

## Homework item #21 – note explaining why recommendations in WYG report regarding Congleton Primary Shopping Frontage were not taken forward on the submission Policies Map.

### Introduction

1. This note confirms the Council's approach to defining the Primary Shopping Area ('PSA') for Congleton.

### Approach to defining the Primary Shopping Area

2. ¶¶5.21 – 5.26 of the Congleton Settlement Report [ED 27] outlines the methodology that has been applied to determining the PSA for Congleton. ¶5.23 confirms that the existing principal shopping area, as defined in the Congleton Borough Local Plan First Review [BD 06], has been reviewed, taking into account a number of factors, including the recommendations of the WYG Retail Study (2016), monitoring/site visits and any other relevant evidence (where specified), in line with the definitions included in the NPPF, (2019 version). The methodology also confirms that the 2020 WYG Retail Study Partial Update [ED 17] provided recommendations on retail boundaries that have been considered as part of the Council's evidence base in defining the PSA for Congleton.
3. The WYG Retail Study Partial Update [ED 17] notes that the PSA could be extended to the east onto High Street to include national multiple comparison goods retailers including Poundstretcher (¶2.3.5, [ED 17]).
4. Table Congleton 8 of the Congleton Settlement Report (pp25-26, [ED 27]) sets out the justification for identifying the primary frontages. The table confirms for the relevant frontages (11 and 12), that the area to the east of Market Street should be considered as a secondary frontage, due to its character and mix of town centre uses. The identification of primary and secondary frontages in the town aided understanding of its character and helped to determine where retail uses are concentrated. The outcomes of this assessment are reflected in Map Congleton 6: Primary and Secondary Shopping Frontages (p80 [ED 27]).
5. Table Congleton 9 (p27 [ED 27]) further confirms the reasoning for the PSA, whereby following consideration of the various factors, approach and the definition of a PSA in the NPPF<sup>1</sup>, the Congleton Settlement Report [ED 27] proposes to define the PSA along both sides of Duke Street, a part of Swan Bank and Little Street, Bridge Street and Victoria Street, and the eastern side of Market Street. Table Congleton 9 confirms that primary frontages are where convenience and comparison goods are most concentrated, with low proportions of service and other uses. The area is also largely pedestrianised.

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<sup>1</sup> Primary Shopping Area: defined area where retail development is concentrated.

In addition, it is relevant to note that Market Street/Moody Street represents a strong boundary for the PSA to follow.

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