

## Appendix 14: Reasons for Selecting and Rejecting Retail Sites.

Site ref.	Site name	Site Area (Ha)	Site Capacity (Ha) net	Allocated ?	Key Considerations	The Balance of Factors and Overall Conclusions
<b>RETAIL AREAS</b>						
<b>Spalding</b>						
SHR001	Land to the west of Winfrey Avenue, Spalding	1.17	1.17	No	<p>The site performs well against the SA objectives, having 1 major positive effect for Employment, 4 positive effects, 5 positive/negative effects and 1 negative effect for Flood Risk. The following key considerations need to be taken into account:</p> <ul style="list-style-type: none"> <li>the site is edge of centre;</li> <li>the site is in Flood Zone 3a. The SFRA shows the site to be no hazard and depth;</li> <li>the Holland Market and Winfrey Avenue Retail Parks (the retail units either side of Winfrey Avenue except for Sainsbury's) forms a major part of Spalding town centre and employs a great number of people;</li> <li>the owners confirm an intention to invest further in the retail park to strengthen its role within the centre and to enhance the retail offer within the town;</li> <li>it is the only edge-of-centre site that was assessed by the Spalding Retail Paper (July 2016); the JSPC considered it suitable in retail terms, but did not consider it available within the plan period. However, Paragraph 3.2 states that discussions have taken place with the parties involved;</li> <li>the requirement to relocate the bus station and to secure agreement for development from multiple owners (Anglian Water, the Environment Agency and SHDC) means the site is unlikely to be available until later in the plan period. However, the owners consider with policy support, this site could be suitable and capable of delivering retail development within the plan period as part of a comprehensive scheme for the expansion of the town centre;</li> <li>SHR001 benefits from connectivity between the retail park and the town centre as a result of and the high level of linked trips generated.</li> </ul>	<p>Although the site performs well against the SA criteria, it has not been allocated because with no evidence to show that all the landowners have/intend to dispose of their land, and no evidence to show that provision has been made to re-locate the bus station and the water tower the site cannot be considered to be available. However, it is recognised that should ownership and infrastructure issues be resolved that the site could be an appropriate location for retail development in the medium-long term. Consequently, provision will be made in the policy to support retail provision in a town centre/edge of centre location after 2026.</p>
SHR002	Old Welland Hospital, Holbeach Road, Spalding	1.40	1.40	No	<p>The site performs well against the SA objectives, having 1 major positive effect for Socially Inclusive Communities, 6 positive effects, 4 positive/negative effects and 0 negative effects. The following key considerations need to be taken into account:</p> <ul style="list-style-type: none"> <li>the site is out of centre;</li> <li>the site is in Flood Zone 3a. The SFRA shows the site is in Flood Zone 3a, with a flood hazard of 'danger for most', and a flood depth of '&gt;1.5m';</li> <li>retail development would be out of character with the surrounding uses, and, it is considered would generate</li> </ul>	<p>Although the site performs well against the SA criteria, it has not been allocated because the SA recognises that retail development could generate noise and air pollution which could have an adverse impact upon residents' health and well-being, to be minimised through mitigation. These issues do not affect all the other potential retail sites to the same extent. Although the site is within Spalding settlement boundary, the site lies within a predominantly residential area, and it is considered that the development of comparison goods units would lead to an unacceptable impact upon the character of the area and the amenity of</p>

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					<p>adverse impacts upon the amenity of existing residents.</p> <ul style="list-style-type: none"> <li>The site is the closest to the town centre;</li> <li>retail sites can only be identified in locations that are suitable, available and deliverable. While a town centres first approach is considered to be preferable, if sequentially preferable sites are not suitable or available then alternative sites may be considered as long as an impact assessment can demonstrate that there will be no adverse impacts upon Spalding town centre.</li> </ul>	<p>existing residents. The Highways Authority states that 'a high quality junction would be required to the A151 so that access is both safe and to not interfere unacceptably with the free flow of traffic in and out of Spalding.' It appears that a suitable access could be secured, although it may not be as straightforward as for other sites. It is considered that there are more suitable sites available in sequentially preferable locations or established retail destinations that would enable shoppers to compare prices, features and quality of goods before buying, and which will also enable linked trips, thereby promoting a more sustainable form of shopping within the town, which this site does not. The NPPF requires development to be steered to areas with the lowest probability of flooding, and this site is the least sequentially preferable in terms of flood risk of the potential retail sites, so should not be taken forward.</p>
SHR003	Land to the west of Spalding Road, Spalding	3.65	3.65	No	<p>The site performs moderately against the SA objectives, having 4 positive effects, 6 positive/negative effects and 1 negative effect for: Air, Soil, and Water Resources. The following key considerations need to be taken into account:</p> <ul style="list-style-type: none"> <li>the site is out of centre;</li> <li>the site is in Flood Zone 3a. The SFRA shows the site to have a hazard of danger for some and depth of 0.25 to 0.50m;</li> <li>the site is opposite Wardentree Lane Employment Area and is expected to be to the north of a new 5 arm roundabout at the entrance to the Vernatt's Sustainable Urban Extension;</li> <li>the Highways Authority identifies that the location of the roundabout is fixed, but the detailed design of the roundabout has not been agreed, neither has the land take.</li> </ul>	<p>Although the site performs moderately against the SA criteria, it has not been allocated because it is considered that there are more suitable sites available in sequentially preferable locations or established retail destinations that would enable shoppers to compare prices, features and quality of goods before buying, and which will also enable linked trips, thereby promoting a more sustainable form of shopping within the town, which this site does not.</p>
SHR004	Land to the west of Cowbit Road, Spalding	2.90	2.90	No	<p>The site performs poorly against the SA objectives, having 1 major positive effect for Socially Inclusive Communities and 2 positive effects, but 4 positive/negative effects and 4 negative effects for: Health and Wellbeing; Education; Landscape/Townscape and Air, Soil, and Water Resources. The following key considerations need to be taken into account:</p> <ul style="list-style-type: none"> <li>the site is out of settlement;</li> <li>the site is in Flood Zone 3a. The SFRA shows the site to have low hazard and a depth of 0 to 0.50m;</li> <li>the site is approximately 3km from the town centre boundary;</li> <li>the site is approximately a 45 minute walk from the town centre.</li> <li>opportunities for linked trips with town centre services are</li> </ul>	<p>The site performs poorly against the SA and has not been allocated because the Sustainability Appraisal scores this site with four negative impacts relating to health and well being, accessibility, landscape character and soil, air and water quality. The site lies outside the Spalding settlement boundary, and is about 3km from Spalding town centre so is an out-of-settlement location. Although some of the infrastructure to open-up this site has been delivered, the planning permission for the site would need to be re-negotiated to accommodate retail use. Although this could provide an opportunity to enhance accessibility to Spalding by foot, bike and public transport, the owners have indicated that this would only be possible with residential development being provided in this location. This is not being promoted by the Local Plan, therefore the site is not considered suitable.</p>

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					<p>more limited from this location;</p> <ul style="list-style-type: none"> <li>the developers are keen to provide a mixed-use development at Lincs Gateway to meet the Local Plan's objectives, and the needs of Spalding over the Plan period;</li> <li>the planning permission is for a mix of uses, the justification for an out-of-centre development was for a prestige employment-led business park environment including complementary hotel, conference and function centre, petrol filling station etc.</li> </ul>	The owners state that there is insufficient land available within the site to accommodate retail development therefore the site cannot be considered available. This site lies within a prominent gateway location; JSPC consider that the provision of retail development would adversely impact upon the prestige business park development consented for this site, and may discourage businesses from locating there.
SHR005	Land to the north-east of Cowbit Road, Spalding	18.35	18.35	No	<p>The site performs poorly against the SA objectives, having 1 major positive effect for Socially Inclusive Communities and 2 positive effects, but 4 positive/negative effects and 4 negative effects for: Health and Wellbeing; Education; Landscape/Townscape and Air, Soil, and Water Resources. The following key considerations need to be taken into account:</p> <ul style="list-style-type: none"> <li>the site is out of settlement;</li> <li>the site is in Flood Zone 3a. The SFRA shows the site to have a hazard of danger for most and a depth of 0.5 to 1.0m.</li> <li>the site is approximately a 45 minute walk from the town centre.</li> <li>opportunities for linked trips with town centre services are more limited from this location;</li> <li>the site has planning permission for a mix of uses, the justification for an out-of-centre development was for a prestige employment-led business park environment including complementary hotel, conference and function centre, petrol filling station etc.</li> </ul>	The site performs poorly against the SA and has not been allocated because the Sustainability Appraisal scores this site with four negative impacts relating to health and well-being, education, landscape character and air, water and soil quality. SHR005 is an out of settlement site so is not considered to be in a sequentially preferable location in retail terms and the provision of 10,000sqm of retail development in this gateway location would undermine the consented employment scheme and may discourage prestige businesses from locating in the area. It would also contribute to a succession of town centre uses in an out of settlement location, rather than the creation of a well-conceived scheme.
SHR006	Land to the south of Holbeach Road, Spalding	5.06	5.06	No	<p>The site performs poorly against the SA objectives, having 1 major positive effect for Socially Inclusive Communities and 2 positive effects, but 4 positive/negative effects and 4 negative effects for: Health and Wellbeing; Education; Landscape/Townscape and Air, Soil, and Water Resources. The following key considerations need to be taken into account:</p> <ul style="list-style-type: none"> <li>the site is out of settlement;</li> <li>the site is in Flood Zone 3a. The SFRA shows the site to have a hazard of danger for some and a depth of 0.5 to 1.0m.</li> </ul>	The site performs poorly against the SA and has not been allocated because the Sustainability Appraisal scores this site with four negative impacts relating to health and well-being, education, landscape character and soil, air and water quality. The site is an out of settlement site so is not considered to be in a sequentially preferable location in retail terms. In addition the Highways Authority have identified that it is not possible to provide a safe access to this site for the use proposed. The capacity of the site would also significantly exceed the need identified for Spalding for this plan period. This would have an adverse impact upon the vitality and viability of Spalding town centre, and upon other town centres within South Holland.
SHR007	Land to the north of Holbeach Road, Spalding	17.30	17.30	No	<p>The site performs poorly against the SA objectives, having 1 major positive effect for Socially Inclusive Communities and 2 positive effects, but 4 positive/negative effects and 4 negative effects for: Health and Wellbeing; Education; Landscape/Townscape and Air, Soil, and Water Resources. The</p>	The site performs poorly against the SA and has not been allocated because the Sustainability Appraisal scores this site with four negative impacts relating to health and well-being, accessibility, landscape character and soil, air and water quality. The site is an out of settlement site so is not

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					<p>following key considerations need to be taken into account:</p> <ul style="list-style-type: none"> <li>the site is out of settlement;</li> <li>the site is in Flood Zone 3a. The SFRA shows the site to have a hazard of danger for all and a depth of 1.0 to 2.0m.</li> </ul>	<p>considered to be in a sequentially preferable location in retail terms. In addition the Highways Authority have identified that it is not possible to provide a safe access to this site for the use proposed. The capacity of the site would also significantly exceed the need identified for Spalding for this plan period. This would have an adverse impact upon the vitality and viability of Spalding town centre, and upon other town centres within South Holland.</p>
SHR008	Land to the north of the A16	67.39	67.39	No	<p>The site performs poorly against the SA objectives, having 2 positive effects, 4 positive/negative effects and 5 negative effects for: Health and Wellbeing; Education; Green Infrastructure and Biodiversity; Landscape/Townscape and Air, Soil, and Water Resources. The following key considerations need to be taken into account:</p> <ul style="list-style-type: none"> <li>the site is out of settlement;</li> <li>the site is in Flood Zone 3a. The SFRA shows the site to have a hazard of danger for all and a depth of 0.5 to 1.0m.</li> </ul>	<p>The site performs poorly against the SA and has not been allocated because the Sustainability Appraisal scores this site with five negative impacts relating to health and well-being, education, biodiversity, landscape character and soil, air and water quality. The site is an out of settlement site so is not considered to be in a sequentially preferable location in retail terms. Significant adverse impacts have been identified relating to landscape character and the natural environment. Although it is technically feasible to provide a highways access this is likely to be less straightforward than for other sites and the cost could adversely impact upon the deliverability of a scheme.</p>
SHR009	Land to the east of Winfrey Avenue, Spalding	1.75	1.75	No	<p>The site performs well against the SA objectives, having 2 major positive effects for Socially Inclusive Communities and Employment, 3 positive effects, 4 positive/negative effects and 2 negative effects for: Air, Soil, and Water Resources and Flood Risk. The following key considerations need to be taken into account:</p> <ul style="list-style-type: none"> <li>the site is edge of centre;</li> <li>the site is in Flood Zone 3a. The SFRA shows the site to have no hazard or depth;</li> <li>the bus station is located on Winfrey Avenue to the north and adjacent to the existing retail park and Spalding railway station is located a short distance to the west;</li> <li>involves the development of the Sir Halley Stewart Playing Field;</li> <li>additional retail development in this location would increase activity and footfall in the Winfrey Avenue and Swan Street areas which would strengthen the town centre;</li> </ul>	<p>Although the site performs well against the SA criteria, it has not been allocated because the site is an edge-of-centre site within 165m of the Primary Shopping Area, in a highly accessible location. The site is currently a playing field occupied by a football club; the development of this site would therefore lead to the loss of a playing field , and although the developers identify that it would be possible to relocate the facility, no evidence has been submitted to show how this would be undertaken or the timescale for the re-location. Although the site is physically able to accommodate the immediate need for comparison goods floorspace, it cannot be considered available as the Sir Halley Stewart Playing Field is not within the promoters ownership. No evidence has been provided by the trustees of the land to indicate willingness to dispose of the site for retail use. Given the current lack of availability and the presence of the playing field, the site cannot be considered able to provide comparison goods floorspace in the short-medium term. However, it is recognised that should ownership and infrastructure issues be resolved that the site could be an appropriate location for retail development in the medium-long term. Consequently, provision will be made in the policy to support retail provision in a town centre/edge of centre location after 2026.</p>
SHR010	Springfields Retail and Exhibition Centre	17.20	1.30	Yes	<p>The site performs moderately against the SA objectives, having 1 major positive effect for Socially Inclusive Communities, 4 positive effects, 5 positive/negative effects and 1 negative effect for: Air,</p>	<p>The site performs moderately against the SA criteria and has been allocated because the Sustainability Appraisal scores this site well with five positive impacts relating to</p>

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					<p>Soil, and Water Resources. The following key considerations need to be taken into account:</p> <ul style="list-style-type: none"> <li>the site is out of settlement;</li> <li>the site is in Flood Zone 3a. The SFRA shows the site to have a hazard of danger for all and a depth of 1.0 to 2.0m.</li> <li>is an existing outlet centre and tourist attraction;</li> <li>pedestrian, cycle and bus links serve the site;</li> </ul>	<p>accessibility, inclusive communities; education, landscape character, and employment opportunities and a further five positive/negative impacts could be delivered by securing appropriate mitigation to help meet future employees and residents' needs, such as protecting amenity. In addition it is an edge-of-settlement site, in a highly accessible location. It would involve no loss of infrastructure, is a brownfield site, and would be in keeping with the character of the townscape. It is physically able to accommodate the immediate need for comparison goods floorspace, and the owners confirm the availability of the site, with support from other interested parties such as the Horticultural Society submitted. The site is an established retail and visitor destination suitable and available to provide comparison goods floorspace in the short-medium term. A phased approach to delivery has been promoted which will deliver the short term need but will not adversely affect the ability of the town centre to expand in the long term. Measures to enhance links with the town centre are identified, and should be progressed through a masterplan should this site be allocated.</p>
SHR011	Land to the east of Marsh Road, Spalding	1.14	1.14	No	<p>The site performs poorly against the SA objectives, having 1 major positive effect for Socially Inclusive Communities and 3 positive effects, but 4 positive/negative effects and 3 negative effects for: Health and Wellbeing; Transport and Landscape/Townscape. The following key considerations need to be taken into account:</p> <ul style="list-style-type: none"> <li>the site is out of settlement;</li> <li>the site is in Flood Zone 3a. The SFRA shows the site to have a hazard of danger for all and a depth of 1.0 to 2.0m.</li> </ul>	<p>The site performs poorly against the SA and has not been allocated because the Sustainability Appraisal scores this site with three negative impacts relating to health and well-being, accessibility and landscape character. The site has a low profile and is in an out-of-settlement location in a predominantly rural setting, and is unlikely to be attractive to the retail market. The site is currently accessed from Stumps Lane which would not be suitable for vehicular access to a retail development. The site is not accessible by public transport and could be made accessible by foot and bike, although there is no footpath at present.</p>
SHR012	Broad Street Car Park, Spalding	0.20	0.20	No	<p>The site performs moderately against the SA objectives, having 1 major positive effect for Socially Inclusive Communities, 4 positive effects, 5 positive/negative effects and 1 negative effect for Flood Risk. The following key considerations need to be taken into account:</p> <ul style="list-style-type: none"> <li>the site is edge of centre;</li> <li>the site is in Flood Zone 3a. The SFRA shows the site to have no hazard or depth.</li> </ul>	<p>Although the site performs moderately against the SA criteria, it has not been allocated because the site is a small-scale, brownfield, edge of centre site. It is 0.20ha and may not be of an appropriate size to meet the specifications for retail development, particularly with appropriate servicing and turning space. Should the site become available in the long term, this edge of centre site would be in a sequentially preferable location (after town centre locations) to accommodate retail development.</p>
SHR013	Land to the north-west of Kings Road, Spalding	0.50	0.50	No	<p>The site performs moderately against the SA objectives, having 1 major positive effect for Socially Inclusive Communities, 5 positive effects, 4 positive/negative effects and 1 negative effects for Flood Risk. The following key considerations need to be taken into account:</p> <ul style="list-style-type: none"> <li>the site is edge of centre;</li> </ul>	<p>Although the site performs moderately against the SA criteria, it has not been allocated because the site is a small-scale, brownfield, edge of centre site. It is 0.50ha and may not be of an appropriate size to meet the specifications for retail development, particularly with appropriate servicing and turning space. Should the site become available in the</p>

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					<ul style="list-style-type: none"> <li>the site is in Flood Zone 3a. The SFRA shows the site to have no hazard or depth.</li> </ul>	<p>long term, this edge of centre site would be in a sequentially preferable location (after town centre locations) to accommodate retail development.</p>