within shopping centres as they can provide a diversity of interest and function for the community, and maintain the life of centres in the evening. They can, however, cause problems of noise and other disturbance and their location and design is important to minimise effects on amenity and enhance the environment. Advice is provided in the Supplementary Planning Guidance (SPG) Note 18 – Food and drink. Development should not result in a limited variety of shopping and ground floor frontages should be well designed and look interesting. Advice is provided in SPG Note 9 – Designing a shop front.

11.39 Food and drink development may be acceptable outside shopping centres if the sequential approach of Policy S4 to locating a site is satisfied. Planning permission is not normally required for a change of

use from food and drink to shopping. However, outside shopping centres this will be restricted by condition to prevent a future change that could undermine the strategy of sustaining and enhancing shopping centres.

**S12 (a) Food and drink development within shopping centres will be allowed if:**

- (i) it does not undermine the shopping function of the shopping centre; and
- (ii) the ground floor frontage is designed to be compatible with the shopping character of the area.

**(b) Food and drink development allowed outside shopping centres will be restricted by condition to prevent a future change of use to shopping.**

### Motor vehicle sales, specialist car accessory sales and fitting centres

11.40 Motor vehicle sales, specialist car accessory sales and fitting centres such as 'exhaust and tyre' developments provide an important shopping function. However, their associated offices, workshops and display areas, including car parking, can cause problems of noise and highway hazards. They are best located on main roads in employment areas where there is ease of vehicle access and where they will not unduly affect amenity and road safety. Planning permission is not normally required for a change of use from motor vehicle display and sales development to general shopping. However outside shopping centres this will be restricted by condition to prevent a future change that could undermine the strategy of sustaining and enhancing shopping centres.

**S13 (a) Motor vehicle sales, specialist car accessory sales and fitting centre developments on main roads within**  
**continued...**

## Shopping

employment areas will be supported.

(b) Motor vehicle display and sales development allowed outside shopping centres will be restricted by condition to prevent a future change of use to general shopping.

### Petrol filling stations

11.41 Petrol filling stations provide an important specialist shopping function. However, the large numbers of vehicles using them can cause problems of noise and traffic hazards. These uses should be on main roads in employment areas where there is ease of vehicle access and where they will not unduly affect amenity and road safety.

11.42 Petrol filling stations are becoming increasingly associated with local top-up shopping. The floorspace of other goods proposed with an existing or new petrol filling station will be restricted to a minor part of the operation if it is outside a shopping centre in accordance with the strategy of sustaining and enhancing shopping centres and to discourage car oriented shopping.



Petrol filling station, Beverley Road

**S14 (a) Petrol filling station development on main roads within employment areas will be supported**

(b) The development of shopping floorspace in association with a petrol filling station will be restricted to not more than 150 sq. m if it is not within a shopping centre.

### Private hire booking offices

11.43 Private hire businesses perform an important role in the transport system of the City. However, their associated offices, service areas and late hours of operation can cause problems of noise and highway hazards. They are ideally sited within shopping centres to provide for the community where disturbance to houses is minimised. Finding suitable locations within shopping centres is difficult and development in employment areas is acceptable. Advice is provided in SPG Note 19 – Private hire booking offices. Development within shopping centres should not limit the variety of shopping and the ground floor frontage should be well designed and look interesting. Advice is provided in SPG 9 – Designing a shop front.

**S15 (a) Private hire booking office development on main roads within employment areas and shopping centres will be supported.**

(b) Private hire booking office development will be allowed within shopping centres if:

- (i) it does not undermine the shopping function of the shopping centre; and
- (ii) the ground floor frontage is designed to be compatible with the shopping character of the area.

### IMPLEMENTATION

11.44 Policies will be put into practice in a number of ways. The following table is a quick reference guide showing how the policies of this chapter are likely to be implemented. There is a broad explanation of each feature in the General policies, implementation, monitoring and review chapter.

11.45 Key agencies and consultees involved in implementing the policies are listed below:

- the Highway Authority;
- Hull and District Chamber of Trade;
- Hull Incorporated Chamber of Commerce and Shipping; and
- various trader groups.

## Shopping

Policy	Putting policies into practice					
	Control over development	Liason with others	Promotion of development opportunities	Public & voluntary resources	Private resources	Supplementary Planning Guidance
S1 Shopping and related development	✓					✓
S2 Existing shopping centres	✓	✓	✓	✓	✓	
S3 New local shopping centre development	✓				✓	
S4 Locating shopping, financial and professional services, and food and drink development	✓					
S5 Shopping development within shopping centres	✓		✓		✓	
S6 Edge-of-centre shopping development	✓				✓	
S7 Out-of-centre shopping development	✓				✓	
S8 Range of goods sold in edge-of-centre and out-of-centre shopping development and shop unit size	✓				✓	
S9 Shopping and recycling facilities	✓	✓			✓	
S10 Improving shopping centres	✓	✓		✓	✓	✓
S11 Financial and professional services	✓				✓	✓
S12 Food and drink	✓				✓	✓
S13 Motor vehicle sales, specialist car accessory sales and fitting centres	✓				✓	
S14 Petrol filling stations	✓				✓	
S15 Private hire booking offices	✓				✓	✓

### TABLE S1 – DEFINED EXISTING SHOPPING CENTRES (SEE POLICY S2(B))

#### The City Centre

-area the subject of the City Centre Inset Map

#### District Shopping Centres

##### North Point

- area bounded by Holwell Road/Barnstaple Road/Goodhart Road (defined on Citywide Proposals Map).

##### Hessle Road

- (even) 152 to 438 Hessle Road;
- (even) 508 to 578 Hessle Road;
- (even) 268 to 272 Boulevard;
- (odd) 255 to 267 Boulevard;
- (odd) 239 to 399 Hessle Road;
- (odd) 421 to 521 Hessle Road; and 12 Gillett Street

##### Holderness Road

- (even) 'Craven Park' public house, 180 to 552 Holderness Road;
- (even) 2 to 20 Southcoates Lane and Doctor's Surgery, Southcoates Lane;
- (odd) 147 to 363 Holderness Road; and
- (odd) 419 to 431 Holderness Road.

#### Large Local Shopping Centre

##### Anlaby Road

- (even) 438 to 658 Anlaby Road except 518 – 540 Anlaby Road;
- (odd) 607 Anlaby Road to 35 Boothferry Road;
- (even) Library, 340 to 380 Anlaby Road; and
- (odd) 423 Anlaby Road to 541a Anlaby Road

##### Chanterlands Avenue

- (even) 18 to 130 Chanterlands Avenue;
- (odd) 37 to 225 Chanterlands Avenue except 59 to 97 Chanterlands Avenue; and
- 108 Perth Street.

##### Gipsyville

- (even) Gipsyville Library to Francis Askew Playing Fields; and
- (odd) 725 to 839 Hessle Road.

##### Newland Avenue

- (even) 2 to 224 Newland Avenue except 164 to 196 Newland Avenue; and
- (odd) 17 to 213 Newland Avenue.

## Shopping

### Spring Bank

- (even) 46 to 244 Spring Bank;
- (odd) 15 to 237 Spring Bank; and
- (even) 4 to 10 Spring Street and 1A Hall Street.

### Important local shopping centres

#### Bethune Avenue

- (odd) 67 to 89 Bethune Avenue; and
- (even) 52 to 94 Bethune Avenue.

#### Beverley Road/Cottingham Road

- (even) 'Haworth Arms' public house to 52 Cottingham Road and 542 to 574 Beverley Road.

#### Beverley Road/Cave Street

- (even) 168 to 246 Beverley Road; and
- (odd) 151 to 245 Beverley Road.

#### Beverley Road/Sutton Road

- (even) 852 to 876 Beverley Road and 'Humber Pilot' public house

#### Cottingham Road/Hall Road

- (odd) 149 to 161 Fairfax Avenue;
- (even) junction of College Square to 420 Cottingham Road; and
- (even) 434 to 440 Cottingham Road.

#### Endike Lane/Oldstead Avenue

- (odd) Endike Hotel, Endike Lane to 421 Endike Lane.

#### Orchard Park

Area bounded by Hall Road, Orchard Park Road and Ellerburn Avenue and estate office north west of the junction of Ellerburn Avenue and Orchard Park Road.

#### Princes Avenue

- (even) 'Old Zoological' public house, Princes Avenue to 84 Princes Avenue;
- (odd) 1 to 97 Princes Avenue.

#### Spring Bank West/Calvert Lane

- (even) 888 to 912 Spring Bank West
- (even) Trustee Savings Bank to 16 Willerby Road;
- Derringham Bank Methodist Church; and
- (odd) Hastings Hotel, Spring Bank West to 981 Spring Bank West.

#### Willerby Road/Manor Road

- (even) 194 to 232 Willerby Road; and
- 2 and 3 Manor Road.

## Shopping

### **Annandale Road**

(even) 2 to 68 Elmbridge Parade; and  
3 Elmbridge Parade.

### **Barham Road/Greenwich Avenue**

(even) 20 to 122 Greenwich Avenue; and  
Estate office to Doctor's Surgery between 9 and 65 Greenwich Avenue.

### **Bodmin Road**

1 to 12 Roebank Arcade including the 'Drake' public house and Doctor's Surgery.

### **Grampian Way**

Shop units 1 to 10, 'Skippers Tavern' and 'Pennine Rambler' public houses and Community Centre,  
Grampian Way/Lothian Way.

### **Grandale**

(even) 18 to 28 Grandale, Units 1 to 8 Littondale, Jackson's supermarket, 'Four in Hand' public house,  
Doctor's Surgery.

### **Kingswood**

Shop units, Althorp Road.

### **Marfleet Lane/Preston Road**

(even) 318 Marfleet Lane to 'Crown Hotel', Marfleet Lane.

### **Shannon Road**

(even) 82 to 138 Shannon Road including the 'Crow's Nest' public house.

### **Savoy Road**

Area bounded by Savoy Road, Bellfield Avenue, rear of Tilworth Road and rear of Deans Drive  
Southcoates Lane/Southcoates Avenue

(even) 164 to 172 Southcoates Avenue and 284 to 330 Southcoates Lane; and

(odd) 223 to 243a Southcoates Lane.

### **Sutton Village**

(even) 34 Church Street to Sutton Methodist Church;

1 to 3 College Street and 2 to 4 College Street; and

(odd) 53 to 77 Church Street except 63 to 67 Church Street.

## Shopping