

Chapter 9

Shopping, Advertisements and Town Centres

CORPORATE OBJECTIVES

The following Corporate Objectives are relevant to the delivery of the planning objectives related to transport explained in this chapter of the Local Plan:

- **To work towards a safer more caring community;**
- **To promote a green and sustainable environment;**
- **To encourage a thriving local community;**
- **To improve the quality of life for people in the district; and**
- **To maintain and enhance the local heritage and culture**

PLANNING OBJECTIVES

- S1 To define a hierarchy of shopping areas within which policies will operate to safeguard the main areas and control changes of use in the smaller areas.**
- S2 To provide a statement of land use policies and proposals for the town centres of Rayleigh, Hockley, and Rochford.**
- S3 To prevent the intrusion of further non-retail uses into defined primary shopping frontages and to maintain the economic viability of the shopping centres.**
- S4 To maintain adequate car parking facilities in the town centres to meet anticipated demand for both long and short stay parking.**
- S5 To encourage the retention and enhancement of areas of good townscape and to secure an improvement in the quality of advertisements and shop fronts.**
- S6 To ensure appropriate types of advertisement throughout the district.**

Relevant Local Plan Supplementary Planning Guidance

LPSPG2 – Car Parking

LPSPGXX – Shopfronts - Security and Design

Essex Design Guide for Mixed and Residential Areas

READING LIST AND USEFUL LINKS

- 9.26 In preparing the policies and proposals in this chapter of the local plan account has been taken of the advice and guidance in a wide range of documents and publications. A list of these is provided below together with details of links to organisations that provide useful information about employment development on the web.

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DOCUMENTS

PPG3 (Housing)

PPG6 (Town Centres and Retail Development)

PPG15 (Planning and the Historic Environment)

PPG19 (Outdoor Advertisement Control)

WEBSITES

Office of the Deputy Prime Minister - <http://www.odpm.gov.uk>

Royal Town Planning Institute - <http://rtpi.org.uk>