

Future Generations Need You To Walk To The Shops

Think about it...

Local shops reduce car trips

Local shops are entirely suited to residential areas

Proposed uses compliment existing uses

What good is a community without a centre?

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Change your shopping patterns to benefit your children

We are proposing a full planning application to enable the development of a small Local Centre at the junction of Leopold Road and Melrose Road.

It is 5 no. small scale retail and service units at an appropriate scale to meet the day-to-day needs of a walk-in catchment population that is already resident within an 800m radius or 10-minute walk-time of the site.

It is a fact that the majority of existing residents use other centres or out-of-town food retail stores to meet their day-to-day retail or service needs. This scheme is designed to be attractive only to persons within walking distance of the site and the need exists as there is a physical gap in retail and service provision in this location.

The application proposals are designed to supplement and develop existing Local Centre functions already present in the area. This approach will ensure that no adverse impact results from the scheme upon the existing One Stop convenience store. We would argue that although the existing One Stop provides local shopping it is not sufficiently attractive in terms of the retail offer to significantly reduce car reliance locally.

The submitted scheme is designed to begin to positively change the way the residents of this part of Eaton move about their local area. If allowed this scheme will certainly change the travel patterns of local residents once they realize that day-to-day shopping is more convenient than supermarket shopping and has the further benefit of enabling social inclusion and interaction.

The scheme is not designed to draw car based trade from the surrounding road network. The scheme is designed to promote foot patronage and this will be achieved through the mix proposed, restricting the size of unit proposed to a minimum and by deliberately restricting parking provision.

For further information or for specific questions, please call Philip Atkinson on 07979 420938

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