

## POLICY RT4

PLANNING PERMISSION WILL NOT NORMALLY BE GRANTED FOR THE RETAILING OF GOODS FROM INDUSTRIAL PREMISES EXCEPT WHERE:

**A THE GOODS ARE THOSE WHICH ARE MANUFACTURED, ASSEMBLED OR DISTRIBUTED AS PART OF THE NORMAL BUSINESS OF THE FIRM**

**AND**

**B THE GOODS ARE D.I.Y./BUILDING MATERIALS, GARDEN CENTRE GOODS OR OTHER SPECIALIST GOODS NOT GENERALLY AVAILABLE FROM A NEARBY CENTRE.**

**AND WHERE EACH OF THE FOLLOWING CRITERIA ARE SATISFIED:**

**C THE RETAILING USE IS CLEARLY ANCILLARY TO THE INDUSTRIAL USE**

**D SAFE ACCESS TO THE PREMISES CAN BE PROVIDED FOR THE PUBLIC BOTH IN VEHICLES AND ON FOOT**

**E ADEQUATE ON-SITE CAR PARKING PROVISION CAN BE MADE FOR BOTH EMPLOYEES AND CUSTOMERS**

**F SERVICING ARRANGEMENTS FOR THE INDUSTRIAL PREMISES ARE NOT PREJUDICED.**

6.14 This policy recognises the desire of some industrialists to retail their products directly to the public. It regards such retailing as acceptable within certain broad criteria which are designed to avoid an adverse affect on shopping centres in Daventry and the villages and to achieve proper standards for access, car parking and servicing.

6.15 For the purpose of this policy, industrial premises include those where goods are manufactured or assembled and wholesale distribution and cash and carry warehouses. The retail use should remain ancillary to the main use of the site for industrial purposes.

### Daventry Town Centre

- 6.16 Daventry Town Centre fulfils an important role as a shopping centre for the western part of Northamptonshire. It serves catchment areas currently estimated to total some 50,000 people. The County Structure Plan recognises this role and lists Daventry as one of the town centres whose vitality and viability needs to be protected.
- 6.17 Shopping policy cannot be considered independently of environmental considerations in the town centre. In the historic core comprising High Street and Sheaf Street, which form part of a designated Conservation Area, there is a clear need for shopping policy to be directed towards the maintenance of the shopping vitality of these streets.
- 6.18 Shopping policy must also ensure the viability of recent and proposed shopping developments in the Bowen Square Area. Any new developments should enhance the range and quality of shopping in the town centre, particularly by the provision of durable goods sales floorspace. Whilst competition between individual traders is not a planning matter, developers should be able to demonstrate that their proposals will not unduly affect the viability of existing shopping areas.
- 6.19 Service uses, such as banks, building societies, and estate agents have become predominant on the north side of High Street. It is considered undesirable for the "dead" shopping frontages so created to be allowed to increase in High Street, Sheaf Street, Bowen Square and other predominantly shopping areas.
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