

CP15 – Retail Provision



Supporting Documents:

Sustainable Community Strategy - 2006
 Refreshed Local Area Agreement - 2007
 Retail Study - 2006
 Tourism Strategy - 2008
 Food Strategy - 2006
 Economic Strategy -2005
 LR2 Regeneration Strategy – 2007
 Draft South East Plan - 2006
 PPS6 – Planning for Town Centres 2005
 White Paper – ‘Planning for a Sustainable Future’ -2005

Introduction

3.119 Brighton & Hove has a wide variety of shopping centres. In addition to these defined centres, there are numerous small local shopping parades and individual ‘corner’ shops. It is important that Brighton & Hove’s shopping centres and local neighbourhood shopping facilities remain vibrant, attractive and accessible. Our larger centres have wider roles than just shopping destinations, functioning also as places to work, live, visit, spend leisure time and access transport services.

3.120 Brighton Regional Centre includes the city’s most significant retail offer. The combination of shopping opportunities in both the large stores in Churchill Square and the small independent units in The Lanes and North Laine give Brighton a unique character, which is integral to its attraction as a major tourist destination.

Preferred Option – CP15 Retail Provision

Brighton & Hove’s current hierarchy of shopping centres will be maintained and enhanced by encouraging a range of facilities and uses, consistent with the scale and function of the centre, to meet people’s day-to-day needs, whilst preserving the predominance of A1 use classes:

Centre Definition	Defined Centres	Linked Policies
Regional Centre	Brighton	DA1, SA2
Town Centre	Hove London Road	- DA4
District Centre	St James's Street Lewes Road Boundary Road/Station Road Brighton Marina	- DA3 DA7 DA2
Local Centre	Mill Lane, Portslade Portland Road, Hove 'The Grenadier', Hangleton Road Richardson Road, Hove Eldred Avenue, Withdean Old London Road, Patcham Ladies Mile Road, Patcham Seven Dials Fiveways Hollingbury Place, Hollingdean Beaconsfield Road, Preston Park St George's Road, Kempton Warren Way, Woodingdean Whitehawk Road, Whitehawk High Street, Rottingdean Lustrell's Vale, Saltdean Longridge Avenue, Saltdean.	SN1 and SN2 (all centres)

As the Regional Shopping Centre, Brighton has a key primary retail role and should be the focus of any future significant retail development, see Preferred Option SA2. Consistent with the 'Character Areas' defined in Preferred Option SA2, floorspace provision in Brighton Regional Centre should provide a mix of small and large unit retail floorspace to cater for both national retail occupiers and the demands of smaller independent/local traders.

Applications for new retail development within the boundaries of Brighton & Hove's defined shopping centres will be permitted subject to consideration of scale and mix of uses. Considerations of appropriateness of scale are set out in national planning policy statement, Planning for Town Centres (PPS6).

Applications for new edge and out of centre retail development will be required to address the tests set out in PPS6.

Supporting text

3.121 The council intends to take a positive approach to retail development within the city. The city has an established hierarchy of shopping centres and the council is committed to ensuring that these existing shopping centres remain the focus for new retail development, which is appropriate to their role and function. A sustainable mix of A1 Retail and non-A1 uses will be supported in these shopping centres. A major priority is to safeguard and enhance Brighton Centre as a primary regional centre and this is addressed in DA1 Brighton Centre and Churchill Square area and SA2 Central Brighton. The Brighton & Hove Retail Study (2006) has reviewed the vitality and viability of each of the shopping centres. The Retail Study does not recommend that any new centres need

to be designated or that their status should change apart from Brighton Marina. However the Council's preferred approach for Brighton Marina is to retain its District Centre status and this is set out in DA2 Brighton Marina and Black Rock Development Area. The importance of a balanced network of local centres to allow local communities to access fresh, locally produced food and key services on foot or by public transport is addressed in the Sustainable Neighbourhoods section, SN1 and SN2.

3.122 The Retail Study identifies significant capacity for new food and non-food retail floorspace to the period 2016. Whilst it finds that there is a sustainable pattern of foodstores throughout Brighton & Hove, it identifies capacity for further convenience goods provision of £97.0m (9,696 sq m) by 2009, £109.9m (10,989 sq m) by 2011 and £142.6m (14,256 sq m) by 2016. Similarly, there is capacity for comparison goods provision of £114.9m (17,355 sq m) by 2009, £189.6m (27,250 sq m) by 2011 and £422.6m (53,675 sq m) by 2016.

3.123 There is no recommendation in the Retail Study to identify out of centre sites for food or non-food retail developments in Brighton & Hove within the timescale of the study, to 2016. The council is advised to be cautious towards proposals for new out of centre foodstore proposals. The study recommends that any proposal in an edge or out of centre location must demonstrate that it meets the requirements of Planning Policy Statement 6 – Planning for Town Centres (PPS6). As the Regional Shopping Centre, and in accordance with the draft South East Plan, Brighton has a key primary retail role and should be the focus of any future significant retail development. Other retail centres where retail capacity has been identified have been addressed in the relevant Development Area proposals.

3.124 PPS6 sets out the following tests for new edge and out of centre retail development:

- a) the need for the development;
- b) that the development is of an appropriate scale;
- c) that there are no more central sites for the development (the 'sequential approach');
- d) that there are no unacceptable impacts on existing centres; and
- e) that locations are accessible.

3.125 These tests apply equally, with the exception of the sequential approach (where it is only relevant for applications over 200 sq m): and to applications for the extension of existing development in edge and out of centre locations. It is not necessary to demonstrate need, the sequential approach or impact for retail proposals within defined shopping centre boundaries or for other main town centre uses within the town centre. Material considerations to be taken into account in assessing planning applications may include physical regeneration, employment generation, economic growth and social inclusion.

3.126 As a result of information published in the Barker Review of Land Use Planning (December 2006) and the White Paper – 'Planning for a Sustainable Future' (May 2007), the 'needs' test set out in PPS6 may change in the future.

3.127 The defined shopping centres will be regularly monitored to ensure that the hierarchy remains balanced, appropriate and representative. Regular monitoring will also determine whether it is appropriate to alter the boundaries of the centre, depending on changing retail characteristics and demand. Monitoring should include regular updates

of the Brighton & Hove Retail Study, and annual audits of the defined shopping centres in accordance with indicators set out in PPS6.

Implementation

3.128 More detailed wording to support and deliver the objectives of Preferred Option CP15 and the related Development Area proposals will be included in the Development Policies and Site Allocations DPD including policies on the appropriate mix of retail and non-retail uses. Until this document is prepared, relevant policies in the adopted Brighton & Hove Local Plan will be saved (policies SR4 – SR8). Site-specific retail allocations and any boundary changes to the retail centres will be explored through the Development Policies and Site Allocations DPD.