Background Technical Paper No.8
City Centre Protected Shopping
Frontage Assessment
September 2013
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City Centre Protected Shopping Frontage Analysis

September 2013

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1. INTRODUCTION

1.1 This paper has been prepared to support policies KP10, R2 and R3 of the Deposit Local Development Plan (LDP). The paper describes the methodology used to define city centre Protected Shopping Frontages. In addition, the same methodology used to define protected frontages will be used to determine whether proposals involving the loss of shopping uses from such frontages are considered acceptable in land use terms.

1.2 The approach to defining Protected Shopping Frontages is supported by Planning Policy Wales and Technical Advice Note (4) Retailing and Town Centres.

1.3 A survey of all city centre land uses, occupiers and floorspace was completed in 2013. In addition, a city centre pedestrian flow survey was conducted in June 2011 measuring peak and average hourly flows over 39 counting locations across the city centre. These surveys, along with development monitoring, heritage information and visual streetscape assessments form the basis of the analysis contained in this report. Regular city centre ground floor occupier surveys are to be completed as part of the LDP monitoring requirements.

1.4 The designation of Protected Shopping Frontages will be regularly reviewed with new frontages designated or old frontages de-designated to ensure that the policies can be applied consistently over the Plan period.

1.5 Additional detailed guidance and supporting information for developers is to be provided as Supplementary Planning Guidance (SPG) following Adoption of the LDP.

2. SURVEY METHODOLOGY

2.1 The quantitative and qualitative analysis of shopping streets has included consideration of:

2.2 Locational Factors
   • Whether the street is within the Central Shopping Area
   • (to maintain a compact shopping centre)
   • Whether the streets have a linear street pattern
   • Whether the frontage is within a covered centre, market, precinct or arcade

2.3 Vitality Factors
   • Areas with higher than average footfall
   • Pedestrianised areas or areas of high pedestrian priority and permeability
   • Whether premises contain shop fronts and active window displays

2.4 Land Use Considerations
   • The proportion of premises and/or frontage length within Class A1 (shop) use
   • The presence of larger, anchor stores within the frontage
   • Whether there are planning permissions for new/improved retail in the vicinity/frontage
   • Any other regeneration activity which may increase the vitality and viability of the frontage

2.5 Access and Movement Considerations
   • The proximity to public transport modes and nodes
   • Accessible environments and premises
3. **ASSESSMENT CRITERIA**

3.1 All shopping streets within the Central Shopping Area have been surveyed to establish whether they are “Primary” or “Secondary”.

3.2 Frontages will be considered “Primary” if they:

- Are located within the Central Shopping Area; and
- Contain over 50% A1 uses; and
- Contain a frontage length with over 50% A1 use;

3.3 In addition, consideration has been given to whether the frontages are located within:

- Historic shopping arcades, precincts or covered shopping centres; or
- Areas of high footfall (over 1000/hour); or
- Pedestrianised areas; or
- Areas of significant new investment to improve the vitality, viability and attractiveness of the frontage or group of frontages

3.4 All other frontages within the Central Shopping Area, which do not satisfy the above criteria, are considered “Secondary”. 
4. RESULTS

Central Shopping Area (CSA) Protected Frontages

LIST OF PROTECTED FRONTAGES

1. Station Terrace Western Frontage
2. 121/123 Queen Street – 127 to 139 Queen Street
3. 109 Queen Street – 119 Queen Street
4. Capitol Centre (Queen Street Frontage)
5. Capitol Centre – Northern Frontage
6. Capitol Centre – Southern Frontage
7. 9a capitol Centre – 17 to 21 Churchill Way
8. 89 Queen Street – 107 Queen Street
9. 78 Queen Street – 94 to 96 Queen Street
10. 29 Queen Street – 87 Queen Street
11. Cathedral Walk Eastern Frontage
12. Cathedral Walk Western Frontage
13. 46 Queen Street – 72 to 78 Queen Street
14. St. David’s Way Eastern Frontage (north)
15. Dominions Arcade Eastern Frontage
16. Queens Arcade Eastern Frontage
17. Queens Arcade Western Frontage
18. 2 Queen Street – 44 Queen Street
19. 3a Queen Street – 19 to 25 Queen Street
20. St John Street (East)
21. Queens Arcade Northern Frontage
22. Queens Arcade Southern Frontage
23. St. David’s Way Western Frontage (north)
24. St. David’s Way Western Frontage (south)
25. Entrance to Queens Arcade – 911 The Hayes
26. Town Wall Western Frontage
27. Town Wall Eastern Frontage
28. St. David’s Way Eastern Frontage (south)
29. Hill’s Street Northern Frontage
30. SD2: Barrack Lane
31. SD2: Hill’s Street Southern Frontage
32. SD2: North East Frontage
33. SD2: North West Frontage
34. SD2: The Hayes East Frontage
35. SD2: Hayes Arcade Northern Frontage
36. SD2: Hayes Arcade Southern Frontage
37. SD2: Grand Arcade South West Frontage
38. SD2: Grand Arcade South East Frontage
39. SD2: Hayes to Millenium Street Frontage
40. SD2: John Lewis Tredgar Road Frontage
41. SD2: John Lewis Hayes Bridge Rd, Frontage
42. Wyndham Arcade Southern Frontage
43. Wyndham Arcade Northern Frontage
44. Royal Arcade Southern Frontage
45. Royal Arcade Northern Frontage
46. Morgan Arcade Southern Frontage
47. Morgan Arcade Northern Frontage
48. 2a The Hayes – 38 The Hayes
49. 20/21 St Mary Street – 51 St Mary Street
50. Wharton Street Southern Frontage
51. Wharton Street Northern Frontage
52. Trinity Street Western Frontage
53. 1 St Mary Street – 19 St Mary Street
54. Church Street Southern Frontage
55. High Street Arcade Southern Frontage
56. High Street Arcade Northern Frontage
57. Duke Street Arcade Western Frontage
58. Duke Street Arcade Eastern Frontage
59. St John Street (west)
60. 1 Duke Street – 14 St John Street
61. High Street Eastern Frontage
62. High Street Western frontage
63. Castle Arcade Eastern Frontage
64. Castle Arcade Western Frontage

Key:

1 Central Shopping Area Protected Frontage

3 Central Shopping Area (CSA)

Notes:

A: Frontage length calculations include doorways and recesses but exclude highways, lanes and entrances to arcades and covered shopping centres.

B: Only existing and viable premises will be counted as a “unit” within any frontage

C: Upper and lower floors to covered centres and arcades will also be protected where they satisfy the designation criteria.

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