5.0 SHOPPING AND COMMERCIAL LEISURE

Objectives

- to sustain and enhance the vitality and viability of the City Centre, district centres and local centres, with particular focus on refurbishment and/or redevelopment of the Princesshay area and refurbishment/redevelopment of the Guildhall Centre;

- to advise that a sequential approach and an assessment of risk to the local plan strategy will be applied to proposals for retail development on unallocated sites;

- to locate commercial leisure facilities in the City Centre.

5.1 Over the last decade changing shopping habits have affected the nature of retailing. As a consequence of rising affluence and the increased level of car ownership, shoppers have placed greater emphasis on convenience and accessibility. The response from retailers has been to develop stores in non-central locations. In Exeter this has resulted in the development of food superstores with Tesco at Rydon Lane, Sainsburys at Pinhoe, the relocation of Sainsburys from Exe Bridges to Alphington Road and the development of retail warehouses at Stone Lane, Marsh Barton; Alphington Road and Sowton.

5.2 Exeter's relative attractiveness as a major shopping centre will be increasingly challenged by competition from elsewhere, most notably Cribbs Causeway, outside Bristol; Drakes Circus redevelopment in Plymouth, and possible additional development in Taunton.

Strategic Guidance

5.3 Government policy on retailing (Planning Policy Guidance Note 1: General Policy and Principles, February 1997 and Planning Policy Guidance Note 6: Town Centres and Retail Development, June 1996) emphasises the need to sustain and enhance town centres (defined as city centres and suburban centres) as this ensures the availability of a wide range of shops, employment services and facilities to which people have access by a choice of means of transport.

5.4 A sequential approach should be adopted for new retail development and other key town centre uses. First preference should be for town centre sites, followed by edge-of-centre sites, district and local centres and, only then, out-of-centre sites in locations that are accessibly by a choice of means of transport. The onus will be on a developer to demonstrate that, in making any proposal for out-of-centre retailing, all potential town centre and edge-of-centre options have been assessed thoroughly. Retailers and developers will need to be more flexible about the format, design and scale of the development and the amount of car parking. Developments in existing centres should be of a scale appropriate to the size of the centre.

5.5 Regional Planning Guidance and the Structure Plan support the need to maintain and enhance the function of existing town centres and the need to ensure that new development is located where it will be accessible to those without private transport and will reduce the need to travel.

5.6 Maintaining the viability of the existing shopping centres is essential to maximise choice and convenience for all sections of the public. These centres will be the most appropriate locations for new shopping development. Their success and prosperity will, however, depend on a range of measures including modernisation and refurbishment, environmental enhancement, protection of retail frontages, mixed use development, promotion of specialist shopping, improved accessibility, adequate parking facilities, support for the evening and night time economy and support for cultural or arts events, activities and venues.

Retail Capacity

5.7 To inform the Local Plan First Review, the capacity for additional retail floorspace in the City up to 2011 has been assessed with the help of consultants, CBRE. The forecast, prepared in 2004, suggests that there will be capacity within the current plan period to 2011 for additional foodstore provision but no further capacity for retail warehouses. The forecast also indicates some capacity, post Princesshay, for additional City Centre comparison floorspace.

City Centre

5.8 The challenge from out-of-centre shopping has focused attention on the need to enhance the quality and character of every aspect of the City Centre. The strength of the City Centre lies in its ability to provide a complete range of activities, for shopping, work, culture, leisure and relaxation; it is also the focus of the public transport system and many people can walk to it. If the City Centre is not supported, the trend towards dispersal, car dependence and inequality of access will continue. Restraining dispersal must be matched by investment and positive action in the City Centre supported by a long-term commitment so that confidence (e.g. by retailers, financial institutions and property developers) can be created and maintained.

5.9 The forecast potential for net additional durable floorspace in the City Centre by 2011 indicates that the Princesshay scheme can be accommodated (see Key Proposal 2). On completion it should be fully supportable by available expenditure and would be unlikely to have a major adverse impact on either the City Centre as a whole or on other town centres within and outside the catchment area.

5.10 The Consultants point out that it is not certain that forecast trends will be realised and that, before any further retail allocations are made, it is essential to allow time for the Princesshay scheme to be absorbed into the City Centre and the inevitable transitional effects, such as short-term increases in empty properties, to die down.

5.11 No provision is made for additional foodstores in the City Centre because earlier forecasts, on which the Plan was prepared, suggested that there was very little capacity. This will be reviewed through the forthcoming Local Development Framework.

5.12 It is, therefore, proposed that the Princesshay scheme, which provides a gain of approximately 20,000 sq. metres net additional durable floorspace, is retained as the key priority; and that further retail floorspace is included in the Bus and Coach Station development (see Key Proposal 3), subject to the scale of retail provision being determined when the impact of Princesshay has been assessed. Enhancements to the Guildhall Centre through refurbishment/redevelopment will also be essential if it is to compete effectively with the new developments. Guidance is set out in a planning brief. Specialist retail units will form part of proposals for the Quay/Haven Banks area (see Key Proposal 6) and local centre retail units may form part of a mixed development scheme for the St Davids Station area (see Key Proposal 5).

5.13 Through the preparation of the forthcoming Local Development Framework the capacity and need for additional floorspace will be monitored taking into account changing economic conditions and the impact of Princesshay. Further proposals, in addition to the above, will be subject to the sequential approach (see 5.21 - 5.23).

Out of Centre Convenience Superstores

5.14 Out-of-centre superstores provide convenient access by car and the ability to buy all convenience needs under one roof. They also perform some of the functions of a local centre. However, with the provision of a Tesco store at Digby, a Sainsburys store at Pinhoe and the relocation of Sainsburys from Exe Bridges to Alphington Road, the City Council believes that major car-borne convenience needs in Exeter and the surrounding area have substantially been met for the foreseeable future.

5.15 The capacity for additional out-of-centre foodstores indicated by the 2004 CBRE retail study must be considered with regard to the potential impact on existing foodstores in district and local centres. While replacement of these by superstores elsewhere could amount to qualitative upgrading of facilities it could also act to the disadvantage of some local residents, particularly those who do not have access to a car.

5.16 Accordingly, should it be demonstrated that additional foodstore provision can be justified by a growth in available expenditure, they should be located in the existing centres, if suitable sites are available, because this will provide:

- greater convenience for shoppers able to buy a range of food and non-food goods on one trip as well as undertaking related activities;
- a reduction in journeys as a result of multi-purpose trips, and thus, less pollution, resource waste etc.;
- support for more marginal (specialist shops) and tourist facilities through joint trips and, consequently, ability to sustain the buildings which they occupy;
- a service for residents and workers and those on low income without access to a car.

5.17 Additional out-of-centre foodstore provisions will be considered through the forthcoming Local Development Framework.

Retail Warehouses

5.18 The sale of durable goods should also be primarily focused on the existing centres. This includes bulky goods if the existing centres can accommodate them, by virtue of the design and scale of the proposed buildings and/or the goods to be marketed. Traditionally, goods such as electrical appliances, carpets and furniture have been sold from department stores and other High Street shops. Whilst the display of such items may require large showrooms, their sale does not necessarily require an out-of-centre retail warehouse format with extensive areas of adjacent surface car parking. In the City Centre the proposal for Princesshay/Bedford Street will provide for increased expenditure on durable goods, including bulky goods.

5.19 The 2004 CBRE study suggests that there will be no capacity, in addition to that recently provided at Sowton, Exe Bridges and Digby, for further retail warehouse provision over the plan period. The City Council is, therefore, concerned that further out-of-centre provision will reduce retailer demand at Princesshay and depress the confidence of potential investors.

5.20 No further provision is made but the capacity and need for additional floorspace will be monitored. Proposals will be subject to the sequential approach (see 5.21 - 5.23).

Policy Guidance

5.21 A proposal for retail development on a site not allocated in the Local Plan First Review will only be permitted if it is clear that there is a need for the development and that it would not have an unacceptable adverse impact on the existing shopping centres. Subject to this evidence the proposal will be examined as to whether it is located in accordance with the sequential approach. This means that, even if it can be shown that an out-of-centre proposal would not harm the vitality and viability of the existing centres, including the prospect of securing public or private investment, it will not be permitted if there is potential for the development, or for the goods to be sold, in the existing centres.

5.22 The application of the sequential approach will take into account whether there is flexibility in the trading format of the proposed retail development. First preference will be the primary shopping area of the City Centre followed by the secondary shopping areas, edge of centre, district and local centres. Only then will out of centre locations be considered provided they are accessible by a choice of means of transport. The primary and secondary shopping areas of the City Centre and the district and local centres are identified on the Proposals Map. In view of the linear nature of the primary and secondary shopping areas, edge of centre is defined as a site which is no more than 300 metres from the primary shopping area and is functionally or physically linked with it such that significant linked trips would occur. This would take into account other material considerations such as barriers to pedestrian movement, topography and intervening development.

5.23 Need can be demonstrated by a growth in available expenditure but, in the case of foodstores, this could also take into account other factors such as where the proposal would remedy deficiencies in the pattern of provision for people without access to a car. It could also be demonstrated by the potential to reduce car journeys. Where applicable this would override the preference for a location in the existing centres. Extensions, whether for food or non-food, will be subject to the same overall policy approach.

S1: RETAIL DEVELOPMENT IS PROPOSED AT:

1. PRINCESSHAY (KEY PROPOSAL 2)

2. BUS AND COACH STATION (KEY PROPOSAL 3)

3. GUILDHALL SHOPPING CENTRE

4. QUAY/ CANAL BASIN AREA (KEY PROPOSAL 6)

THE PROVISION OF FURTHER RETAIL FLOORSPACE WILL ONLY BE PERMITTED IF THE PROPOSAL, EITHER BY ITSELF OR CUMULATIVELY, WILL NOT HARM THE VITALITY OR VIABILITY OF THE EXISTING SHOPPING CENTRES, INCLUDING THE PROSPECT OF SECURING PUBLIC OR PRIVATE INVESTMENT IN THESE CENTRES.

SUBJECT TO THE ABOVE, PROPOSALS MUST BE LOCATED IN ACCORDANCE WITH THE SEQUENTIAL APPROACH. FIRST PREFERENCE IS THE PRIMARY SHOPPING AREA OF THE CITY CENTRE; FOLLOWED BY THE SECONDARY SHOPPING AREAS, EDGE OF CENTRE SITES WHICH ARE FUNCTIONALLY OR PHYSICALLY LINKED TO THE PRIMARY SHOPPING AREA, AND THE DISTRICT AND LOCAL CENTRES; AND ONLY THEN OUT OF CENTRE SITES IN LOCATIONS THAT ARE ACCESSIBLE BY A CHOICE OF MEANS OF TRANSPORT.

5.24 Proposals for retail development within the existing centres must be in keeping with the scale and character of the centre or, should out-of-centre development be permitted, with the character and environment of the area. All proposals must be, or capable of being made, readily accessible by public transport, bicycle or on foot and by people with a disability.

5.25 Permission for retail warehousing will be subject to conditions to control the character of the development, the size of individual units and the range and/or type of goods sold. Otherwise there is potential for a retail warehouse to be occupied by smaller durable goods shops which will compete with those normally to be found in the City Centre and district centres.

S2: PERMISSION FOR RETAIL WAREHOUSES WILL BE SUBJECT TO CONDITIONS WHICH WILL PREVENT SUB-DIVISION AND WHICH WILL RESTRICT THE GOODS TO BE SOLD TO BULKY GOODS AND THE PROVISION OF GOODS AND SERVICES FOR THE CONSTRUCTION, REPAIR,

MAINTENANCE AND IMPROVEMENT OF THE HOME, GARDEN AND MOTOR VEHICLE.

Shopping Frontages

5.26 An important element in the strategy to maintain the vitality and viability of existing shopping centres is the part played by other business uses such as banks, building societies and estate agents and by restaurants. The Town and Country Planning Use Classes Order 1987 defines the Class A uses generally to be found in shopping areas as:

Class A1: Shops
Class A2: Financial and Professional Services
Class A3: Food and Drink

5.27 Technology is having a major impact on the financial sector. Many of the High Street banks are restructuring and moving functions away from the town centre. The branch network is being rationalised with a significant number of closures, but at the same time some banks are looking to reposition themselves in town centres as they move towards becoming retailers of financial services.

5.28 Public houses, restaurants, cafes and takeaways are important elements of a healthy shopping centre, contributing to the vitality of the area and supporting tourism and the evening economy. Many visitors will judge the quality of the centre on the availability and quality of food and drink establishments as part of the range of retail and non-retail facilities they are seeking.

5.29 A balance of shops and other uses which are suitable in shopping streets, is, therefore, desirable provided this can be achieved without creating damaging breaks in the shopping frontage, particularly by A2 uses. Such breaks destroy the atmosphere of the centre as an exciting and lively place to shop. They may be visually unattractive, can reduce pedestrian flows and fragment the retail integrity of the centre. The quality and facility of the City Centre would be enhanced if financial and professional services were mainly provided in the secondary shopping areas whilst retaining the shopping function of these areas.

5.30 Some facilities, such as NHS Walk-In Centres depend on a town centre location for their success and are designed with a shop frontage for inclusion in town centres. In assessing whether harm may be caused to the viability and vitality of a centre, they are treated as having characteristics similar to an A2 use.

5.31 Financial and professional services also provide a service to local communities and are important to the vitality and viability of district and local centres, provided that this is not at the expense of retention of local shops. Local shops form an essential part of community life, particularly for those who are less mobile, the elderly and disabled people, families with small children and those without access to a car. They also contribute to reducing the need to travel, thereby reducing CO_2 and other emissions. The protection of shop frontages is therefore just as relevant in the district centres and local centres as it is in the City Centre.

5.32 Proposals will be assessed to determine whether they are likely to cause harm to the vitality and viability of existing centres. The City Council believes that the circumstances in which harm may be caused are:

(a) the change of use of ground floor Class A uses (shops, financial and professional services and food and drink) to other uses outside Class A;

(b) the change of use of ground floor shops (Class A1) to food and drink (Class A3) if, following implementation of the proposal and existing permissions, less than 50% of the separate ground floor Class A premises within the same shopping frontage will be in Class A1 shopping use;

(c) the change of use of ground floor shops (Class A1) to financial and professional services (Class A2) if, following the implementation of the proposal and existing permissions:

- (i) less than 80% of the separate ground floor Class A premises within the same shopping frontage will be in Class A1 shopping use in the primary shopping area;

- (ii) less than 50% of the separate ground floor Class A1 premises within the same shopping frontage will be in Class A1 shopping use in the secondary shopping areas, district centres and local centres;

(d) the change of use of ground floor shops (Class A1) if, as a result, more than 3 single non-shop (Class A1) units will be located immediately adjacent to each other, creating a break in a continuous shopping frontage.

5.33 The presumption that harm will be caused in the circumstances outlined above will take into account the location, prominence and length of frontage of the premises, nature of the use proposed, including the level of pedestrian activity associated with it, and the number of ground floor vacancies in the area. An exception to the presumption of harm in these circumstances may apply where the proposal is for the temporary use of buildings which are pending redevelopment.

5.34 This guidance ensures a high proportion of shops in the primary shopping area of the City Centre, whilst allowing greater flexibility for food and drink than for financial and professional services. The guidance provides considerable flexibility to accommodate both uses in the secondary shopping areas, district centres and local centres.

5.35 The primary and secondary shopping frontages of the City Centre are identified in Appendix 2. The frontages will be subject to amendment on completion of major new retail developments, such as Princesshay, which will add to the extent of primary shopping frontage. The Guildhall Centre (excluding the stores with a main frontage onto High Street) and the Harlequins Centre are each treated as a single frontage. Similarly each district centre and local centre, as identified in Appendix 2, is treated as a single frontage. The areas identified in Appendix 2 may include non-retail frontages but the percentage guidance applies to Class A uses only.

5.36 Elsewhere in the City a widespread distribution of shops, whose primary purpose is to serve the local residential area, should be retained unless there are adequate alternative retail facilities in the same local area or the use is not viable.

S3: THE CHANGE OF USE OF GROUND FLOOR RETAIL (CLASS A) PREMISES WILL NOT BE PERMITTED IN THE PRIMARY AND SECONDARY SHOPPING AREAS OF THE CITY CENTRE AND IN THE DISTRICT AND LOCAL CENTRES IF IT WOULD HARM THE VITALITY AND VIABILITY OF THE CENTRE.

S4: IN AN EXISTING RESIDENTIAL AREA THE CHANGE OF USE OF GROUND FLOOR SHOPS (CLASS A1) WILL NOT BE PERMITTED IF IT WOULD HARM THE LEVEL OF RETAIL SERVICE TO THE LOCAL COMMUNITY.

Food and Drink

5.37 The provision of food and drink outlets is most appropriate in the City Centre, district centres and local centres; in employment, cultural, leisure and tourist areas; and within purpose built cultural, leisure, retail or mixed use developments, providing there is no detriment to residential amenity, traffic conditions or community safety. In these areas it may be appropriate to allow extended hours of operation in order to stimulate the evening economy. In sensitive areas, such as High Street, Cathedral Yard, Cathedral Close, Gandy Street, Castle Street and West Street, restaurants and cafes will only be approved if they do not include hot food takeaways.

5.38 Although the part played by food and drink in a shopping centre is recognised such uses can also create problems of noise, litter and anti-social behaviour, including general disturbance and public disorder particularly late at night. This can cause harm to the attractiveness of the centre. The advice of the Police will be taken into account when considering such proposals. Where applications are approved conditions will be attached relating to control of smell and hours of operation and, where appropriate, the installation of litter bins. A financial contribution will be sought towards the installation of CCTV equipment where the potential for anti-social behaviour, generated as a result of the development, would otherwise justify refusal.

S5: PROPOSALS FOR FOOD AND DRINK (CLASS A3), INCLUDING HOT FOOD TAKEAWAYS, WILL BE PERMITTED, SUBJECT TO POLICY S3 WITHIN:

(a) THE CITY CENTRE, DISTRICT CENTRES AND LOCAL CENTRES;

(b) OTHER COMMERCIAL AREAS WITH ACTIVE STREET FRONTAGE USES;

(c) AREAS OF CULTURAL OR LEISURE USE, PUBLIC AMENITIES AND TOURIST ATTRACTIONS;

(d) PURPOSE BUILT CULTURAL, LEISURE, RETAIL OR MIXED USE DEVELOPMENTS,

PROVIDED THAT:

(i) THE PROPOSAL WILL NOT HARM THE AMENITIES OF NEARBY RESIDENTS BY VIRTUE OF NOISE, SMELL, LITTER OR LATE NIGHT ACTIVITY;

(ii) IN HIGH STREET, CATHEDRAL YARD, CATHEDRAL CLOSE, GANDY STREET, CASTLE STREET AND WEST STREET, CHANGE OF USE TO FOOD AND DRINK (CLASS A3) WILL ONLY BE PERMITTED SUBJECT TO A CONDITION PREVENTING USE AS A HOT FOOD TAKEAWAY;

(iii) THE PROPOSAL WILL NOT CREATE OR INCREASE THE POTENTIAL FOR PUBLIC DISORDER AND CRIME OR REDUCE THE PERCEIVED ATTRACTIVENESS OF THE CENTRE;

(iv) A FINANCIAL CONTRIBUTION WILL BE SOUGHT THROUGH A PLANNING OBLIGATION TO MEASURES WHICH WOULD IMPROVE COMMUNITY SAFETY, WHERE THIS WOULD ENABLE THE DEVELOPMENT TO BE PERMITTED.

Commercial Leisure

5.39 Commercial leisure is a rapidly expanding sector of the economy. Nationally it is projected that over the next 10 years it will provide 1 in 4 of all new jobs. The core sector is characterised by the growth of the multiplex cinema, the rapidly expanding health and fitness sector, the downturn in bingo except where combined with food and gaming machines, the expansion of the restaurant market and the major shift by breweries to large fun and food based outlets. Shopping, tourist facilities, sports centres and aspects of education such as museums can all be regarded as commercial leisure but are considered separately.

5.40 The growth of the commercial leisure sector has occurred in response to major changes in the way we live and work - the growth of part time and evening work, working at home, teleworking and, ‘drop in’ business centres; introduction of flexi-time which has stimulated leisure activity in the early morning and mid-day; return to the city; greater disposable income created, despite increased disparities, particularly for single people and women at work; 24 hour supermarkets and banking; and increased cinema attendance stimulated, not damaged, by growth in videos. These trends have resulted in the dramatic growth of the evening and night time economy.

5.41 The City Council wishes to respond positively by supporting and promoting opportunities for commercial leisure in the City Centre at locations which are accessible by a choice of transport. A commercial leisure study has been carried out by consultants Deloitte and Touche to identify demand.

5.42 The catchment population within a 30 minute drive time of Exeter is approximately 215,000. The population is below average in the 15-44 core target market, and significantly less in the 16-29 age group, but above average in the over 55s. By contrast there is a relatively high number of young adults within the City because of the presence of Exeter and Plymouth Universities. Nationally the reduction in the 15-34 age group combined with an ageing population has led to commercial leisure operators seeking to target older age groups. The catchment population is characterised as relatively affluent and mobile, with above average proportions of professional/managerial and skilled non-manual. These are characteristics which are highly attractive to commercial leisure developers and operators.

Public House and Licensed Premises

5.43 Public houses have increasingly diversified into catering but other trends include the growth of themed pubs, brands which include soft-play areas for children, pubs which aim to be less intimidating for women and the development of 'super-pubs'. In proportion to its size Exeter does not have a high number of pubs but recent City Centre developments have tended to be orientated towards pubs for younger people. The commercial leisure consultants have advised that there is a need for a change in the existing supply towards higher quality, food led pubs for the older, 25 years and above, and family age groups preferably within a heritage/restaurant quarter. Proposals at the Quay partly focus on this area of demand (see 5.50 and 14.20-14.30).

Night Clubs

5.44 In view of the need to re-invest in technology and design to stay at the leading edge of the night club scene new developments tend to originate from the larger leisure organisations. Often they prefer an out-of-town location to the detriment of the City Centre. Within a town centre operators will seek a location reasonably close to other night time leisure activities including pub and restaurant quarters.

5.45 Exeter is relatively well provided with night clubs, in terms of numbers, through provision in the City Centre, at the Quay and at the University. None form part of national or regional operation or are sufficiently 'leading edge' to play a major role in the development of the evening economy. Some of the clubs are located at the Quay area close to residential areas. There have been problems of noise, environmental nuisance, crime and disorder and the lack of fast food and taxis forces a migration of people through other residential areas late at night. The Quay is more suited to other forms of leisure development such as higher quality food and drink and culture based attractions.

5.46 As befits Exeter's role as a regional centre, a higher standard new generation night club is required. To resolve current problems, and in accordance with Government guidance, it should be located in the City Centre, close to existing clubs and restaurants, well related to parking and public transport and where it will not affect residential property.

Cinemas

5.47 The revival of the cinema industry has been due to the introduction of the multiplex and the success of the 'block-buster' film. The commercial leisure study estimates that there is an existing demand for additional screens. Although the existing cinemas may be affected, additional cinema going may be attracted. A medium size multiplex seems justified provided it has a prominent location, with good accessibility by public transport and sufficient safe parking close to the site.

Other facilities

5.48 The commercial leisure consultants advise that demand appears insufficient to support additional free standing tenpin bowling, bingo or family entertainment centres although they may be viable in association with a multiplex. The catchment population does not justify major leisure facilities such as an ice rink.

Potential Locations

5.49 The Bus and Coach Station site, because of its size, prominence and proximity to the primary shopping area and existing parking, is considered to be the only site suitable for a major commercial leisure development. It is proposed that, in addition to an enhanced bus station, retail facilities and short stay public car parking, the site will accommodate a multi screen cinema and night club, together with supporting pubs and restaurants (see Key Proposal 3).

5.50 This will be complemented by re-focusing the Quay away from late night entertainment to a heritage and restaurant quarter supported by a range of visitor attractions and leisure activities (see Key Proposal 6).

5.51 In the City Centre the change of use of buildings to restaurants and coffee houses will be particularly encouraged subject to the protection of retail frontages.

5.52 Any further proposals for commercial leisure development must be located in accordance with the sequential approach as set out in Policy S1.

Amusement Arcades

5.53 In considering proposals for amusement arcades the Council will take into account the likely impact on the neighbourhood and may impose conditions. They are generally of concern in conservation areas or in listed buildings. By their very nature, they rarely, if ever, preserve or enhance the character or appearance of such areas or buildings. They will not be appropriate in the primary shopping area of the City

Centre because of the need to maintain its vitality for shopping nor at key tourist locations where the character and image of the area must be protected. They will not be appropriate close to housing, schools, churches, hospitals or hotels because of the potential for noise and general disturbance.

S6: AMUSEMENT ARCADES WILL NOT BE PERMITTED:

(a) IN THE PRIMARY SHOPPING AREA OF THE CITY CENTRE;

(b) IN THE CATHEDRAL, CASTLE AND QUAYSIDE TOURIST AREAS;

(c) CLOSE TO HOUSING, SCHOOLS, CHURCHES, HOSPITALS OR HOTELS;

AND GENERALLY:

(i) WHERE THEY WOULD HARM VISUAL AMENITY OR CAUSE NOISE OR DISTURBANCE;

(ii) WHERE THEY WOULD HARM THE CHARACTER, APPEARANCE AND/OR SETTING OF CONSERVATION AREAS, LISTED BUILDINGS OR BUILDINGS OF LOCAL IMPORTANCE.