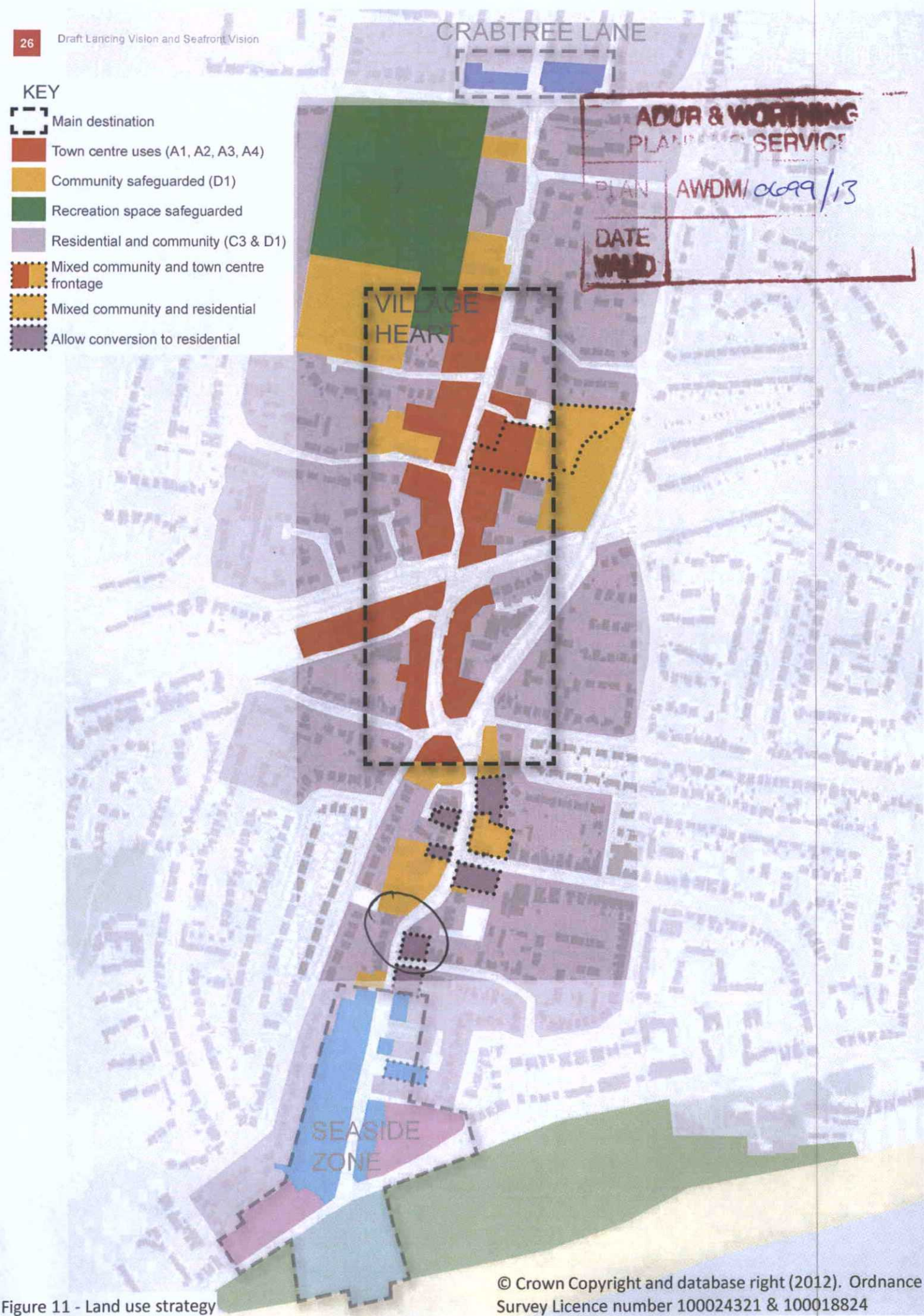

Figure 11 - Land use strategy

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Activity must be focussed in the right places. Each place has a unique role to play.

Managing the land use pattern

The vision defines clear roles for each place in Lancing. This will help to ensure that the core areas of activity are healthy and sustainable in future. A coordinated and managed approach to land uses is needed to strengthen and focus activity in the main destinations of the Village Heart and Seaside Area. Elsewhere, there must be restrictions on uses that compete with and weaken the activity in the destinations. Strong policies against retail anywhere outside the designated zones and edge or out of centre retail must be adopted.

The Village Heart

There is a big opportunity for Lancing to build on its heritage and develop a strong identity as an attractive 21st century village. This will in turn create the all important point of difference and experience that are essential ingredients for future success. The village heart will be the location for town centre uses so that it becomes rich with activity.

1. Promote town centre uses by adopting a flexible policy approach to the permitted use of units in the village zone indicated in red on figure 11 for shops (A1), services (A2), cafes and restaurants (A3), and drinking establishments.
2. Encourage new cafes and restaurants (A3). Applications for change of use must demonstrate that there will be a positive contribution towards the village character through the appearance of the frontage and the quality of the offer.
3. Protect sites in community (D1) use as shown in orange on figure 11. There is potential for mixed use redevelopment on the dotted site. Development should be community-led providing a like for like replacement on site which improves upon the existing community facilities. Town centre uses (A1, A2 and A3) along the North Road frontage should be encouraged to enliven and strengthen the North Road frontage and connect the community sites into the village. It must be demonstrated that community uses will occupy the majority of the site and that the frontages are of the highest design quality.
4. Protect pubs (A4) as important community assets by restricting changes of use where possible. New drinking establishments (A4) may be acceptable provided they do not have a negative impact on local residential amenity and that the design of the frontage contributes positively to the village character.
5. Resist changes of use to hot food takeaways (A5) to avoid displacing the town centre uses that play a vital role in enlivening the Village Heart.
6. Allow changes of use to offices (B1) at upper levels to provide space for local businesses if there is a demonstrable need. Resist changes of use at ground floor level to office (B1) to avoid the loss of space for publicly accessible services that will enliven the streets.
7. Allow conversion to residential (C3) at upper levels provided it does not result in a loss of employment floor space. Resist conversion to residential at the ground floor so that active frontage is maintained.

Places outside the Village Heart, Seaside Area, and Crabtree Lane

The places in between the main destinations will play a different but equally important role in providing homes and services for the community. To achieve this, the following land use principles apply:

8. Protect sites in community (D1) use, indicated in orange on figure 11, as important community assets. Any redevelopment of community sites should include re-provision of the community use.
9. Adopt a presumption against changes of use from residential (C3) to protect the area as a place to live.
10. A flexible approach should be adopted to allow changes of use to residential (C3) or community (D1) to strengthen the role as a community and living zone.
11. Restrict any other changes of use to avoid damaging the vitality of the activity zones (village heart, seaside and Crabtree Lane).