**Proposed Modifications: SCRC AAP Retail Policies**

The modification is considered necessary to ensure the retail policies in the SCRC AAP are effective and consistent with national planning policy.

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| Policy SCRC/SE5: Shipley Town Centre and Primary Shopping Area  |
| The role of Shipley Town Centre as the focus for accommodating main town centre uses and the function of the Primary Shopping Area as the focus of retail activity will be maintained and enhanced The Shipley Town Centre Boundary and Primary Shopping Area are identified on the Policies Map. A. **Retail development located** within the **Primary Shopping Area** ~~Shipley town centre, main town centre uses of an appropriate scale and function~~ will be supported. **All other retail development proposed with the Shipley Town Centre boundary but outside** **the Primary Shopping Area will be assessed against Core Strategy Policy EC5.** ~~The development of retail or other related uses will be acceptable where they would add to the vitality of the town centre, in accordance with Core Strategy Policy EC5.~~ **The Council will support all other main town centre uses proposed within the Shipley Town Centre boundary in accordance with Core Strategy Policy EC5.**B. Within the Primary Shopping Area the development of non retail uses will only be supported where they will help to maintain or enhance the retail function of the Primary Shopping Area. The change of use of retail premises (use class A1) will not be permitted unless it can be demonstrated that the proposal will: 1. make a positive contribution to the primary shopping area and not harm its vitality and viability 2. not harmfully dominate existing retail frontages 3. maintain active ground floor uses, which encourage footfall into the primary shopping area, and 4. be of a scale appropriate to the role and function of the Primary Shopping Area. C. The re-use of upper floors of premises within the town centre, for residential, office or appropriate commercial or community uses, which maintain or enhance the character and vitality of the town centre and broaden the range of services will be supported.  |

Policy SCRC/SE3: Valley Road Retail Area

The Valley Road Retail Area is identified on the Policies Map as an edge of centre **expansion area for large scale bulky goods retail warehousing.**

Within the Valley Road Retail Area proposals ~~for main town centre uses~~ will be assessed in accordance with Core Strategy Policy EC5.