



Monmouthshire Replacement Local Development Plan

2018-2033

Report Of Consultation: Appendix 12
Deposit RLDP Representation Responses

Volume 14 – Retail & Commercial Centres

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Retail & Commercial Centres

Strategic Policy S14 – Town, Local and Neighbourhood Centres

Rep. No. / Name / Support, Objection or Comment	Representation Summary	Council Response	Council Recommendation
1061 / Bannau Brycheiniog National Park (BBNP) / Support	Welcome approach to sustain and enhance the centre of Abergavenny, which is a key gateway to the National Park.	Support welcomed.	No change required.
1209 / Aneurin Bevan University Health Board / Objection	Suggested wording to give focus to addressing the commercial determinants of health including healthy town centres and quality of leisure uses to avoid the overconcentration of specific uses such as betting shops and hot food take aways.	The importance of health and healthy living is reflected in policies throughout the Plan as a whole, including the RLDP Vision and Objectives. In accordance with Welsh Government guidance set out in Planning Policy Wales (2024), Strategic Policy S14 provides the overarching framework for new or enhanced retail, commercial and social developments which seeks to direct such development to identified centres in the hierarchy. The detailed development management policies set out in this chapter also support this approach, however, it is recognised additional detail may be required through supplementary planning guidance (SPG). It is considered that the wording included in Policy S14 in relation to vibrancy, vitality and attractiveness provides a policy hook to provide additional detail in SPG in relation to 'healthy' town centres. Appendix 11 sets out the schedule of supplementary planning guidance to be prepared following the adoption of the RLDP. While a hot food takeaways SPG is not listed in Appendix 11, it is noted that the list is not exhaustive, and consideration will be given to the need for this SPG. Regarding overconcentration of uses, criterion b) of Policy RC2 is considered to cover this issue in relation to Primary Shopping Frontages. Again, consideration will be given to whether additional detail may be required through SPG for areas outside of the Primary Shopping Frontages.	No change required.
1803 / Councillor Dr Louise Brown / Objection	The policies here need to be greatly strengthened as the town centres particularly Chepstow are being impacted by developments outside of the town centre and the town has a considerable number of empty premises. Out of town food conveniences places like Greggs at the	The need to sustain and enhance the County's towns and local centres as vibrant and attractive centres, serving the needs of their population and those of their surrounding hinterlands is a key objective of the RLDP and is reflected in the Plan's policy framework. In accordance with Welsh Government guidance set out in Planning Policy Wales (2024), Strategic Policy S14 provides the overarching framework for new or enhanced retail, commercial and social developments which seeks to direct such development to identified centres in the hierarchy, including	No change required.

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	garage and now proposed McDonalds means people not using the town centre.	Chepstow. Chepstow is identified as a Town Centre at the top of the hierarchy and consequently has a designated Central Shopping and Commercial Area (CSCA) (Policy RC1) to encourage a diversity of uses within the CSCA and Primary Shopping Frontages (Policy RC2) which gives priority to retail (A1 uses) and seeks to protect the predominant shopping role/character on the centres. Reflecting national planning policy, the RLDP requires a Town Centre first approach in relation to proposals for new retail and commercial development. Policy RC4 relates to new retail proposals outside of identified Town and Local Centres, any out of town new retail or commercial proposals will be considered against this policy, which sets out a criteria-based approach to the consideration of such proposals. The preferred location for new retail or commercial proposals is within the CSCAs and Local Centres in order to maintain and enhance their vitality, viability and reinforce their attractiveness.	
2489 / Councillor Lisa Dymock / Objection	Policies fail to address the ongoing decline of Caldicot Town Centre noting empty shopfronts, underused spaces and poor visual appeal have made the town less attractive to both residents and visitors. State Caldicot Town Centre is in a state of decline and that while the retail policies aim to promote vibrant commercial centres they failed to recognise challenges faced by Caldicot. State without targeted regeneration initiatives and stricter limits on competing out-of-town developments it will deteriorate further.	In accordance with Welsh Government guidance set out in Planning Policy Wales (2024), Strategic Policy S14 provides the overarching framework for new or enhanced retail, commercial and social developments which seeks to direct such development to identified centres in the hierarchy, including Caldicot. Background evidence contained in the Monmouthshire Town Centre/Retail Study 2024 found that the County's centres are performing well but do face competition from nearby centres in the subregion including, Cardiff, Newport, Cwmbran, Bristol and Hereford. Further details on the performance of the County's town centres, including the vacancy rates, are set out in the Retail Study and also the latest Retail Background Paper, both of which are available on the Council's website. The need to sustain and enhance the County's towns and local centres as vibrant and attractive centres, serving the needs of their population and those of their surrounding hinterlands is a key objective of the RLDP and is reflected in the Plan's policy framework. Caldicot is identified as a Town Centre at the top of the hierarchy, although it is recognised that it provides a more limited offer than other Town Centres within the County. The Council is, however, implementing an ambitious town centre regeneration project which will improve its attractiveness to businesses and the community in future. Caldicot has a designated Central Shopping and Commercial Area (CSCA) (Policy RC1) which has been extended in the RLDP to include the Asda store. Policy RC2 also includes designated Primary Shopping Frontages (PSF) in Caldicot however, the PSFs have been reduced where	No change required.

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		appropriate to ensure the focus is on the retention of retail uses, as it is recognised there is a need to strike a balance between A1 retail uses and complementary non-A1 commercial uses in centres through provision of an optimal mix to ensure vitality, attractiveness and viability of centres. This allows appropriate non-retail uses outside of the PSFs in the designated CSCAs. Regarding out-of-town developments, in accordance with national planning policy, the RLDP requires a town centre first approach to new retail and commercial development, any proposals for out of centre/town developments will be considered against Policy RC4 - New Retail Proposals Outside of Identified Town and Local Centres, which sets out a criteria-based approach to the consideration of such proposals. The preferred location for new retail or commercial proposals is within the CSCAs and Local Centres in order to maintain and enhance their vitality, viability and reinforce their attractiveness.	
3118 / Councillor Meirion Howells / Support	I support the need to sustain and enhance the County's towns and local centres as vibrant and attractive centres, serving the needs of their population and those of their surrounding hinterlands as a key objective of the RLDP.	Support welcomed.	No change required.
1056 / Abergavenny Town Council / Support	Note they await the results from the Placemaking Plan consultation currently underway for Abergavenny.	Support welcomed. It is noted the Placemaking Plan for Abergavenny process is on-going. Strategic Policy S14 and supporting policies set out within the RLDP provide a positive planning policy framework for retail and commercial centres across the County, including Abergavenny.	No change required.
1367 / Abergavenny and District Civic Society / Support	No comments provided.	Support welcomed.	No change required.
2548 / Shirenewton Community	Within the context of housing allocation HA18, Shirenewton has no doctors' surgeries, pharmacies, shops or cash	This comment does not have direct relevance to Strategic Policy S14. These comments have been addressed in response to representations received in relation to Policy HA18.	No change required.

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Council / Objection	machine within the village nor within 20 minutes walking time.		
1123 / MCC Cleansing and Waste Team / Comment	Further guidance/SPG required in relation to not siting fast food takeaway outlets within proximity to schools/educational establishments as well as effective management of litter.	Appendix 11 of the RLDP sets out the schedule of supplementary planning guidance to be prepared following the adoption of the RLDP. While a hot food takeaways SPG is not listed in Appendix 11, it is noted that the list is not exhaustive, and consideration will be given to the requirement for this SPG.	No change required.
3562 / Gateway to Wales Action Group / Support	Support.	Support welcomed.	No change required.
1663 / Richborough / Support	Support the identification of a retail hierarchy and recognition of Raglan as a local centre together with Caldicot and Monmouth Town Centres at the top of the hierarchy. Note new housing led allocations will help support the ongoing function and role of such centres.	Support welcomed.	No change required.
1410 / Mr Kevin Hall / Objection	We have no retail all the retails space is owned by outsider and the rents just keep going up forcing business out after the initial one year period.	Business rates and private rents are beyond the scope of the RLDP process. In accordance with Welsh Government guidance set out in Planning Policy Wales (2024), In accordance with Welsh Government guidance set out in Planning Policy Wales (2024), Strategic Policy S14 provides the overarching framework for new or enhanced retail, commercial and social developments which seeks to direct such development to identified centres in the hierarchy, including Caldicot. Background evidence contained in the Monmouthshire Town Centre/Retail Study 2024 found that the County's centres are performing well but do face competition from nearby centres in the subregion including, Cardiff, Newport, Cwmbran, Bristol and Hereford. Further details on the performance of the County's town centres, including the vacancy rates, are set out in the Retail Study and also the latest Retail Background Paper, both of which are available on the Council's website. The need to sustain and enhance the County's towns and local centres as vibrant and attractive centres, serving the needs of their population and those of their	No change required.

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		surrounding hinterlands is a key objective of the RLDP and is reflected in the Plan's policy framework.	
2114 / Mr Martin Andrews / Support	Record number of empty shops with high business rates being a disincentive to use existing shops and should be reduced.	Support welcomed. Regarding the additional comments made, business rates are set by national government and are, therefore, beyond the scope of the RLDP process. The need to sustain and enhance the County's towns and local centres as vibrant and attractive centres, serving the needs of their population and those of their surrounding hinterlands is a key objective of the RLDP and is reflected in the Plan's policy framework. In accordance with Welsh Government guidance set out in Planning Policy Wales (2024), Strategic Policy S14 provides the overarching framework for new or enhanced retail, commercial and social developments which seeks to direct such development to identified centres in the hierarchy, including Chepstow, and supports the reuse of empty shops for appropriate uses with detailed policies relating to the Town Centres set out within Policies RC1 and RC2. Background evidence contained in the Monmouthshire Town Centre/Retail Study 2024 found that the County's centres are performing well but do face competition from nearby centres in the subregion including, Cardiff, Newport, Cwmbran, Bristol and Hereford. Further details on the performance of the County's town centres, including the vacancy rates, are set out in the Retail Study and also the latest Retail Background Paper, both of which are available on the Council's website.	No change required.
2684 / Dr Hopkins / Objection	More needs to be done to convince businesses to locate to Chepstow Highstreet to convince people to visit.	In accordance with Welsh Government guidance set out in Planning Policy Wales (2024), Strategic Policy S14 provides the overarching framework for new or enhanced retail, commercial and social developments which seeks to direct such development to identified centres in the hierarchy, including Chepstow. Background evidence contained in the Monmouthshire Town Centre/Retail Study 2024 found that the County's centres are performing well but do face competition from nearby centres in the subregion including, Cardiff, Newport, Cwmbran, Bristol and Hereford. Further details on the performance of the County's town centres, including the vacancy rates, are set out in the Retail Study and also the latest Retail Background Paper, both of which are available on the Council's website. The need to sustain and enhance the County's towns and local centres as vibrant and attractive centres, serving the needs of their population and those of their surrounding hinterlands is a key objective of the RLDP and is reflected in the Plan's policy framework. Chepstow is identified as a Town Centre at the top of the	No change required.

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		hierarchy and consequently has a designated Central Shopping and Commercial Area (CSCA) (Policy RC1) to encourage a diversity of uses within the CSCA and Primary Shopping Frontages (Policy RC2) which gives priority to retail (A1 uses) and seeks to protect the predominant shopping role/character on the centres. Monmouthshire County Council is working in partnership with Chepstow Town Council to produce a Transforming Chepstow Masterplan which will guide the future regeneration of the Town and assist in enhancing the centre's vitality, viability and attractiveness..	
2775 / Mr Robert Kellaway / Objection	Chepstow shall never be a retail hub with high street stores closing. Claims that more retail means anti-social behaviour rises.	In accordance with Welsh Government guidance set out in Planning Policy Wales (2024), Strategic Policy S14 provides the overarching framework for new or enhanced retail, commercial and social developments which seeks to direct such development to identified centres in the hierarchy, including Chepstow. Background evidence contained in the Monmouthshire Town Centre/Retail Study 2024 found that the County's centres are performing well but do face competition from nearby centres in the subregion including, Cardiff, Newport, Cwmbran, Bristol and Hereford. Further details on the performance of the County's town centres, including the vacancy rates, are set out in the Retail Study and also the latest Retail Background Paper, both of which are available on the Council's website. The need to sustain and enhance the County's towns and local centres as vibrant and attractive centres, serving the needs of their population and those of their surrounding hinterlands is a key objective of the RLDP and is reflected in the Plan's policy framework. Chepstow is identified as a Town Centre at the top of the hierarchy and consequently has a designated Central Shopping and Commercial Area (CSCA) (Policy RC1) to encourage a diversity of uses within the CSCA and Primary Shopping Frontages (Policy RC2) which gives priority to retail (A1 uses) and seeks to protect the predominant shopping role/character on the centres. Monmouthshire County Council is working in partnership with Chepstow Town Council to produce a Transforming Chepstow Masterplan which will guide future regeneration of the Town and assist in enhancing the centre's vitality, viability and attractiveness.	No change required.
2885 / Mr Jeffrey Parfitt / Objection	How will Usk become enhanced? No banks, police station, 1 cash point, polluted river etc.	The need to sustain and enhance the County's towns and local centres as vibrant and attractive centres, serving the needs of their population and those of their surrounding hinterlands is a key objective of the RLDP and is reflected in the Plan's	No change required.

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		policy framework, including Usk. Usk is identified in Strategic Policy S14 as a Minor County Town Centre given its important role in the hierarchy serving a local shopping function and service provision for residents. As a consequence, Usk has a designated Central Shopping and Commercial Area with policy criteria set out in RC1 for any proposals within this location. Monmouthshire County Council is working with Usk Town Council to develop the Usk and Woodside Masterplan and is undertaking an Usk Town Improvement Project, which will assist in enhancing the town's vitality, viability and attractiveness.	
2981 / Mrs Nancy Webb / Support	Pedestrianisation of central streets in Abergavenny has worked extremely well to build a 'cafe culture' and bring in shoppers. Not car dominated as opposed to Chepstow. Would not want Abergavenny to revert back to car dominance.	Support welcomed. Town Centre Regeneration schemes will be supported by the retail policy framework within the RLDP where planning permission is required. Any proposals relating to highways, however, sit outside the scope of the process.	No change required.
2987 / Mr Mike Gleeson / Objection	I don't see any meaningful positive proposed changes to the retail environment that would generate improved commercial success. Chepstow compares badly to other similar towns in the county in terms of incentivising visits and shopping. Targeted free Car Parking as in other places should be considered.	In accordance with Welsh Government guidance set out in Planning Policy Wales (2024), Strategic Policy S14 provides the overarching framework for new or enhanced retail, commercial and social developments which seeks to direct such development to identified centres in the hierarchy, including Chepstow. Background evidence contained in the Monmouthshire Town Centre/Retail Study 2024 found that the County's centres are performing well but do face competition from nearby centres in the subregion including, Cardiff, Newport, Cwmbran, Bristol and Hereford. Further details on the performance of the County's town centres, including the vacancy rates, are set out in the Retail Study and also the latest Retail Background Paper, both of which are available on the Council's website. The need to sustain and enhance the County's towns and local centres as vibrant and attractive centres, serving the needs of their population and those of their surrounding hinterlands is a key objective of the RLDP and is reflected in the Plan's policy framework. Chepstow is identified as a Town Centre at the top of the hierarchy and consequently has a designated Central Shopping and Commercial Area (CSCA) (Policy RC1) to encourage a diversity of uses within the CSCA and Primary Shopping Frontages (Policy RC2) which gives priority to retail (A1 uses) and seeks to protect the predominant shopping role/character on the centres. Monmouthshire County Council is working in partnership with Chepstow Town	No change required.

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		Council to produce a Transforming Chepstow Masterplan which will guide future regeneration of the Town and assist in enhancing the centre's vitality, viability and attractiveness. Car parking charges sit outside of the scope of the RLDP process.	
3319 / Nr A Andrew Hubert von Stauffer / Objection	All effort must be directed to making Monmouth centre a desirable place to visit and shop.	The need to sustain and enhance the County's towns and local centres as vibrant and attractive centres, serving the needs of their population and those of their surrounding hinterlands is a key objective of the RLDP and is reflected in the Plan's policy framework, including Monmouth. In accordance with Welsh Government guidance set out in Planning Policy Wales (2024), Strategic Policy S14 provides the overarching framework for new or enhanced retail, commercial and social developments which seeks to direct such development to identified centres in the hierarchy. Monmouth is identified as a Town Centre at the top of the hierarchy and consequently has a designated Central Shopping and Commercial Area (Policy RC1) to encourage a diversity of uses within the CSCA and Primary Shopping Frontages (Policy RC2) which gives priority to retail (A1 uses) and seeks to protect the predominant shopping role/character on the centres. Monmouthshire County Council is working in partnership with Monmouth Town Council to produce a Monmouth Placemaking Plan and will align with other projects to bring improvements to enhance the vitality, viability and attractiveness of the Town Centre.	No change required.
3336 / Mrs Carolyn Chapman / Objection	Chepstow town itself is relatively small with limited parking. Notes a number of retail units are unoccupied and there is an abundance of coffee shops, barbers and hairdressers but not retail outlets for gifts, clothing, homeware so the majority of people travel to Bristol, Newport or Cardiff adding to congestion of roads. Refers to issues on Hardwick Hill area with regard to traffic.	In accordance with Welsh Government guidance set out in Planning Policy Wales (2024), Strategic Policy S14 provides the overarching framework for new or enhanced retail, commercial and social developments which seeks to direct such development to identified centres in the hierarchy, including Chepstow. Background evidence contained in the Monmouthshire Town Centre/Retail Study 2024 found that the County's centres are performing well but do face competition from nearby centres in the subregion including, Cardiff, Newport, Cwmbran, Bristol and Hereford. Further details on the performance of the County's town centres, including the vacancy rates, are set out in the Retail Study and also the latest Retail Background Paper, both of which are available on the Council's website. The need to sustain and enhance the County's towns and local centres as vibrant and attractive centres, serving the needs of their population and those of their surrounding hinterlands is a key objective of the RLDP and is reflected in the Plan's policy framework. Chepstow is identified as a Town Centre at the top of the	No change required.

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		hierarchy and consequently has a designated Central Shopping and Commercial Area (CSCA) (Policy RC1) to encourage a diversity of uses within the CSCA and Primary Shopping Frontages (Policy RC2) which gives priority to retail (A1 uses) and seeks to protect the predominant shopping role/character on the centres. Monmouthshire County Council is working in partnership with Chepstow Town Council to produce a Transforming Chepstow Masterplan which will guide future regeneration of the Town and assist in enhancing its vitality, viability and attractiveness. Regarding concerns in relation to Hardwick Hill and traffic, detailed comments on Policy HA3 – Land at Moun-ton Road, Chepstow are provided in the relevant section of the Report.	
3340 / Mrs Cheryl Cummings / Support	No comment provided	Support welcomed.	No change required.
3377 / Mrs Edmunds / Objection	What retail	The area(s) the comment relates to is not specified in the representation. In accordance with Welsh Government guidance set out in Planning Policy Wales (2024), Strategic Policy S14 provides the overarching framework for new or enhanced retail, commercial and social developments which seeks to direct such development to identified centres in the hierarchy. Background evidence contained in the Monmouthshire Town Centre/Retail Study 2024 found that the County's centres are performing well but do face competition from nearby centres in the subregion including, Cardiff, Newport, Cwmbran, Bristol and Hereford. Further details on the performance of the County's town centres, including the vacancy rates, are set out in the Retail Study and also the latest Retail Background Paper, both of which are available on the Council's website. The need to sustain and enhance the County's towns and local centres as vibrant and attractive centres, serving the needs of their population and those of their surrounding hinterlands is a key objective of the RLDP and is reflected in the Plan's policy framework.	No change required.
3390 / Mr Craig / Objection	It would be better for the environment to use existing brown belt sites, empty offices and industrial units across Monmouthshire	It is not clear from the comments made which specific policy this relates to therefore the Council is unable to respond to this representation in full. Policy S14 provides the overarching framework for new or enhanced retail, commercial and social developments which seeks to direct such development to	No change required.

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		identified centres in the hierarchy. The need to sustain and enhance the County's towns and local centres as vibrant and attractive centres, serving the needs of their population and those of their surrounding hinterlands is a key objective of the RLDP and is reflected in the Plan's policy framework. In accordance with national planning policy, the RLDP requires a Town Centre first approach in relation to proposals for new retail and commercial development.	
3409 / Mrs Isobel Hoare / Objection	Dislikes the widened pavements in Monmouth Town Centre. Lorrie's unable to unload stock to shops without creating traffic hazards.	Town Centre Regeneration schemes will be supported by the retail policy framework within the RLDP where planning permission is required. However, any proposals relating to highways, which includes pavements, sit outside the scope of the RLDP process. There is a specific policy in the Plan relating to rear access/service areas within Central Shopping and Commercial Areas (ST4) for new developments which aims to ensure there would be no conflict with walking, cycling and general traffic flows, or create highway dangers.	No change required.
3436 / Mr Christopher Banner / Support	Most people with shop in Bristol, Cribbs. etc.	Support welcomed. In accordance with Welsh Government guidance set out in Planning Policy Wales (2024), Strategic Policy S14 provides the overarching framework for new or enhanced retail, commercial and social developments which seeks to direct such development to identified centres in the hierarchy, including Chepstow. Background evidence contained in the Monmouthshire Town Centre/Retail Study 2024 found that the County's centres are performing well but do face competition from nearby centres in the subregion including, Cardiff, Newport, Cwmbran, Bristol and Hereford. Further details on the performance of the County's town centres, including the vacancy rates, are set out in the Retail Study and also the latest Retail Background Paper, both of which are available on the Council's website. The need to sustain and enhance the County's towns and local centres as vibrant and attractive centres, serving the needs of their population and those of their surrounding hinterlands is a key objective of the RLDP and is reflected in the Plan's policy framework.	No change required.
3444 / Mr Graham Parker / Objection	Monmouthshire has no white goods outlets or major shop centres this should be a priority as it generates jobs and lets the economy prosper.	In accordance with Welsh Government guidance set out in Planning Policy Wales (2024), Strategic Policy S14 provides the overarching framework for new or enhanced retail, commercial and social developments which seeks to direct such development to identified centres in the hierarchy. The need to sustain and enhance the County's towns and local centres as vibrant and attractive centres,	No change required.

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		serving the needs of their population and those of their surrounding hinterlands is a key objective of the RLDP. Stores that sell bulky goods, such as white goods, are not generally located within town centres given the floorspace requirements of such retail outlets. Reflecting national planning policy, the RLDP requires a Town Centre first approach in relation to proposals for new retail and commercial development. Proposals for bulky goods retailing uses will be considered against Policy RC4 relating to new retail proposals outside of identified Town and Local Centres, which sets out a criteria-based approach to the consideration of such proposals. The preferred location for new retail or commercial proposals is within the CSCAs and Local Centres in order to maintain and enhance their vitality, viability and reinforce their attractiveness.	
3496 / Mr John Valentine / Objection	What type of retail and commercial development is envisaged, and how will those businesses be attracted to Caldicot? An outline plan of possible ideas should be developed and published prior to commencement of the plan.	In accordance with Welsh Government guidance set out in Planning Policy Wales (2024), Strategic Policy S14 provides the overarching framework for new or enhanced retail, commercial and social developments which seeks to direct such development to identified centres in the hierarchy, including Caldicot. The need to sustain and enhance the County's towns and local centres as vibrant and attractive centres, serving the needs of their population and those of their surrounding hinterlands is a key objective of the RLDP and is reflected in the Plan's policy framework. Caldicot is identified as a Town Centre at the top of the hierarchy, although it is recognised that it provides a more limited offer than other Town Centres within the County. The Council is, however, implementing an ambitious town centre regeneration project which will improve its attractiveness to businesses and the community in future. Caldicot has a designated Central Shopping and Commercial Area (CSCA) (Policy RC1) which has been extended in the RLDP to include the Asda store. Policy RC2 also includes designated Primary Shopping Frontages (PSF) in Caldicot however, the PSFs have been reduced where appropriate to ensure the focus is on the retention of retail uses, as it is recognised there is a need to strike a balance between A1 retail uses and complementary non-A1 commercial uses in centres through provision of an optimal mix to ensure vitality, attractiveness and viability of centres. This allows appropriate non-retail uses outside of the PSFs in the designated CSCAs.	No change required.

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3522 / Mrs Mary Auton / Support	Retail and commercial centres should be taken into consideration from the earliest stages.	Support welcomed. The need to sustain and enhance the County's towns and local centres as vibrant and attractive centres, serving the needs of their population and those of their surrounding hinterlands is a key objective of the RLDP and is reflected in the Plan's policy framework. In accordance with Welsh Government guidance set out in Planning Policy Wales (2024), Strategic Policy S14 provides the overarching framework for new or enhanced retail, commercial and social developments which seeks to direct such development to identified centres in the hierarchy..	No change required.
3528 / Mr John Bennett / Objection	Refers to Caldicot town centre noting it is on its knees. There isn't anything to bring the residents into the town for their general shopping. Even the market on a Tuesday and Saturday has now only a couple of traders, this is for two reasons, one there just isn't enough footfall in the town, which goes back to my previous comments, and that the pitch fees are just far too expensive.	In accordance with Welsh Government guidance set out in Planning Policy Wales (2024), Strategic Policy S14 provides the overarching framework for new or enhanced retail, commercial and social developments which seeks to direct such development to identified centres in the hierarchy, including Caldicot. Background evidence contained in the Monmouthshire Town Centre/Retail Study 2024 found that the County's centres are performing well but do face competition from nearby centres in the subregion including, Cardiff, Newport, Cwmbran, Bristol and Hereford. Further details on the performance of the County's town centres, including the vacancy rates, are set out in the Retail Study and also the latest Retail Background Paper, both of which are available on the Council's website. The need to sustain and enhance the County's towns and local centres as vibrant and attractive centres, serving the needs of their population and those of their surrounding hinterlands is a key objective of the RLDP and is reflected in the Plan's policy framework. Caldicot is identified as a Town Centre at the top of the hierarchy, although it is recognised that it provides a more limited offer than other Town Centres within the County. The Council is, however, implementing an ambitious town centre regeneration project which will improve its attractiveness to businesses and the community in future. Caldicot has a designated Central Shopping and Commercial Area (CSCA) (Policy RC1) which has been extended in the RLDP to include the Asda store. Policy RC2 also includes designated Primary Shopping Frontages (PSF) in Caldicot however, the PSFs have been reduced where appropriate to ensure the focus is on the retention of retail uses, as it is recognised there is a need to strike a balance between A1 retail uses and complementary non-A1 commercial uses in centres through provision of an optimal mix to ensure vitality, attractiveness and viability of centres. This allows appropriate non-retail	No change required.

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		uses outside of the PSFs in the designated CSCAs. Business rates and pitch fees are beyond the scope of the RLDP process.	
3545 / Mrs Tracy / Objection	No thought for locals	It is not clear from the comments made which specific policy this relates to, therefore the Council is unable to respond to this representation.	No change required.
3575 / Professor Brian Duerden / Objection	Chepstow need major support for its retail activity which has been neglected for far too long. It is a shadow of its former self with a greater need to travel outside of town for suitable shops	In accordance with Welsh Government guidance set out in Planning Policy Wales (2024), Strategic Policy S14 provides the overarching framework for new or enhanced retail, commercial and social developments which seeks to direct such development to identified centres in the hierarchy, including Chepstow. Background evidence contained in the Monmouthshire Town Centre/Retail Study 2024 found that the County's centres are performing well but do face competition from nearby centres in the subregion including, Cardiff, Newport, Cwmbran, Bristol and Hereford. Further details on the performance of the County's town centres, including the vacancy rates, are set out in the Retail Study and also the latest Retail Background Paper, both of which are available on the Council's website. The need to sustain and enhance the County's towns and local centres as vibrant and attractive centres, serving the needs of their population and those of their surrounding hinterlands is a key objective of the RLDP and is reflected in the policy framework. Chepstow is identified as a Town Centre at the top of the hierarchy and consequently has a designated Central Shopping and Commercial Area (CSCA) (Policy RC1) to encourage a diversity of uses within the CSCA and Primary Shopping Frontages (Policy RC2) which gives priority to retail (A1 uses) and seeks to protect the predominant shopping role/character on the centres. Monmouthshire County Council is working in partnership with Chepstow Town Council to produce a Transforming Chepstow Masterplan which will guide future regeneration of the Town and assist in enhancing its vitality, viability and attractiveness.	No change required.
3603 / Mr Darren / Objection	These plans will not improve Chepstow retail.	In accordance with Welsh Government guidance set out in Planning Policy Wales (2024), Strategic Policy S14 provides the overarching framework for new or enhanced retail, commercial and social developments which seeks to direct such development to identified centres in the hierarchy, including Chepstow. Background evidence contained in the Monmouthshire Town Centre/Retail Study 2024 found that the County's centres are performing well but do face competition from nearby centres in the subregion including, Cardiff, Newport, Cwmbran, Bristol	No change required.

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		and Hereford. Further details on the performance of the County's town centres, including the vacancy rates, are set out in the Retail Study and also the latest Retail Background Paper, both of which are available on the Council's website. The need to sustain and enhance the County's towns and local centres as vibrant and attractive centres, serving the needs of their population and those of their surrounding hinterlands is a key objective of the RLDP and is reflected in the Plan's policy framework. Chepstow is identified as a Town Centre at the top of the hierarchy and consequently has a designated Central Shopping and Commercial Area (CSCA) (Policy RC1) to encourage a diversity of uses within the CSCA and Primary Shopping Frontages (Policy RC2) which gives priority to retail (A1 uses) and seeks to protect the predominant shopping role/character on the centres. Monmouthshire County Council is working in partnership with Chepstow Town Council to produce a Transforming Chepstow Masterplan which will guide future regeneration of the Town and assist in enhancing its vitality, viability and attractiveness.	
3702 / Keith Plow / Support	More local, convenient centres	Support welcomed. In accordance with Welsh Government guidance set out in Planning Policy Wales (2024), Strategic Policy S14 provides the overarching framework for new or enhanced retail, commercial and social developments which seeks to direct such development to identified centres in the hierarchy. and includes a hierarchy ranging from Town Centres to Neighbourhood centres. In addition to retail policies, Strategic Policy S15 provides support for new local shops as community facilities outside of the identified centres. Any such proposals must adhere with policies S15 and RC4.	No change required.
3748 / Ms Jill Bond / Support	As said before - please consider smaller satellite shops, where possible to reduce car use for a few items.	Support welcomed. In accordance with Welsh Government guidance set out in Planning Policy Wales (2024), Strategic Policy S14 provides the overarching framework for new or enhanced retail, commercial and social developments which seeks to direct such development to identified centres in the hierarchy. and includes a hierarchy ranging from Town Centres to Neighbourhood centres. In addition to retail policies, Strategic Policy S15 provides support for new local shops as community facilities outside of the identified centres. Any such proposals must adhere with policies S15 and RC4.	No change required.

Rep. No. / Name / Support, Objection or Comment	Representation Summary	Council Response	Council Recommendation
3808 / Ms M K Annandale / Objection	You've done nothing but ruin Monmouth last two years with continued works to centre's streets killing businesses, and failure to address the semi derelict properties which could be developed on Monnow Street and Church Street into flats when agents are screaming there's a desperate need for accommodation.	Town centre regeneration schemes will be supported by the retail policy framework within the RLDP where planning permission is required. However, any proposals relating to highways, which includes pavements, sit outside the scope of the RLDP process. The need to sustain and enhance the County's towns and local centres as vibrant and attractive centres, serving the needs of their population and those of their surrounding hinterlands is a key objective of the RLDP and is reflected in the Plan's policy framework. In accordance with Welsh Government guidance set out in Planning Policy Wales (2024), Strategic Policy S14 provides the overarching framework for new or enhanced retail, commercial and social developments which seeks to direct such development to identified centres in the hierarchy. Monmouth is identified as a Town Centre at the top of the hierarchy and consequently has a designated Central Shopping and Commercial Area (CSCA) (Policy RC1) to encourage a diversity of uses within the CSCA and Primary Shopping Frontages (Policy RC2) which gives priority to retail (A1 uses) and seeks to protect the predominant shopping role/character on the centres. Monmouthshire County Council is working in partnership with Monmouth Town Council to produce a Monmouth Placemaking Plan and will align with other projects to bring improvements to the Town Centre and will assist in enhancing its vitality, viability and attractiveness. The Council's Housing Team are working towards bringing empty homes across the County back into use, further information is available on the Council's website..	No change required.
3853 / Mrs Melanie Nicholas / Objection	Should never have allowed Greggs and subway to be built so close to high beech roundabout.	The need to sustain and enhance the County's towns and local centres as vibrant and attractive centres, serving the needs of their population and those of their surrounding hinterlands is a key objective of the RLDP and is reflected in the Plan's policy framework. In accordance with Welsh Government guidance set out in Planning Policy Wales (2024), Strategic Policy S14 provides the overarching framework for new or enhanced retail, commercial and social developments which seeks to direct such development to identified centres in the hierarchy, including Chepstow. Chepstow is identified as a Town Centre at the top of the hierarchy and consequently has a designated Central Shopping and Commercial Area (CSCA) (Policy RC1) to encourage a diversity of uses within the CSCA and Primary Shopping Frontages (Policy RC2) which gives priority to retail (A1 uses) and seeks to protect the predominant shopping role/character on the centres. Reflecting national planning policy, the RLDP requires a Town Centre first approach in relation to	No change required.

Rep. No. / Name / Support, Objection or Comment	Representation Summary	Council Response	Council Recommendation
		proposals for new retail and commercial development. Policy RC4 relates to new retail proposals outside of identified Town and Local Centres, any out of town new retail or commercial proposals will be considered against this policy, which sets out a criteria-based approach to the consideration of such proposals. The preferred location for new retail or commercial proposals is within the CSCAs and Local Centres in order to maintain and enhance their vitality, viability and reinforce their attractiveness.	
3867 / Mr /Mrs White / Objection	Encouragement for people to shop locally with free carparking. That will reduce carbon footprint etc if it stops people travelling to The Mall etc.	In accordance with Welsh Government guidance set out in Planning Policy Wales (2024), Strategic Policy S14 provides the overarching framework for new or enhanced retail, commercial and social developments which seeks to direct such development to identified centres in the hierarchy, including Chepstow. Background evidence contained in the Monmouthshire Town Centre/Retail Study 2024 found that the County's centres are performing well but do face competition from nearby centres in the subregion including, Cardiff, Newport, Cwmbran, Bristol and Hereford. Further details on the performance of the County's town centres, including the vacancy rates, are set out in the Retail Study and also the latest Retail Background Paper, both of which are available on the Council's website. The need to sustain and enhance the County's towns and local centres as vibrant and attractive centres, serving the needs of their population and those of their surrounding hinterlands is a key objective of the RLDP and is reflected in the Plan's policy framework. Comment regarding car parking charges is noted, however, this matter sits outside of the scope of the RLDP process.	No change required.
3873 / Mr V G Danks / Objection	As it applies to Severnside the claims in this section are at best misguided but closer to falsehoods.	It is not clear from the comments made which specific policy this relates to. The need to sustain and enhance the County's towns and local centres as vibrant and attractive centres, serving the needs of their population and those of their surrounding hinterlands is a key objective of the RLDP. In accordance with Welsh Government guidance set out in Planning Policy Wales (2024), Strategic Policy S14 provides the overarching framework for new or enhanced retail, commercial and social developments which seeks to direct such development to identified centres in the hierarchy.	No change required.

Rep. No. / Name / Support, Objection or Comment	Representation Summary	Council Response	Council Recommendation
3886 / Mrs Nerys Wilson / Comment	Refers to the Shirenewton area noting the focus should be on maintaining the village's rural and historic charm. Large-scale retail or commercial development should be avoided in Shirenewton. Policies should support small scale locally owned businesses.	In accordance with Welsh Government guidance set out in Planning Policy Wales (2024), Strategic Policy S14 provides the overarching framework for new or enhanced retail, commercial and social developments which seeks to direct such development to identified centres in the hierarchy. and includes a hierarchy ranging from Town Centres to Neighbourhood centres none of which are located within Shirenewton. In accordance with national planning policy, the RLDP requires a Town Centre first approach in relation to proposals for new retail and commercial development. Accordingly, large scale retail development in the Shirenewton area would be contrary to both RLDP policies and Welsh Government guidance. Strategic Policy S15 relates to Community and Recreation Facilities and provides support for new local shops as community facilities. Any such proposals must adhere with policies S15 and RC4 which relate to new retail proposals outside of identified Town, Local and Neighbourhood Centres.	No change required.
3924 / Mr Richard Dobbin / Objection	Little is written regarding these policies and nothing tangible, it does not explain what this tier 4 retail policy is. Could abolishing parking charges encourage retail?	In accordance with Welsh Government guidance set out in Planning Policy Wales (2024), Strategic Policy S14 provides the overarching framework for new or enhanced retail, commercial and social developments which seeks to direct such development to identified centres in the hierarchy. and identifies a hierarchy ranging from Town Centres to Neighbourhood Centres none of which are located within the Tier 4 Minor Rural Settlements (listed in Policy S2). The need to sustain and enhance the County's towns and local centres as vibrant and attractive centres, serving the needs of their population and those of their surrounding hinterlands is a key objective of the RLDP. Reflecting national planning policy, the RLDP requires a Town Centre first approach in relation to proposals for new retail and commercial development. Strategic Policy S15 relates to Community and Recreation Facilities and provides support for new local shops as community facilities. Any such proposals must adhere with policies S15 and RC4 which relates to new retail proposals outside of identified Town and Local Centres. Car parking charges sit outside of the scope of the RLDP process.	No change required.
3972 / Mrs Sue Young / Objection	You recognise that Caldicot town has a more limited offer (than Abergavenny, Monmouth and Chepstow) yet it has the largest proposed development. More details are needed on 'ambitious town	Comments noted. In accordance with Welsh Government guidance set out in Planning Policy Wales (2024), Strategic Policy S14 provides the overarching framework for new or enhanced retail, commercial and social developments which seeks to direct such development to identified centres in the hierarchy, including Caldicot. Background evidence contained in the Monmouthshire Town	No change required.

Rep. No. / Name / Support, Objection or Comment	Representation Summary	Council Response	Council Recommendation
	regeneration project' as very limited facilities currently available - hairdressers, cafes, takeaways and nails/beauty. More diversity is needed, there is no bank and very limited cashpoint facilities, we were months without a Post Office - hope this one is viable. Thousands have been spent on the road from the Castle to supposedly draw visitors to the town but there has been no improvement of facilities within the town	Centre/Retail Study 2024 found that the County's centres are performing well but do face competition from nearby centres in the subregion including, Cardiff, Newport, Cwmbran, Bristol and Hereford. Further details on the performance of the County's town centres, including the vacancy rates, are set out in the Retail Study and also the latest Retail Background Paper, both of which are available on the Council's website. The need to sustain and enhance the County's towns and local centres as vibrant and attractive centres, serving the needs of their population and those of their surrounding hinterlands is a key objective of the RLDP and is reflected in the Plan's policy framework. Caldicot is identified as a Town Centre at the top of the hierarchy although it is recognised that it provides a more limited offer than other Town Centres within the County. The Council is, however, implementing an ambitious town centre regeneration project which will improve its attractiveness to businesses and the community in future. Caldicot has an identified Central Shopping and Commercial Area (Policy RC1) which has been extended in the RLDP to include the Asda store. Further information on this project is available on the Council's website or by contacting the Regeneration team. Policy RC2 also includes designated Primary Shopping Frontages (PSF) in Caldicot however, the PSFs have been reduced where appropriate to ensure the focus is on the retention of retail uses, as it is recognised there is a need to strike a balance between A1 retail uses and complementary non-A1 commercial uses in centres through provision of an optimal mix to ensure vitality, attractiveness and viability of centres. This allows appropriate non-retail uses outside of the PSFs in the designated CSCAs. The proposed new development at Caldicot East/North of Portskewett (Policy HA2) is likely to attract more footfall to the Town Centre which will help support existing businesses and attract new facilities to the centre.	
3989 / Miss Tracey Meaker / Objection	Not enough space for retail	The area the comment relates to is not specified in the representation. In accordance with Welsh Government guidance set out in Planning Policy Wales (2024), Strategic Policy S14 provides the overarching framework for new or enhanced retail, commercial and social developments which seeks to direct such development to identified centres in the hierarchy. The need to sustain and enhance the County's towns and local centres as vibrant and attractive centres,	No change required.

Rep. No. / Name / Support, Objection or Comment	Representation Summary	Council Response	Council Recommendation
		serving the needs of their population and those of their surrounding hinterlands is a key objective of the RLDP and is reflected in the Plan's policy framework.	

Policy RC1 – Central Shopping and Commercial Areas

Rep. No. / Name / Support, Objection or Comment	Representation Summary	Council Response	Council Recommendation
1209 / Aneurin Bevan University Health Board / Objection	Suggest includes concept of 'Healthy Town Centres' to include monitoring of quality of leisure uses that are betting shops, amusement arcades and hot food takeaways and avoiding over concentration of specific uses. Consider the RLDP an opportunity to restrict new fast-food outlets particularly in areas of deprivation and near schools.	The importance of health and healthy living is reflected in policies throughout the Plan as a whole including the RLDP Vision. In accordance with Welsh Government guidance set out in Planning Policy Wales (2024), Strategic Policy S14 provides the overarching framework for new or enhanced retail, commercial and social developments which seeks to direct such development to identified centres in the hierarchy. Policy RC1 supports this approach but it is recognised additional detail may be required via SPG. Appendix 11 sets out the supplementary planning guidance schedule to be prepared following the adoption of the RLDP. While a hot food takeaways SPG is not listed in Appendix 11, it is noted that the list is not exhaustive, and consideration will be given to this SPG in future. Regarding overconcentration of uses criterion b) of Policy RC2 is considered to cover this issue in relation to Primary Shopping Frontages. Again, additional detail may be required via SPG for areas outside of the Primary Shopping Frontages.	No change required.
1803 / Councillor Dr Louise Brown / Objection	Strengthen the policy in d } to say as follows: d) The loss of car parking will not be permitted.	It is not considered appropriate to amend criterion d) in this respect. The loss of car parking for alternative uses will be resisted within Central Shopping and Commercial Areas, however there may be circumstances linked to town centre regeneration schemes where loss of car parking spaces is necessary. Any such proposals will be considered on a site by site basis and in accordance with Policy RC1. Criterion d) requires that sufficient parking must be available to serve the centre.	No change required.
2489 / Cllr Lisa Dymock / Objection	Fail to address the ongoing decline of Caldicot Town Centre	Comments noted. Policy RC1 relates specifically to the Central Shopping and Commercial Areas across the County. Caldicot is identified as a Town Centre at the top of the hierarchy in Strategic Policy S14, Caldicot has an identified Central Shopping and Commercial Area (Policy RC1) which has been extended in the RLDP to include the Asda store. It is recognised that the centre provides a more limited offer than other Town Centres within the County. The Council is, however, implementing an ambitious town centre regeneration project which will improve its vitality and attractiveness to businesses and the community in future.	No change required.

Rep. No. / Name / Support, Objection or Comment	Representation Summary	Council Response	Council Recommendation
		The proposed new development at Caldicot East/North of Portskewett (Policy HA2) is likely to attract more footfall to the Town Centre which will help support existing businesses and attract new facilities to the centre.	
3562 / Gateway to Wales Action Group / Support	Support.	Support welcomed.	No change required.
3893 / Mr Ollie Richardson / Objection	Development of Chepstow's town centre is required	The need to sustain and enhance the County's towns and local centres as vibrant and attractive centres, serving the needs of their population and those of their surrounding hinterlands is a key objective of the RLDP and is reflected in the Plan's policy framework Chepstow is identified as a Town Centre at the top of the hierarchy and consequently has a designated Central Shopping and Commercial Area (CSCA) (Policy RC1) to encourage a diversity of uses within the CSCA and Primary Shopping Frontages (Policy RC2) which gives priority to retail (A1 uses) and seeks to protect the predominant shopping role/character on the centres. Monmouthshire County Council is working in partnership with Chepstow Town Council to produce a Transforming Chepstow Masterplan which will guide future regeneration of the Town.	No change required.

Policy RC2 – Primary Shopping Frontages

Rep. No. / Name / Support, Objection or Comment	Representation Summary	Council Response	Council Recommendation
3562 / Gateway to Wales Action Group / Support	No comments provided.	Support welcomed.	No change required.

Policy RC3 – Local Centres and Neighbourhood Centres/Shops

Rep. No. / Name / Support, Objection or Comment	Representation Summary	Council Response	Council Recommendation
3562 / Gateway to Wales Action Group / Support	No comments provided.	Support welcomed.	No change required.
1663 / Richborough / Support	Support RC3 as it rightly seeks to maintain and strengthen the role and function of local centres and neighbourhood centres/shops by focusing retail and complimentary commercial uses of an appropriate scale and nature within them.	Support welcomed.	No change required.
3886 / Mrs Nerys Wilson / Comment	While a small community retail business might be beneficial to Shirenewton it must be scaled appropriate to avoid overwhelming the area.	Shirenewton does not have any identified Local Centres or Neighbourhood Centres/Shops (RC3). In accordance with national planning policy, the RLDP requires a Town Centre first approach in relation to proposals for new retail and commercial development. Accordingly, large scale retail development in the Shirenewton area would be contrary to both RLDP policies and Welsh Government guidance. Strategic Policy S15 relates to Community and Recreation Facilities and provides support for new local shops as community facilities. Any such proposals must adhere with policies S15 and RC4 which relate to new retail proposals outside of identified Town and Local Centres.	No change required.

Policy RC4 – New Retail Proposals Outside of Identified Town and Local Centres

Rep. No. / Name / Support, Objection or Comment	Representation Summary	Council Response	Council Recommendation
1803 / Councillor Dr Louise Brown / Objection	RC4-Change g) to 250sqm and strengthen the policy in order to protect the town centre from out-of-town developments which can totally ruin town centres.	In accordance with national planning policy, the RLDP requires a Town Centre first approach in relation to proposals for new retail and commercial development. Policy RC4 sets out the thresholds in relation to the need for Retail Impact Assessments for development proposals for retail and commercial uses outside of the centres. These thresholds are based on background evidence contained in the Monmouthshire Town Centre/Retail Study 2024, which has been undertaken by specialist retail consultants. It is not considered appropriate to amend this threshold as requested.	No change required.
3562 / Gateway to Wales Action Group / Support	No comments provided.	Support welcomed.	No change required.
1663 / Richborough / Comment	Note it is important to recognise that there may be an element of small scale retail brought forward as part of the strategic site allocation (HA2). Suggest while such provision is likely to be of small scale, and in the form of a neighbourhood centre, it should not be unduly constrained by other policies in the Plan.	Any retail provision proposed as part of the strategic site allocations, including Land East of Caldicot/North of Portskewett, must be fully compliant with the requirements set out in Policy RC4 – New Retail Proposals Outside of Identified Town and Local Centres and other policies within the Plan such as Strategic Policies S14 – Town, Local and Neighbourhood Centres and S15 – Community and Recreation Facilities. The fourth bullet point under criterion a) of Policy HA2 states the uses and scale of the neighbourhood centre are to be agreed by MCC. While the Council would support appropriate retail uses on the site it would need to be appropriately scaled to ensure it did not impact on the vitality and viability of Caldicot Town Centre or other nearby centres identified in the hierarchy. In accordance with national planning policy, the RLDP requires a Town Centre first approach in relation to proposals for new retail and commercial development.	No change required.
1965 / Monmouthshire Housing Association (MHA) / Objection	It is queried whether any retail proposals proposed within HA1 would be required to comply with criteria (a) - (f) in Policy RC4, and whether a Retail Impact Assessment would be necessary for any retail uses on the site given that HA1 incorporates a 'Neighbourhood Centre' into the site. This suggests that an element of A1 use would	Any retail provision proposed as part of the strategic site allocations, including HA1 Land to the East of Abergavenny, must be fully compliant with the requirements set out in Policy RC4 relating to New Retail Proposals Outside of Identified Town and Local Centres and other policies within the plan such as Strategic Policies S14 Town, Local and Neighbourhood Centres and S15 Community and Recreation Facilities. The third bullet point under criterion a) of HA1 states the uses and scale of the neighbourhood centre are to be agreed by MCC. While the Council would support appropriate retail uses on the site it would need to be appropriately scaled to	No change required.

Rep. No. / Name / Support, Objection or Comment	Representation Summary	Council Response	Council Recommendation
	be justified and would not warrant specific and additional assessment and justification accordingly.	ensure it did not impact on the vitality and viability of Abergavenny Town Centre or other nearby centres identified in the hierarchy. In accordance with national planning policy, the RLDP requires a Town Centre first approach in relation to proposals for new retail and commercial development.	