

Eastleigh Borough Local Plan (2016-2036)

Adopted April 2022



- 5.113 Nevertheless, retail development within the defined centres should be compatible with their current role and policy DM21 therefore supports proposals that are compatible with the centres' positions in the retail hierarchy as set out in Chapter 4. Development in an existing centre should not be on such a scale that it undermines the role of another centre or increases distances travelled.
- 5.114 The Borough Council seeks to avoid developments outside the defined centres that would compromise their viability and vitality by drawing trade away from them, or that would be located in unsustainable locations. Any edge of centre retail development should be integrated with centres in the existing retail hierarchy by a range of sustainable transport connections. These developments should also be highly accessible by sustainable modes of transport from the existing centres and other parts of the anticipated retail catchment area.
- 5.115 In applying the sequential test, consideration will be given to the impact on other retail centres outside of the Borough's boundary including the city of Southampton. Retail impact assessment may be required in accordance with the NPPF. The policy is not intended to preclude the development of small shops or convenience stores that serve local needs.

Policy DM22, Changes of use in retail frontages in Eastleigh town centre, district centres, local centres and neighbourhood parades

1. **Within the ground floor of the core shopping zone, primary and secondary shopping frontages of Eastleigh town centre and the district centres and frontages of the local centres and neighbourhood parades, as defined on the policies map, a change of use or redevelopment involving the loss of a Class E use, community or leisure/cultural uses under Classes E and F; or sui generis uses including pubs, drinking establishments and hot food takeaways; must demonstrate that:**
 - a. the new use retains an active ground floor frontage;
 - b. it does not adversely affect amenity of an area or the appearance of the frontage; and
 - c. it does not have a negative impact on the provision of services or on the sustainability of a key shopping area.
2. **In Eastleigh town centre criterion c above will be met by proposals which meet policy E3. In all other centres, to demonstrate the lack of a negative impact under criterion c above, proposals should provide:**
 - a. proof that there is no demand for the Class E use, including evidence that the site has been marketed effectively for such a use; or
 - b. over-riding community benefits from the proposed use; or
 - c. evidence that the proposal will enhance the vitality and viability of the centre.

Note: Policies for shopping frontages in Eastleigh town centre are in Chapter 6, section 6.4.

3. **Changes of use or redevelopment to residential will not be permitted within the defined shopping frontages/centres other than in upper floors.**
- 5.116 The Borough Council has a long-standing commitment to maintaining a strong core of retail uses in Eastleigh town centre, the district centres, local centres and neighbourhood parades. This approach accords with the NPPF. However, the contribution that other uses can make to the vitality and viability of these centres is recognised, and the policy explains where these might be developed in the primary and secondary frontages in Eastleigh, Chandler's Ford and Hedge End.
- 5.117 For purposes of interpreting policy DM22, property frontages are considered to be the public facades of buildings,

primarily comprising windows that could be used for the display or advertisement of goods or services, together with customer entrances and exits. The primary and secondary frontages of Eastleigh town centre and the district centres are defined on the policies map, whilst the relevant property frontages in local centres and neighbourhood parades are indicated within the Borough Council's Annual Shopping Frontages Survey.

- 5.118 Permitted development rights contained in the GPDO 2015 allow more flexibility for units to change between uses including shopping and food and drink uses. Permitted development rights also currently allow small shops and professional service uses to change to housing subject to restrictions. Developers must demonstrate that they will not harm retail services (unless there is no reasonable prospect of the unit staying in retail use) or threaten the sustainability of a key shopping area. The marketing period the Council requires for ensuring no negative impact upon the provision of services or on the sustainability of a key shopping area will be between 6 and 12 months. The length of the marketing period will be dependent on a number of factors such as the size of the unit and the quality of the marketing evidence submitted with development proposals. Ground floor residential uses will not be acceptable except where there are permitted development rights and developers can meet these criteria.

Housing

Relevant issues and objectives

Issues (Chapter 2): P1-4, G1

Objectives (Chapter 3): iv, ix, x, xiii

Related local and national strategies/policies (see Appendix B)

Source	Reference/title
Eastleigh Borough Council	Eastleigh Affordable Housing Assessment (Opinion Research Services, 2017)
	Gypsy and Traveller Accommodation Assessment Update (Opinion Research Services, 2017)
	Housing Strategy for Eastleigh 2012-2017
	Accessible Homes Strategy 2008-2011
	Homelessness strategies
	Supplementary Planning Documents ⁵²
	Affordable Housing 2009
	Accommodation for older people and those in need of care' 2011
PfSH	Viability Study 2017
	Economic Development Strategy 2010
	South Hampshire Spatial Position Statement 2016
	Strategic Housing Market Assessment

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