

SR5 Town and district shopping centres

With the aim of maintaining and enhancing the defined prime frontages of:

- the Town Centres of London Road and Hove; and
- District Centres of St James Street, Lewes Road, Brighton Marina and Boundary Road / Station Road;

the change of use of existing Class A1 use shops to Class A2, A3 (cafes and restaurants), will be permitted provided all of the following criteria are met:

- a. a clear predominance of Class A1 uses would be maintained;
- b. as a result of the proposal there would not be a significant break in the shopping frontage of more than 15 metres;
- c. it would have a positive effect on the shopping environment of the area by encouraging combined trips and attracting pedestrian activity to the centre; and
- d. the development would not be materially detrimental to the amenities of occupiers of nearby properties or the general character of the area.

In addition to Class A2 and A3 uses, some Class D1 community uses (e.g. doctors, dentists) may be permitted provided that a window display is maintained and it can be demonstrated that the proposed use would draw pedestrian activity into the Centre.

Within any part of these Centres a change of use at ground floor level to residential in a shopping frontage will not be permitted.

Outside the prime frontage in the town and district centres, the loss of retail use will be permitted provided that a healthy balance and mix of uses (including Class A1 retail) is retained and concentrations of uses other than Class A1 are avoided. The proposed use should still attract pedestrian activity to the centre and should not have a significantly harmful impact on the amenity of the area.

- 6.25 Town and District centres commonly serve community needs for both comparison and convenience goods shopping, together with a range of non-retail services such as banks, building societies, cafes and restaurants. The centres are capable of fulfilling an important function as a focus for both the community and for public transport. They have suffered however, over the past decade from economic downturns and increased competition from out of centre retailing. A more flexible approach is needed therefore to ensure that their vitality and viability is maintained and enhanced. There should still be a predominance of at least 50% of retail (Class A1) units retained.

- 6.26 The proposed uses should draw pedestrian activity into the centres. Residential uses will not therefore be permitted as such uses would not fulfil criteria (c) of this Policy. Other community uses falling within Class D1 (e.g. doctors, dentists) which would draw pedestrian activity and would generate combined visits to the centres could be favourably considered provided that a window display is maintained. Outside the prime frontages, the council wishes to retain a healthy level of activity in the daytime and evening by ensuring that a good mix of Class A1(retail), A2 (banks /building societies), A3 (cafes / restaurants) and other uses prevail whilst avoiding domination by any one particular class of activity.

