

SR2 New retail development beyond the edge of existing established shopping centres

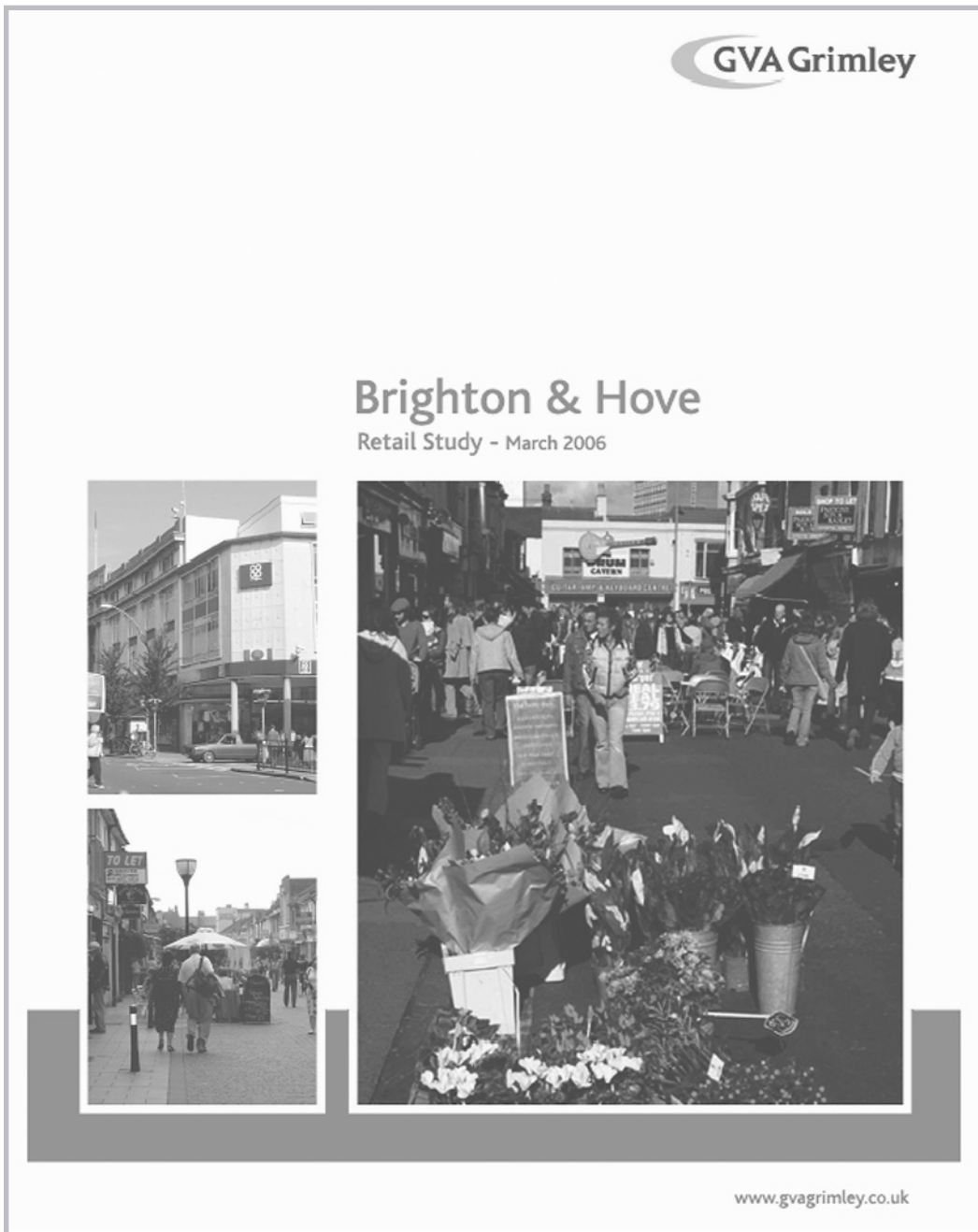
Applications for new retail development on sites away from the edge of existing defined shopping centres will only be permitted where:

- a. they meet the requirements of Policy SR1 (with the exception of clause (b)); and where;
- b. the site has been identified in the local plan for retail development and a more suitable site cannot be found firstly, within an existing defined shopping centre; or secondly, on the edge of an existing defined shopping centre; or
- c. the development is intended to provide an outlying neighbourhood or a new housing development with a local retail outlet for which a need can be identified.

Unless the site has been identified in the Local Plan, applications for new retail development away from the edge of existing established shopping centres will be required to demonstrate that there is a need for the development.

- 6.11 The growth of retail facilities outside existing centres was largely facilitated by a relaxation of planning controls at the national level during the 1980's. However, this approach was reversed in more recent years, originally by government guidance in PPG6 'Town Centres and Retail Developments' now replaced by PPS6 'Planning for Town Centres' and PPG13 'Transport' which identify town centres as the favoured location for new retail development.
- 6.12 It is important to ensure that all proposed shopping developments and particularly those associated with 'out-of-centre' locations such as large food superstores and retail warehouses, have an acceptable impact on the vitality and viability of existing centres. Proposed shopping developments also need to conform to the principles of sustainability and it is important to ensure that they do not lead to serious transport and accessibility problems. All proposals for new retail developments outside existing centres, which do not conform with an up-to-date development plan are now required by government policy (PPS6 'Planning for Town Centres') to demonstrate that there is both a need for the development and that a sequential approach has been applied in selecting the location for development.
- 6.13 Respondents to a consultation leaflet and a focus group on 'Retail and Town Centres' strongly supported resisting further out of centre retail development which was seen as a threat to the vitality and viability of defined centres and not considered to be a sustainable form of development.
- 6.14 Policy SR2 sets out criteria that will allow for the provision of shops where they meet a local need, which cannot be provided within or on the edge of existing main shopping centres. Small scale retail developments of an appropriate size and character may be acceptable on the edge of an existing district or local centre, or near areas of new housing development where there are unsatisfied local needs. A cautious approach to larger scale proposals is required which could only be supported where: there is clearly a demonstrable need for the development; there is a lack of suitable alternative sites; sites are accessible by a choice of means of transport; and where the impact on existing centres is acceptable.

- 6.15 Developers will need to demonstrate that the proposal meets the strict criteria of Policy SR2 in most cases by way of a retail impact assessment. The 'Drivers Jonas Brighton & Hove Retail Study' 1999 (and/or its subsequent update*) will be a material consideration in determining applications. Reference should be made to other retail policies in this Plan together with policies on transport.



* The most recent study is the Brighton & Hove Retail Study March 2006, GVA Grimley