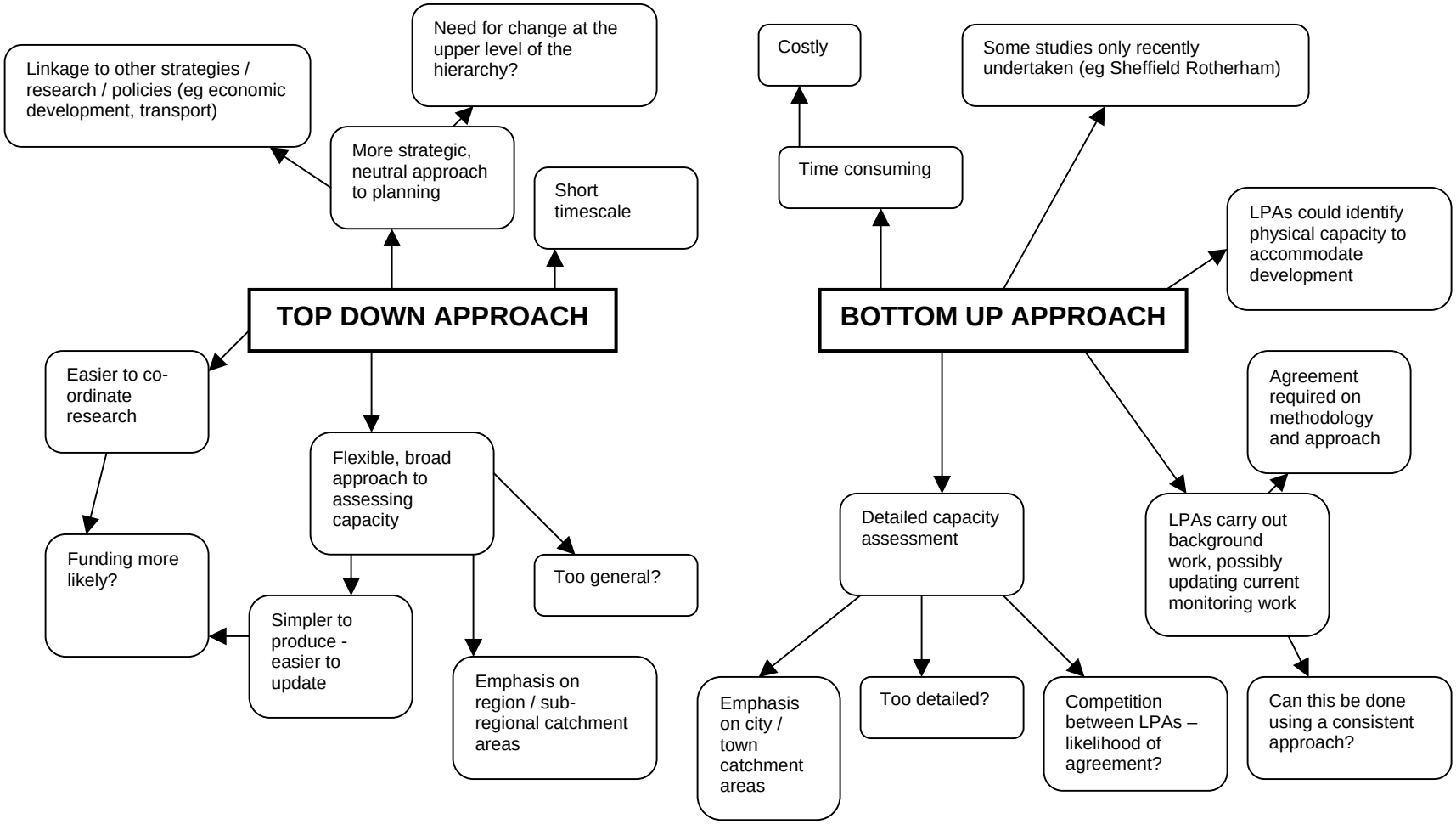PLANNING FOR RETAIL AND LEISURE DEVELOPMENT AT THE REGIONAL LEVEL