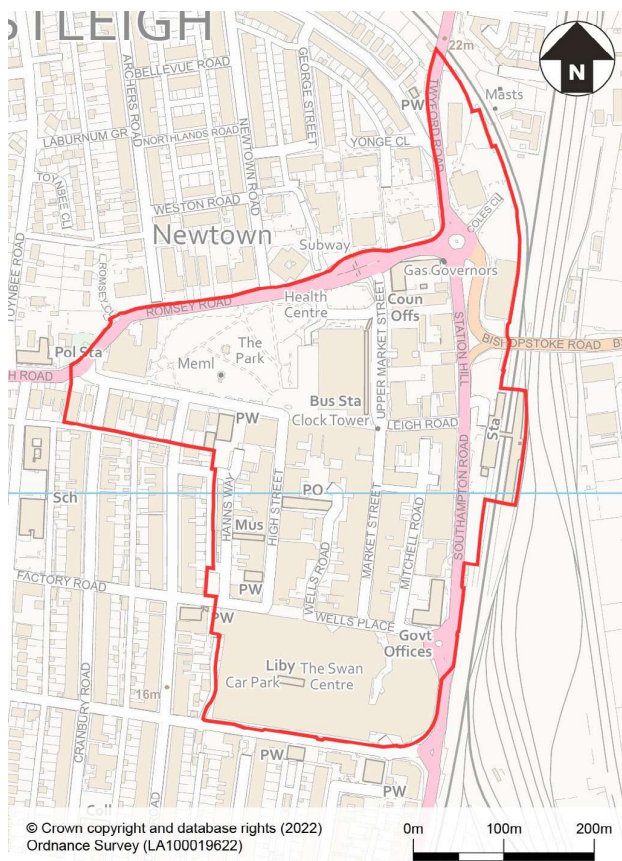


Eastleigh Town Centre

Policy E3, Eastleigh town centre

1. The Borough Council will support the regeneration of Eastleigh town centre as defined on the policies map. This will include:
 - a. strengthening the retail circuit through seeking:
 - i. development that strengthens the function of the town centre retail anchor to the north of Leigh Road; and
 - ii. the redevelopment of the block east of Upper Market Street, where a range of town centre uses will be acceptable including retail, financial and professional services, public sector services, cafes/restaurants, public houses, hotels, leisure uses, non-residential institutions such as galleries and exhibition halls on the ground and lower floors, with residential uses, including student accommodation, acceptable on upper floors.
 - b. promoting well designed, high density mixed-use development that delivers schemes suitable for modern retailing and other town centre uses.
 - c. within the core, leisure, primary and secondary shopping zones as defined on the policies map, a change of use or development will also need to meet policy DM22.



6.4.22 Policy E3 sets out the Borough Council's overall strategy for Eastleigh town centre.

- 6.4.23 The Borough Council wishes to continue the existing initiatives to regenerate the town centre as originally set out in its 'Town Centre Vision'. Development proposals in the town centre should have regard for the 'Guiding Regeneration Principles – Together we make Eastleigh' document and any guidance, policy or strategy documents that stem from this through public consultation and dialogue with stakeholders.
- 6.4.24 The policies map identifies a number of zones which have different characteristics and development management policies associated with them. This approach is taken to protect the key functions of the town centre whilst also promoting vitality, viability and variety.
- 6.4.25 The active use of upper floors is encouraged in all shopping zones, to contribute to the vitality and viability of the town centre.
- 6.4.26 Development proposals in the town centre that are likely to cause significant traffic increases have been identified as having the potential to have significant effects on the River Itchen SAC through increased emissions and their effects on air quality. Habitats Regulations Assessment is therefore required to support planning applications for significant development in the town centre.