

## 5 Christchurch and Highcliffe Centres

### Introduction

**5.1** Christchurch town centre and Highcliffe district centre are the main shopping centres for Christchurch Borough and provide a focus for leisure, entertainment, recreation and employment opportunities. Over the next 15 years these centres are likely to face significant change in accommodating a range of development including retail, housing, employment and transport infrastructure improvements. These centres have the opportunity to further establish themselves as shopping destinations providing a range of facilities to the local community within an attractive environment. It is also important that they maintain their market share of local retail expenditure in the context of other competing centres in South East Dorset.

**5.2** This section of the Core Strategy establishes an approach toward achieving the long term vitality and viability of Christchurch town centre and Highcliffe district centre by addressing the following:

- Establishing visions guiding the future of Christchurch and Highcliffe Centres over the next 15 years addressing the following where possible:
  - The focus for future development. (retail, housing, employment and essential facilities)
  - Improvements in the urban environment.
  - Enhanced retail offer and provision of essential services and facilities.
  - Improvements to open space and public areas.
  - Improvements to public transport and other transport infrastructure.
  - Car parking provision.
- The definition of a town centre boundary defining the focus for town centre related development.
- The definition of a 'primary shopping area' (PSA), primary and secondary shopping cores and associated development management policies.

**5.3** For further detail concerning the development of policies contained in this chapter please refer to the following documents available on [www.dorsetforyou.com](http://www.dorsetforyou.com).

- Christchurch and Highcliffe Centres Background Paper (2012)
- Christchurch Town Centre Area Profile (2012)
- Highcliffe Area Profile (2012)

### Christchurch Town Centre

**5.4** Christchurch town centre is the main shopping destination in the Borough. The town has links via the A35 to Southampton, Poole and Bournemouth with the latter being closest. Christchurch town centre performs a number of important functions such as providing a range of shopping, leisure, entertainment, recreation and employment opportunities.

<b>Key Facts</b>
<p><b>Trading</b></p> <ul style="list-style-type: none"> <li>• Christchurch town centre has over 200 shops.</li> <li>• A fifth of the Borough's firms are located in the Town Centre. (420 firms, employing 3,200 people) (Annual Business Inquiry 2007, ONS)</li> <li>• The mix of comparison shops in Christchurch is broadly in line with the national average.</li> <li>• There is a mixture of independent and national multiple retailers located in the town centre.</li> <li>• The town centre has a high proportion of service uses for its size such as banks, estate agents and hair dressers/beauty salons compared to the national average.</li> </ul>

### Key Facts

- The number of vacant units in the town centre stands at over 14% in 2011 which is higher than the national average of 12.9%.
- Management Horizons Europe's UK Shopping Index 2008 ranks retail centres across the country. Each centre is given a score for multiple retailers present. Christchurch town centre is a fourth tier centre with the centres of Salisbury, Bournemouth and Poole scoring at least 3 times higher scores.
- Prime Zone A rental levels are lower in Christchurch town centre than most other main centres in the sub region.

### Environment

- Movement in and around the town centre (High Street, Bargates, Fairmile, Barrack Road, Fountain Roundabout) continues to be an issue due to the linear non-pedestrianised structure of the centre along with the high volume of traffic and low frequency of pedestrian crossings which causes conflict.
- The location and convenience of car parking facilities is good.
- The quality and quantity of planting and trees and the provision of street furniture is perceived to be good. However, environmental quality is diminished by the high volume of vehicle traffic through the centre, the poor condition of some shop frontages and fascias and the standard of some stretches of pavements / paving.
- There is sufficient provision of open space in the centre but enhancements are being undertaken to Druitt Gardens. (2007, PPG17 Open Space Audit)
- Parts of the Town Centre including the High Street, Church Street, Wick Lane, Castle Street and Bridge Street are in the Christchurch Central Conservation Area.(Local Plan)
- Part of the town centre including Stour Road, Wick Lane and Bridge Street is affected by high flood risk (zone 3a). (Christchurch Strategic Flood Risk Assessment 2009)

### Strategic Requirements

- There is a need for in the region of 8,000sqm of additional comparison retail floorspace to 2028 in Christchurch town centre. (Joint Retail Study, 2008)
- The Christchurch Strategic Housing Land Availability Assessment (2011) identifies potential for 251 new dwellings in the Town Centre by 2028.

## Retail Provision

**5.5** Christchurch Town Centre performs a number of important functions such as providing a range of shopping, leisure, entertainment, recreation and employment opportunities. There is a library, the Regent Centre Theatre, Argos, Boots, Marks and Spencer (Food), New Look, Co-Op, WH Smith and Waitrose and a high number of small independent retailers. The prime retail pitch, with the highest concentration of national multiples, is located within the Saxon Square Shopping Centre and the upper part of the High Street.

**5.6** Foodstores act as important anchors within the town centre and in this respect food and grocery shopping is a very important retail function of Christchurch town centre. The main foodstores attract significant numbers of customers to the town centre which benefits other shops and services. There is a relatively high retention rate for convenience food shopping within the Borough. However, there is also a reasonable level of supermarket expenditure outflow to stores in Bournemouth. There is more substantial expenditure leakage for non food shopping items to Bournemouth (Joint Retail Study 2008).

**5.7** There is a lower proportion of comparison retail units compared to the national average, however, the quality and proportion of specialist independent traders and uses associated with the evening economy; public houses, bars, restaurants and entertainment uses is positive. There is a low proportion of national multiples in the town centre and overall the retail offer is perceived as in need of enhancement.

**5.8** The vitality and viability of the High Street within Christchurch Town Centre is at present satisfactory, but the Bargates area of the town is much weaker. Christchurch Town Centre, like many other lower tier centres, is vulnerable to the:

- Over reliance on food, grocery and convenience shopping to attract customers;
- Continued polarisation of future investment in larger centres; and
- Closure of independent shops that may not be replaced by new small businesses.

**5.9** It is vital the town centre maintains and improves its customer base, by providing an appropriate range and choice of shops and services that are capable of meeting the day to day needs of residents within the town and its catchment area.

**5.10** The 2008 Retail Study suggests that Christchurch Town Centre does not have a requirement for new supermarkets, but requires new non food retail outlets to meet the needs of a growing population and to enhance its position as a shopping destination within South East Dorset. In Christchurch there is a requirement for around 9,000 – 11,000sqm of comparison retail floorspace over the next 15 years. There is a need for in the region of 8,000sqm of additional non food retail floorspace in Christchurch town centre specifically. The centre has a limited but adequate selection of commercial, leisure, entertainment and cultural facilities, but there is good access to other facilities outside of the Borough in Bournemouth and Poole. There is scope to improve provision of health and fitness facilities and appropriately located restaurants and bars which can enhance the economic vitality of the centre, in addition to the requirement for new retail floorspace.

**5.11** Historically, local planning policy has sought to limit the amount of non-retail (Class A1) uses within the primary shopping cores. The Christchurch Local Plan sets a limit of 20% of units to be non-retail. The Council's annual surveys of retail cores have indicated that over time, the policy limits have been exceeded. The latest retail study from May 2011 shows that approximately 25% of units in Christchurch, and 30% of units in Highcliffe primary cores are non-retail. Concern has therefore been expressed as to the effectiveness of this limit, and whether it should be reviewed.

### **Sports, Leisure and Recreation Facilities**

**5.12** The 2007 Open Spaces Audit identified sufficient provision of open space in the centre but enhancements are required to Druitt Gardens. The Druitt Gardens Planning, Design and Development Framework (2005) identifies opportunities to create a new woodland garden and centre piece for the town's cultural centre. This represents an opportunity to upgrade and manage the gardens, and provide for an attractive and well used open space. Work has now started on this project.

### **Employment**

**5.13** Office occupancy levels in the centre are good, with offices located above ground floor retail units. There is not a strong market for office provision in the town centre, but over the next 15 years it is anticipated that there will be future requirements for additional provision.

### **Transport and Urban Environment Improvements**

**5.14** The Joint Retail Assessment 2008, Town Centre Strategy (2003) and Parking, Access and Signage Strategy (2006) identify the main issues and areas for improvement in the town centre that include:

- Creating a more shopper friendly environment.

- Impaired movement in and around the town centre due to vehicular/pedestrian conflict.
- Improvements required in accessibility to the town centre by public transport, walking and cycling and well signed / located car parks.
- Improved pedestrian linkages between the High Street and Bargates.
- Upgrading Saxon Square and the shopping precinct.
- There is sufficient car parking in the town centre, but better use can be made of underused car parks.

## Housing

**5.15** There is opportunity for higher density residential development in the town centre as it is located near to local shops, facilities and public transport. The Key Strategy section of the Core Strategy sets out options for the scale of retail, employment and housing growth across the Borough.

## Christchurch Town Centre Vision

### Policy CH1

#### Christchurch Town Centre Vision

Christchurch will continue to act as the key town centre in the Borough and will be the main focus for retail development. The Town Centre sits at the top of the Christchurch town centre hierarchy (Policy KS6), is well served by public transport and has the most development opportunities. The retail offer will be enhanced and the shopping environment improved to provide a more pleasant and pedestrian friendly townscape. Improvements in public transport services will be supported in conjunction with localised infrastructure improvements. Essential services and facilities will also be enhanced within the centre serving residents and local visitors to the town.

#### To achieve this vision:

1. Retail uses will be expanded and enhanced to promote the vitality and viability of the centre. The Town Centre will accommodate in the region of 8,000sqm of new comparison retail floorspace to meet future requirements to 2028. The strategy will seek to enhance the retail offer and improve the presence of national multiples to provide for better choice in comparison shopping. The regeneration of the Saxon Square Shopping Centre will attract national multiples whilst independent retail shops will continue to thrive on the High Street.
2. Residents of the Borough will continue to have access to a variety of community services and cultural facilities; important town centre uses (such as the Regent Centre, the Central Library) will be retained and where possible enhanced. There is a need to expand the health and fitness offer in the town centre.
3. Expansion of evening economy uses such as restaurants/cafés/pubs will be encouraged especially along Church Street. This will enhance the vitality of the centre, making it a more vibrant place in the afternoon and evening hours.
4. The following sites have been identified as strategic sites that will play a pivotal role in delivering the Town Centre Vision and Key Strategy.
  - The Magistrates' Court Site.
  - Saxon Square.
  - The Lanes.
  - Land between Bridge Street, Stony Lane South and the Civic Offices.
  - Stony Lane.

Land between Bridge Street, Stony Lane South and the Civic Offices and Stony Lane is located 'out of centre' and within an area of high flood risk. Town centre uses including employment, retail, leisure and entertainment, offices, arts and culture and tourism may be appropriate in these locations subject to compliance with other policy. In particular, development in these locations should not adversely affect the vitality and viability of the town centre and should comply with flood risk policy.

The strategic sites set out above will be brought forward in accordance with site specific allocations and further detail will be set out in a Site Allocations Development Plan Document. The Site Allocations DPD will also set out how flood risk will be managed for these strategic sites.

5. Druitt Gardens will be enhanced to provide an attractive area of open space within the Town Centre. This will benefit tourism and contribute to the promotion of healthy lifestyles by providing high quality open space. Developer contributions will be obtained for the purpose of enhancing community facilities in the Town Centre.

6. High density residential development will take place alongside the projected requirement for retail to provide a balanced, mixed use environment in areas outside those affected by high flood risk.

7. The Town Centre will seek to accommodate new office development which complements the overall retail strategy and the vitality and viability of neighbouring centres.

8. Townscape quality will be enhanced by sensitive development and improvements incorporating the built form and the spaces between, including streets, squares, parks, waterfront and car parks. Only high quality development proposals that respect and enhance the historic character of the centre, and improve ease of movement and legibility, will be permitted.

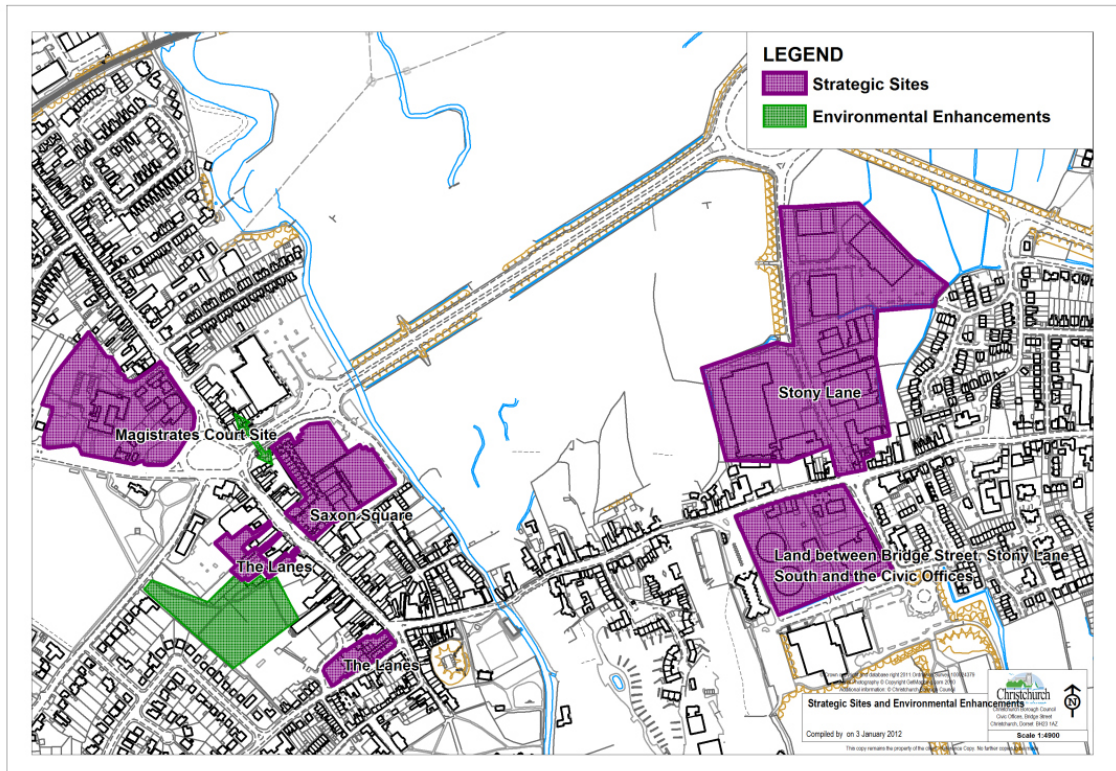
- Saxon Square will be refurbished so it relates more appropriately with the historic core of the High Street, and provides for a more attractive shopping environment and provision of units more attractive to retailers.
- The redevelopment of the Lanes, comprising the area between Sopers Lane and Wick Lane, will provide an opportunity for environmental enhancements by encouraging mixed used development, including residential, retail and community uses.
- Improvements to the linkage between the High Street and Bargates will be promoted in an effort to increase the flow of pedestrians between the shopping areas.

9. To minimise congestion and air pollution, the use of sustainable modes of transport will be encouraged. Christchurch Town Centre benefits from a comprehensive public transport network providing links both within the Borough and its surrounding areas via bus and rail services.

10. The Council will ensure that adequate parking levels are maintained within the Town Centre so as not to adversely affect vitality and viability.

More effective management of car parks will reduce pressure on 'core' car parks. A strategic signing strategy will also assist in making the best use of town centre car parks and in reducing congestion.





Map 5.1 Strategic Sites and Environmental Enhancements

### Delivery and Monitoring

**5.16** Delivery of the vision and retail strategy for the Town Centre will involve the Council working closely with landowners to bring forward key strategic sites including the Magistrates Court Site, Saxon Square, the Lanes, Stony Lane and land between Bridge Street, Stony Lane South and the Civic Offices. Townscape and transport infrastructure improvements will also involve working with Dorset County Council, transport providers, retailers and organisations such as the Chamber of Trade. The Council is responsible for delivering improvements to Druiit Gardens consistent with the adopted master plan 2009.

**5.17** The preparation of a flood management strategy as part of a Supplementary Planning Document for the Borough will address flood risk issues in and around the town centre as identified in Policy ME6 of the Managing the Natural Environment chapter of the Core Strategy.

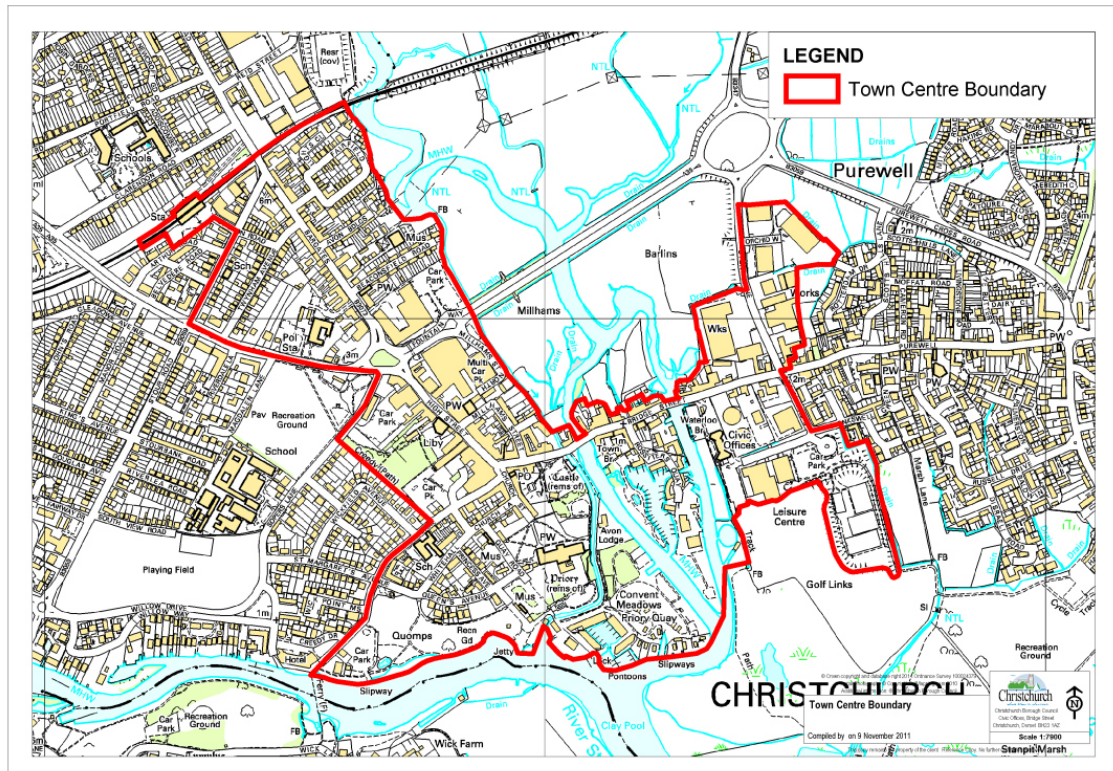
### Christchurch Town Centre Boundary

**5.18** The Core Strategy establishes a Town Centre boundary for the first time as part of the development plan in order to define the focus of where town centre uses may be appropriate subject to compliance with other national and local policy. Development proposals within the town centre boundary will need to comply with national and local policy including the sequential approach and impact assessment for retail and the sequential approach and exception test for proposals in areas at risk of flooding (as defined by the Council's Strategic Flood Risk Assessment). The Town Centre Boundary includes key areas for development such as the 'Primary Shopping Area' and the strategic sites of the Magistrates Court Site, Stony Lane and land between Bridge Street, Stony Lane South and the Civic Offices.

## Policy CH 2

### Christchurch Town Centre Boundary

The Town Centre as defined by the Town Centre Boundary will be the focus for town centre uses including higher density residential, employment, retail, leisure and entertainment, offices, arts, culture and tourism development subject to compliance with other national and local policy.



Map 5.2 Christchurch Town Centre Boundary

### Christchurch Town Centre Primary Shopping Area and Shopping Cores

**5.19** The Primary Shopping Area defined in Policy CH3 forms the area where retail development will be concentrated and comprises the primary and secondary shopping cores and also provides the mechanism to assist the sequential approach for retail development. The defined Primary Shopping Area boundary has been informed by the Joint Retail Study (2008).

**5.20** In relation to shopping cores Policy CH3 changes the designation of Church Street and Wick Lane from primary to secondary cores in order to allow more flexibility in this part of the town centre for restaurants and cafés. In addition, the limit of non-retail uses in the primary shopping core (Policy CH6) is also increased from 20% to 30% to allow some limited flexibility for such uses to be permitted. These changes are intended to maximise opportunities to enhance the evening economy which contribute to the overall vitality and viability of the centre. The secondary core which was previously designated after Town Bridge along Castle Street has been deleted as it is considered that the Bridge offers a natural geographic end to the town centre retail cores. In addition footfall is low and there are breaks in the shop frontages.

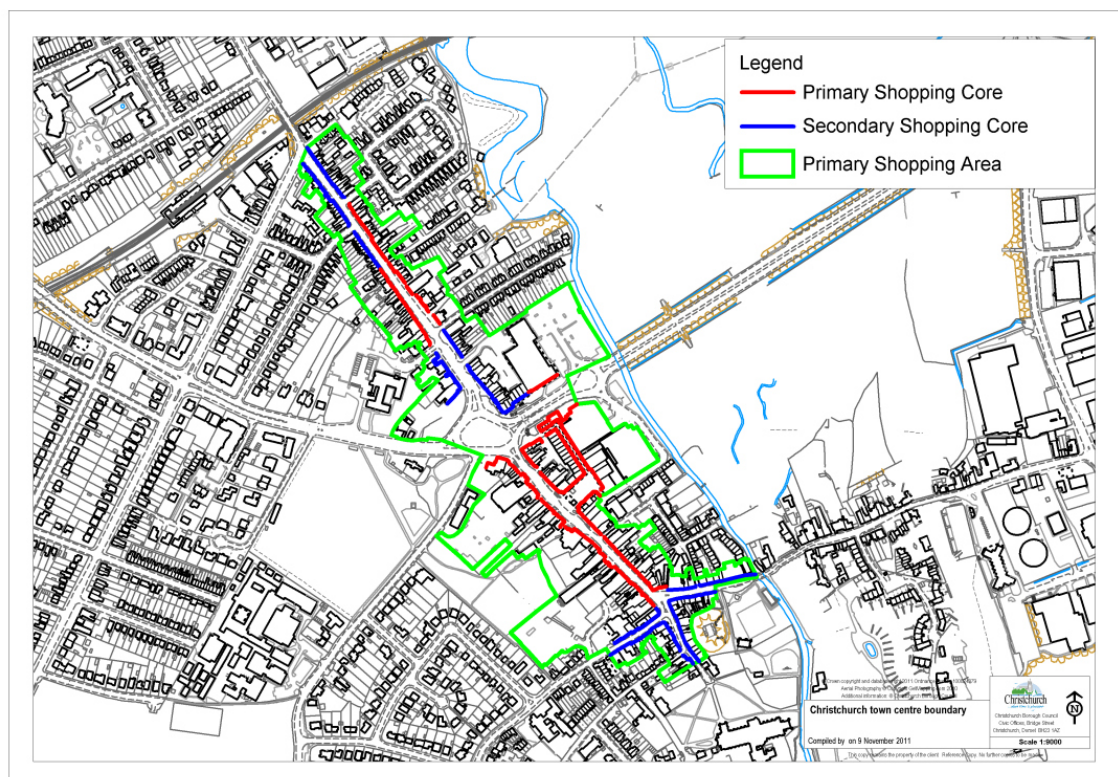


**5.21** The primary shopping core along the High Street and Bargates is the focus for retail uses and includes key sites for future retail growth including Saxon Square. The retail strategy for the future vitality and viability of the town centre requires an appropriate retail mix within the centre that maintains retail and delivers significant new retail floorspace in the primary core alongside a more flexible approach to uses within the secondary core.

### Policy CH 3

#### Christchurch Primary Shopping Area and retail cores.

This policy defines the Christchurch town centre Primary Shopping Area, where retail development will be concentrated, and the primary and secondary shopping cores.



Map 5.3 Primary Shopping Area & Shopping Cores

## Highcliffe District Centre

### Introduction

**5.22** Highcliffe-on-Sea is a coastal town located to the east of Christchurch. It is one of a number of towns that merge to form a conurbation along the south coast of Dorset. Highcliffe district centre is well located for development on the A337, which is the main coastal road giving access to Christchurch and Bournemouth as well as the passing trade driving along the coast. The town is also served by Hinton Admiral Railway Station which is located approximately one mile to the north of the centre and has an hourly service. The main shopping area of Highcliffe is concentrated along Lymington Road.



### Key Facts

#### Trading

- Highcliffe has 120 shop units.
- There is a choice of convenience outlets including Tesco Express, Co-op, newsagents, greengrocer and butcher.
- Highcliffe has below the national average of comparison (40%) and convenience (7.5%) units whilst services and miscellaneous uses are much higher than the national average at 47.5%.
- The range of comparison retail is relatively good for a small centre.
- The quality and proportion of 'national multiples' is poor due to their low representation.
- The number of vacant units (5%) is below the national average.

#### Environment

- The A337 Lymington Road severs Highcliffe district centre into two areas. The route is heavily trafficked, and can suffer congestion during peak rush hours.
- The main public car park is a large surface car park located behind Co-op very close to the centre of the shopping core and providing easy access on foot to the whole centre
- The quality of the streetscape is low.
- The main shopping area along the busy A337 creates pedestrian - vehicular conflict.
- Highcliffe is surrounded by a number of areas afforded environmental protection. To the north and east there are Sites of Nature Conservation Interest and to the south the coastal area is designated a Site of Special Scientific Interest.

#### Strategic Requirements

- Highcliffe district centre can accommodate in the region of 800sqm additional non food retail floorspace to 2028. (Joint Retail Assessment, 2008)
- There is no need for further supermarket floorspace in Highcliffe to 2028. (Joint Retail Assessment 2008), (NLP Revised Retail Floorspace Projections 2011)
- There is a lack of sports/recreation facilities to accommodate the needs of children and young people. (Open Space Audit, 2007)
- The Strategic Housing Land Availability Assessment identified potential for 291 new dwellings for Highcliffe and North Highcliffe/Walkford by 2028 (Christchurch Strategic Housing land Availability Assessment. (2011)
- There is likely to be an increase in demand for services and facilities for the elderly, such as community meeting places, medical and social care.

#### Retail Provision

**5.23** The main shopping area of Highcliffe is concentrated along Lymington Road and provides for convenience shopping (Co-op, Tesco Express, butchers, greengrocers and an off licence), small independent shops covering a variety of goods, public houses, restaurants, takeaways and other services. There are 120 outlets in the centre, 48 of which are comparison. The centre's Primary Shopping Core runs along the Lymington Road from the Globe Inn to the junction of Waterford Road to the east. The centre is well used and there are few vacant units.

**5.24** Highcliffe does not require additional supermarket floorspace during the period to 2028. In the Borough as a whole there is a requirement for additional comparison retail floorspace. Highcliffe has capacity to provide in the region of 800sqm additional comparison retail floorspace in contributing to the overall borough requirement. This is significantly less than Christchurch town centre which has far more capacity for retail development.

### **Sports, Leisure and Recreation Facilities**

**5.25** Except for the nearby Recreation Ground, there are no parks and open spaces within Highcliffe district centre, although the seafront is a short walk away. There are no real opportunities for the provision of additional open space in Highcliffe Centre but there is an opportunity to establish an area for recreation at Chewton Common as part of a project to reduce recreational pressure on the Dorset Heathlands. In Highcliffe as a whole there is a requirement for amenity green space, active sports space, space for children and young people, and allotments (2007 Open Space Audit).

**5.26** Highcliffe has a limited selection of commercial, leisure, entertainment and cultural facilities, but this reflects the relatively small catchment population. There is relatively good access to leisure, entertainment and cultural facilities outside of the Borough, particularly in Bournemouth and Poole. Highcliffe district centre is reasonably well provided for in terms of restaurants and public houses which contributes to the vitality and viability of the centre.

### **Transport**

**5.27** Traffic congestion is also perceived to be a significant issue from traffic along the A337 Lyminster Road and this acts as a physical barrier to pedestrians. The Christchurch Parking, Access and Signage Strategy (2006) concludes that existing public car parking is sufficient for the centre generally to meet current and future demand.

### **Housing**

**5.28** There is potential for further residential development within Highcliffe, North Highcliffe/Walkford as identified in the Christchurch Strategic Housing Land Availability Assessment and referred to in the Key Facts section above. The overall housing figure for the Borough is set out in Policy KS3 of the Key Strategy chapter.

### **Highcliffe District Centre Vision**

#### **Policy CH 4**

#### **Highcliffe District Centre Vision.**

Highcliffe District Centre will continue to act as a thriving and busy centre for the local population and visitors. The centre will accommodate further comparison retail floorspace, with Christchurch Town Centre remaining the principal centre for retail development in the Borough. The shopping environment will be improved to provide a more pleasant townscape, public transport services will be enhanced, and facilities and services will continue to be located in this central location.

#### **To achieve this vision:**

1. Retail uses will be expanded and enhanced to promote the vitality and viability of the centre consistent with the Borough retail strategy. The strategy for Highcliffe will seek to enhance the niche retail offer to attract more visitors with unique, specialist shops.
2. Expansion of evening economy uses will be encouraged, especially in the designated secondary shopping cores. This will enhance the vitality of the centre, making it a more vibrant place in the afternoon and evening hours.

3. Community services in Highcliffe will be retained, supported and where possible enhanced to support the vitality and viability of the centre. The enhancement of facilities for older people such as community meeting places, medical and social care will be sought. Opportunities will also be pursued to provide further sports and recreation facilities to meet the needs of children and young people.
4. Better marked/signposted linkages between the Highcliffe beach front and the town centre will draw in more visitors to the centre that will benefit local trade.
5. The townscape quality of the centre will be improved: the objective is to secure a high quality environment that will give the centre a distinct character and enhance its sense of identity. This will be achieved by providing new street furniture and planting in an effort to create an attractive, welcoming and pedestrian friendly environment. The pedestrian-vehicular conflict, apparent on the A337 Lymington Road will be minimised by the introduction of appropriate traffic calming measures and provision of more frequent pedestrian crossings.
6. To minimise congestion and air pollution, sustainable transport infrastructure and services will be encouraged.
7. The Council will ensure that adequate parking levels are maintained within the centre to ensure its vitality and viability.

### **Delivery and Monitoring**

**5.29** Delivery of the vision for Highcliffe District Centre will involve the Council working closely with landowners to bring forward appropriate developments. Townscape and transport infrastructure improvements will also involve working with Dorset County Council, transport providers, retailers and organisations such as the Chamber of Trade.

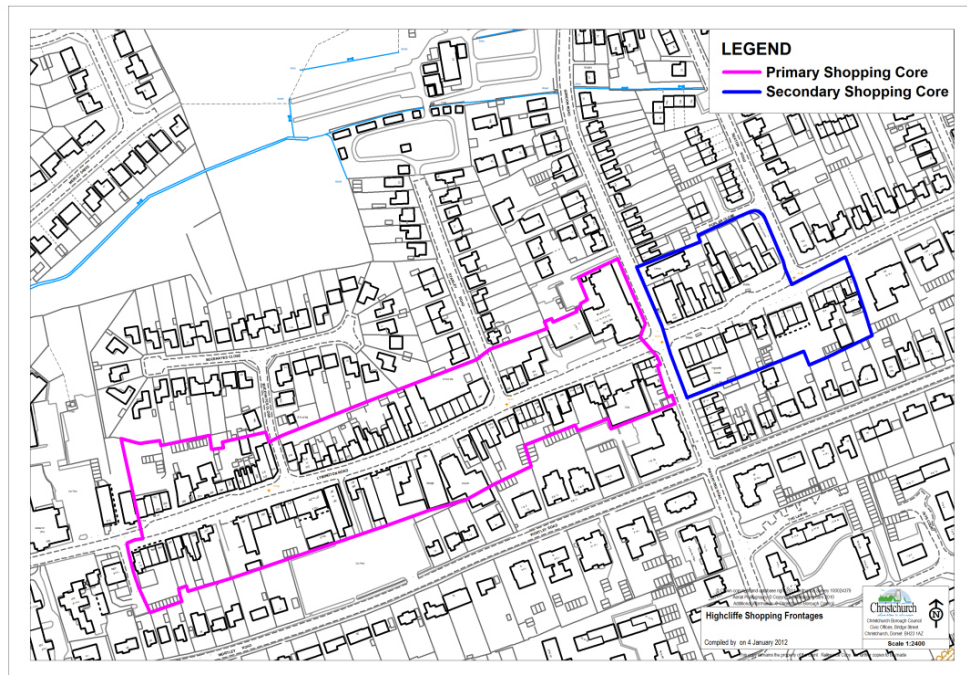
### **Highcliffe Primary and Secondary Shopping Cores**

**5.30** The Primary Shopping Core is defined in Policy CH5 along Lymington Road where there will be a high proportion of retail uses in accordance with Policy CH6. Within the Secondary Shopping Core to the east of Waterford Road a greater diversity of uses will be permitted in accordance with Policy CH7.

### **Policy CH 5**

#### **Highcliffe Shopping Cores.**

Policy CH5 defines the Highcliffe District Centre Primary and Secondary Shopping Cores.



Map 5.4 Highcliffe Shopping Cores

### Christchurch Shopping Core Policy

**5.31** The main function of the Primary Shopping Cores of Christchurch Town Centre, Bargates and Highcliffe is to provide an appropriate mix of retail units alongside other uses which contribute to the vitality and viability of the centres. Policy CH6 restricts the number of ground floor non retail units within the Primary Shopping Core to no more than 30% in order to maintain a strong retail presence. This represents a more flexible approach than recommended in the 2008 Retail Study, but reflects the fact that the previous limit of 20% has now been exceeded.

#### Policy CH 6

##### Development in the Primary Shopping Cores.

Within the Saxon Square and High Street Primary Core, and the primary cores at Bargates and Highcliffe, planning permission for the change of use of existing ground floor retail premises (Class A1) to non - retail uses will be permitted provided that:

1. The proposed use is for a financial or professional service use (Class A2), or for a food and drinks uses (Class A3), or for non residential institutions falling within Class D1 and leisure and entertainment uses falling within Class D2.
2. Non - retail uses (other than Class A1) will not cumulatively amount to more than 30% of all ground floor units in each of the identified areas.
3. The proposal will not result in more than three continuous frontages in non retail use (other than Class A1).
4. A shop front appearance will be retained.



## Secondary Shopping Core Policy

**5.32** The Secondary Shopping Cores of Bargates, Wick Lane, Church Street, Castle Street, Barrack Road, Purewell and Highcliffe are considered from a land use and environmental point of view to have greater potential for an increased diversity of uses that contribute to the overall vitality and viability of the retail centres. Within the Secondary Shopping cores a greater variety of ground floor uses will be permitted in accordance with Policy CH7.

### Policy CH 7

#### Development in the Secondary Shopping Cores.

Proposals for the change of use of existing non residential premises located within the secondary cores at Bargates, Wick Lane, Church Street, Castle Street, Barrack Road and Purewell and Highcliffe as identified on the proposals map will be permitted provided that the following criteria are satisfied:

1. The proposed use is for a financial or professional service use (Class A2), or a food and drink use (Class A3), drinking establishments (Class A4), hot food take-aways (Class A5), hotels (Class C1), or non - residential institutions falling within Class D1 and leisure and entertainment uses falling within Class D2, and
2. The amenities of the local residents are not adversely affected by noise or disturbance, or by loss of light and privacy.

