CP4 Retail Provision

Brighton & Hove's 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 Centres	Hove	
	London Road	DA4
District Centres	St James's Street	
	Lewes Road	DA3
	Boundary Road/Station Road	DA8
Local Centres	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, Kemptown Warren Way, Woodingdean Whitehawk Road, Whitehawk High Street, Rottingdean Lustrell's Vale, Saltdean Longridge Avenue, Saltdean	SA6 (all centres)

The performance of existing centres will be monitored by the Council and this might result in a centre being moved higher or lower in the hierarchy; an amendment to an existing centre boundary; or, in the larger centres, a change to the defined prime retail frontage within that boundary.

New centres may come forward; particularly local centres in currently underprovided for areas (see SA6 Sustainable Neighbourhoods). Any change to the boundary, role or status of a centre, or a proposed new centre, will be brought forward through Development Plan Documents and not the planning application process.

Brighton Regional Shopping Centre should be the focus for future significant retail development (see policy DA1 and SA2). Consistent with the 'Character Areas' defined in policy SA2, major retail developments in Brighton Regional Centre should provide for a mix of small and large

unit retail floorspace to cater for both national retail occupiers and the demands of smaller independent and local traders.

Applications for new retail development within the boundaries of Brighton & Hove's defined shopping centres will be permitted subject to the consideration of scale and mix of uses. Detailed policies regarding the appropriate mix of A1 and non A1 uses will be set out in the Part 2 of the City Plan.

Applications for all new edge and out of centre retail development will be required to address the tests set out in national policy[167]. Applications will be required to complete an impact assessment at a locally set threshold[168] of 1,000 sqm (net) floorspace or more.

Additional retail sites and proposed changes to retail centre boundaries will be allocated and/or amended in Part 2 of the City Plan.

Supporting text

4.41 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 (see also policies SA6 and CP5).

4.42 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. SA2 Central Brighton recognises the different but interconnecting shopping identities that make up the Regional Centre; Churchill Square/Western Road, Western Road (the secondary retail frontage that runs from Montpelier Road to the east and Holland Road to the west including Brunswick Town), Queens Road/West Street, Old Town including the Lanes/ Duke Street/ East Street; the North Laine and North Street.

4.43 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. Detailed policies regarding the appropriate mix of A1 and non A1 uses will be set out in Part 2 of the City Plan (Development Policies and Site Allocations DPD). A major priority is to safeguard and enhance Brighton Shopping Centre as a primary Regional Centre and this is

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[167] The National Planning Policy Framework March 2012
[168] The NPPF states that local authorities can set their own locally set floorspace threshold for the requirement of impact assessments

addressed in DA1 Brighton Centre, and Churchill Square and policy SA2 Central Brighton.

4.44 The Brighton & Hove Retail Study Update (2011)[169] has reviewed the vitality and viability of each of the shopping centres. The Study does not recommend that any new centres need to be designated but recommends that the District Centre designation for Brighton Marina should be removed. The Council's approach for Brighton Marina is to enhance the choice and performance of retail activity through the encouragement of mixed retail activity and improvements to the public realm, and to continue to address the development and future uses at this location using site specific policy DA2. A detailed policy regarding the appropriate type and mix of A1 and non A1 uses in the Marina will be set out in Part 2 of the City Plan.

4.45 The importance of a balanced network of local centres to facilitate access to food produce and key services on foot or by public transport is addressed in the policy SA6 Sustainable Neighbourhoods.

4.46 The Retail Study identifies capacity for new food and non-food retail floorspace to the period 2030[170]. In accordance with Government policy the council will prefer to direct retail applications to the town centre in the first instance and then edge of centre locations. Only if suitable sites are not available will out of centre sites be considered. Impact assessments will be required as a locally set threshold for proposals of 1,000 sq m net or more not within the town centre.

Table 5 Estimated Retail Need

Retail Study Update (2011)	2011	2016	2021	2026	2030
Comparison Floorspace (Sqm Net)	-4,476	25,259	36,283	47,689	58,313
Convenience Floorspace (Sqm Net)	-1,325	-2,281	-534	1,260	2,967

Retail Study Update 2011: Capacity identified 2011-2030 (Comparison floorspace based on improved market share from 60.9% to 70%)

4.47 Any proposal in an edge or out of centre location must demonstrate that it meets the full requirements of national planning policy. The Retail Study 2011 identifies that there is additional capacity for comparison goods floorspace and recommends that this capacity should be directed into the redevelopment of the Brighton Centre and Churchill Square (DA1). Applications for additional comparison retail will be determined on their demonstration to satisfy the tests of national planning policy and on their impact on the delivery of the Brighton Centre and Churchill Square redevelopment.

4.48 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

[169] Brighton & Hove Retail Study Update 2011
[170] Brighton & Hove Retail Study Update 2011, Table 4.1 and 4.2

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. On completion of the redevelopment of the Brighton Centre and Churchill Square the council will extend the designation of the prime retail frontage to include the retail elements of the scheme.

4.49 Table 1 on page 26 sets out how this policy will help to deliver against the principles and local targets under the One Planet approach, which is a strategic approach to enabling the city to live within environmental limits.