

Shopping Frontage Control Policies

MOSELEY VILLAGE - Centre Policy

Status: Supplementary Planning Guidance

Date Approved by Planning Committee: June 1992

Date Reviewed: 20 July 1995

Policy:

All proposals for development, including for change of use of a property, should recognise the special character of the existing commercial area which is wholly contained within the Moseley Conservation Area.

All applications within the area shown on the map, including applications for planning permission, listed building consent and conservation area consent, will be assessed upon their individual merits and specific reference will be given to the following guidelines:-

1. Proposals should demonstrably preserve or enhance the character and appearance of Moseley Conservation Area.
2. All alterations to properties should conform to the scale and vernacular style of the area, and in particular shop fronts and schemes for advertisements should meet the proposed guidelines to be adopted by the Planning Committee. Account should also be taken of the need to provide appropriate access for people with disabilities.
3. Consideration will be given as to whether a proposal involves the loss of a retail use, and the appropriateness of any proposed non-retail use to a local shopping centre.
4. Consideration will also be given as to whether a proposed non-retail use would consolidate or extend any frontage containing an existing row of non-retail uses within the centre, ie whether the proposed use would contribute towards the creation of a 'dead frontage'.
5. For all changes of use, consideration will be given to the contribution the use would make towards maintaining and enhancing pedestrian flows within the centre. This would involve reference to the proposed hours of use and whether a permanent shop window display is proposed.
6. If the premises are vacant and were previously in retail use, account may be taken of the period over which they have remained unoccupied and the measures taken during that period to market them for retail purposes.
7. All proposals shall comply with existing City-wide planning policy guidelines (such as that governing the change of use to hot food shops and restaurants).
8. Proposals should not prejudice the safety and free flow of pedestrians and motor vehicles. Proposals including off-street parking and provision of rear servicing will be encouraged, subject to there being no adverse effects upon the character and appearance of the Conservation Area.