

**Summary of Issues & Options responses to Question 29: Should the Council continue to encourage retail uses within primary frontages or should a more flexible approach be taken with a greater range of uses being allowed?**

- Support for a more flexible approach being considered
- Need to consider parking provision to match demand when issuing consents
- Car parking charges make market towns uncompetitive
- bus stops/ drop offs should be as close to the town centre as possible to attract visitors
- A broader mix of uses including cultural provision can help minimise vacancies and create activity at different times of the day and night
- Maintain active frontages, town centres are meeting places. Mixed use for social interaction, recreation and doing business
- Keep centres attractive to encourage visitors
- The priority for primary frontage property is that it is occupied by an active business, be it retail, service provider, financial organisation, charity shop or any other economically viable business
- The high street is changing rapidly due to internet shopping so the planning system needs a more flexible approach
- Secondary frontages and more peripheral areas needs addressing; these areas need to be moved out of retailing and perhaps to residential to retailing is focused on the primary frontage.
- The needs of the local community should be met to avoid being saturated by betting shops, charity shops and takeaways
- To encourage retailers back: remove parking restrictions, brighten up town centres, improve public facilities, extend opening times, improve public transport/access, remove alcohol restrictions to develop a relaxed café culture, provide grants/incentives to encourage retailers to return and lobby Government to address taxation