

Dartford Town Centre Area Action Plan

Primary Shopping Frontage Surveys 1999-2007

Dartford Borough Council
Planning Policy Team
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Introduction

Primary Shopping Frontages in Dartford Town Centre

In preparing the Local Plan Review (Second Deposit Draft 2004, not adopted) the Council identified primary and secondary shopping frontages. The extent of the primary shopping frontage is set out in Appendix 1. Local Plan Review Policy TC4 'Primary Shopping Frontages in Dartford Town Centre' set out a minimum length of frontage that should be retained in A1 use.

Uses in the primary shopping frontage have been monitored since December 1999. The amount of A1 frontage and vacant frontage previously in A1 use from 1999 to 2007 is set out in Appendix 2. Whilst the frontage percentage in A1 use has declined from 71% to 59% the combined A1 and vacant frontage previously in A1 use has remained fairly constant ranging between 74% and 77%.

Since the Local Plan Review (2004) was undertaken new retail development has been completed at Prospect Place and redevelopment of land at Lowfield Street has been proposed. The opportunity has been taken to review the primary shopping frontage and the reassess the amount of the frontage that should be retained in A1 use.

The revised primary shopping frontage boundary is shown at Appendix 3. At April 2008 58.6% of the frontage was in A1 use and 18% vacant previously in A1 use, giving a combined percentage of 76.6%.

The survey results have been used to guide the minimum percentage of retail use to be sought in Policy 3 'Primary Shopping Frontage'.

Appendix 1: Local Plan Review (2004) Primary Shopping Frontage

The Local Plan Review Primary Shopping Frontage is sub-divided into 6 sectors:

Sector	Properties
High Street North	1-19 Hythe Street
	2-66 High Street
High Street South	4-12 Lowfield Street
	9-49 High Street
Spital Street North	1-33 Spital Street
	2-18 Hythe Street
Spital Street South	22- Unit 58 Priory Shopping Centre, Spital Street
	1-3 High Street
	1-13 Lowfield Street
	Units 22 & 32 Priory Shopping Centre, Lowfield Street
Orchards Shopping Centre	
Priory Shopping Centre	

Appendix 2: Primary Shopping Frontage Survey Results

Frontage Sector	Date	Frontage (m) Numbers			Frontage (m) Percentage		
		A1	Vacant Former A1 use	Total	A1	Vacant Former A1 use	Total A1
High Street North	12/1999	182	0	256	71	0	71
	11/2000	173	10	256	68	4	71
	11/2001	173	10	256	68	4	71
	10/2002	166	16	256	65	6	71
	10/2004	164	11	256	64	4	68
	11/2007	155	12	256	61	5	65
	High Street South	12/1999	144	0	172	84	0
11/2000		134	11	172	78	6	84
11/2001		126	19	172	73	11	84
10/2002		118	26	172	69	15	84
10/2004		109	10	172	63	6	69
11/2007		121	15	172	70	9	79
Spital Street North		12/1999	89	9	180	49	5
	11/2000	89	0	180	49	0	49
	11/2001	80	9	180	45	5	49
	10/2002	75	14	180	42	7	49
	10/2004	80	0	180	45	0	45
	11/2007	50	30	180	28	17	45
	Spital Street South	12/1999	64	22	177	36	12
11/2000		64	22	177	36	12	48
11/2001		73	18	177	41	10	51
10/2002		80	10	177	45	6	51
10/2004		66	21	177	37	12	49
11/2007		49	37	177	28	21	49
Priory Shopping Centre		12/1999	249	19	283	88	7
	11/2000	244	33	283	86	12	98
	11/2001	213	59	283	75	21	96
	10/2002	250	22	283	88	8	96
	10/2004	224	43	283	79	15	95
	11/2007	210	58	283	74	20	95
	Orchards Shopping Centre	12/1999	274	30	337	81	9
11/2000		273	31	337	81	9	90
11/2001		278	20	337	82	6	88
10/2002		284	27	337	84	8	92
10/2004		260	45	337	77	13	90
11/2007		275	29	337	82	9	90
Primary Shopping Frontage		12/1999	1001	79	1404	71	6
	11/2000	966	106	1404	69	8	76
	11/2001	956	126	1404	68	9	77
	10/2002	960	122	1404	68	9	77
	10/2004	902	144	1404	64	10	74
	11/2007	860	180	1404	61	13	74

Appendix 3: Area Action Plan Primary Shopping Frontage

The Area Action Plan Primary Shopping Frontage is sub-divided into 8 sectors as set out in the table below:

Sector	Properties
Prospect Place	All premises
The Orchards Shopping Centre	All premises within the shopping mall
The Priory Shopping Centre	All premises within the shopping mall
High Street	9-49 and 2-66
Hythe Street	1-19 and 2-54
Spital Street	1-33 and 2-26
Lowfield Street	3-33 and 4-64
Market Street	22-24