

# APPLICATION REFERENCE: PF/24/1079

LOCATION: Land to the rear of Lidl, Fakenham

PROPOSAL: Erection of a drive-thru restaurant, car parking, landscaping and associated works, including Customer Order Displays

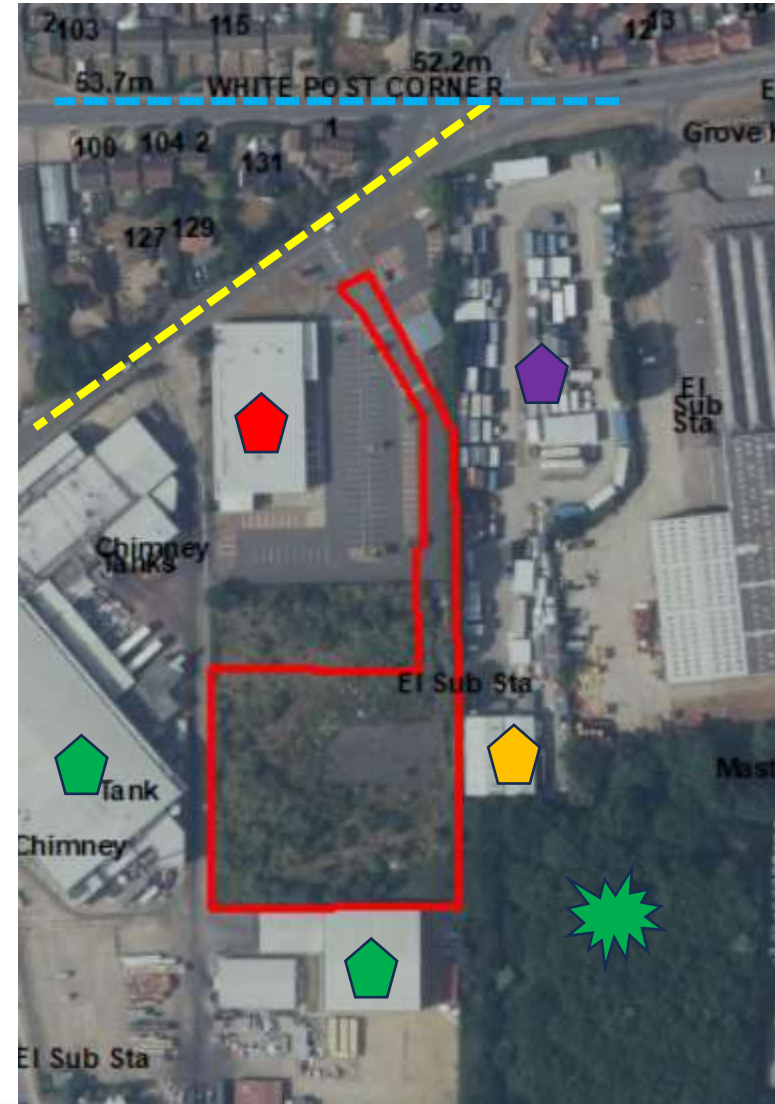
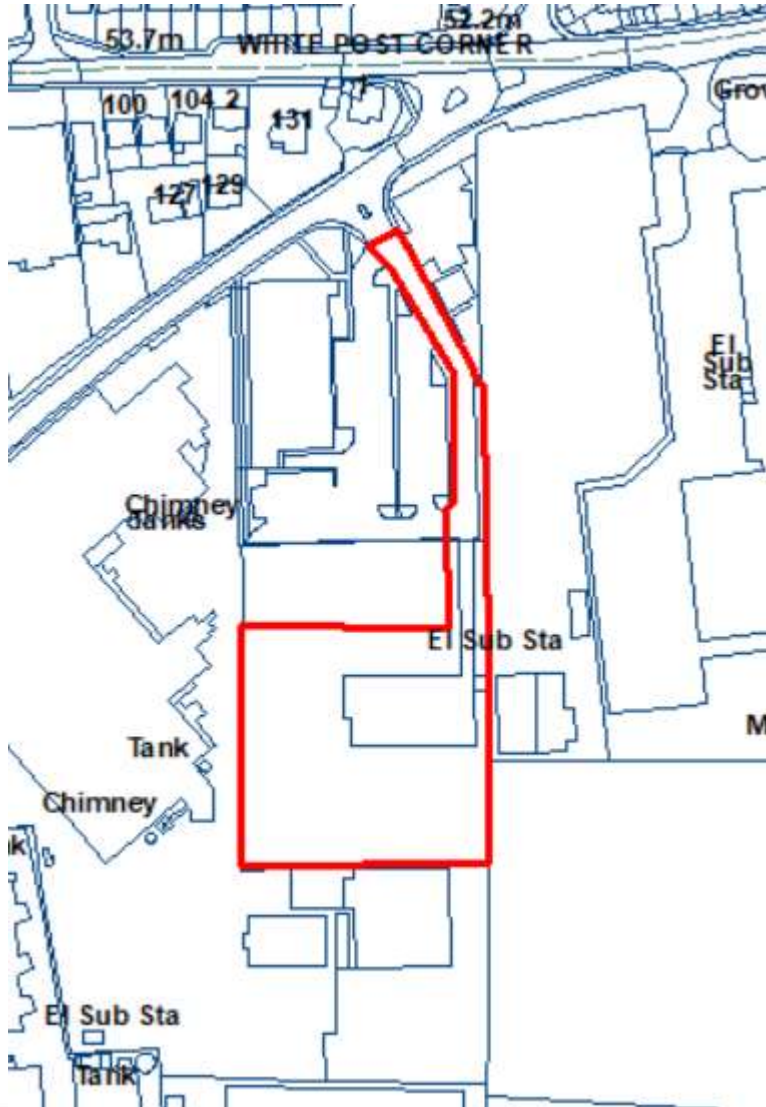


NORTH  
NORFOLK  
DISTRICT  
COUNCIL

[north-norfolk.gov.uk](http://north-norfolk.gov.uk)

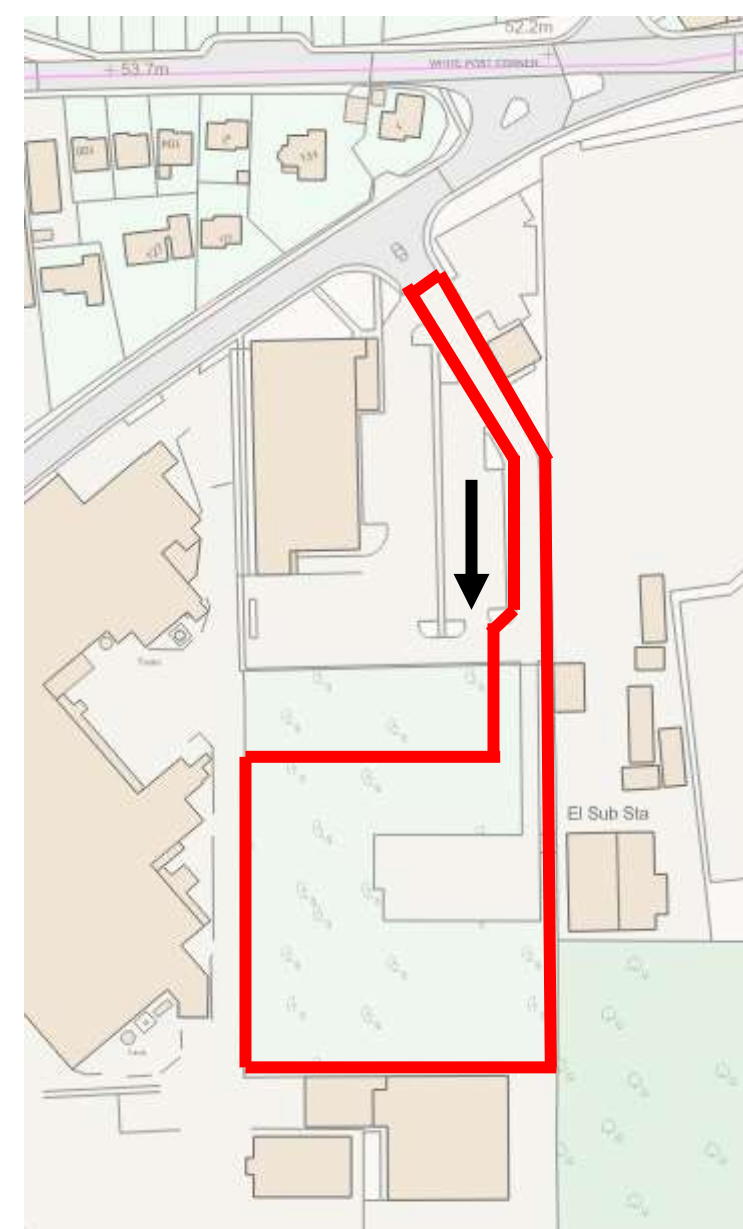
## Site Location

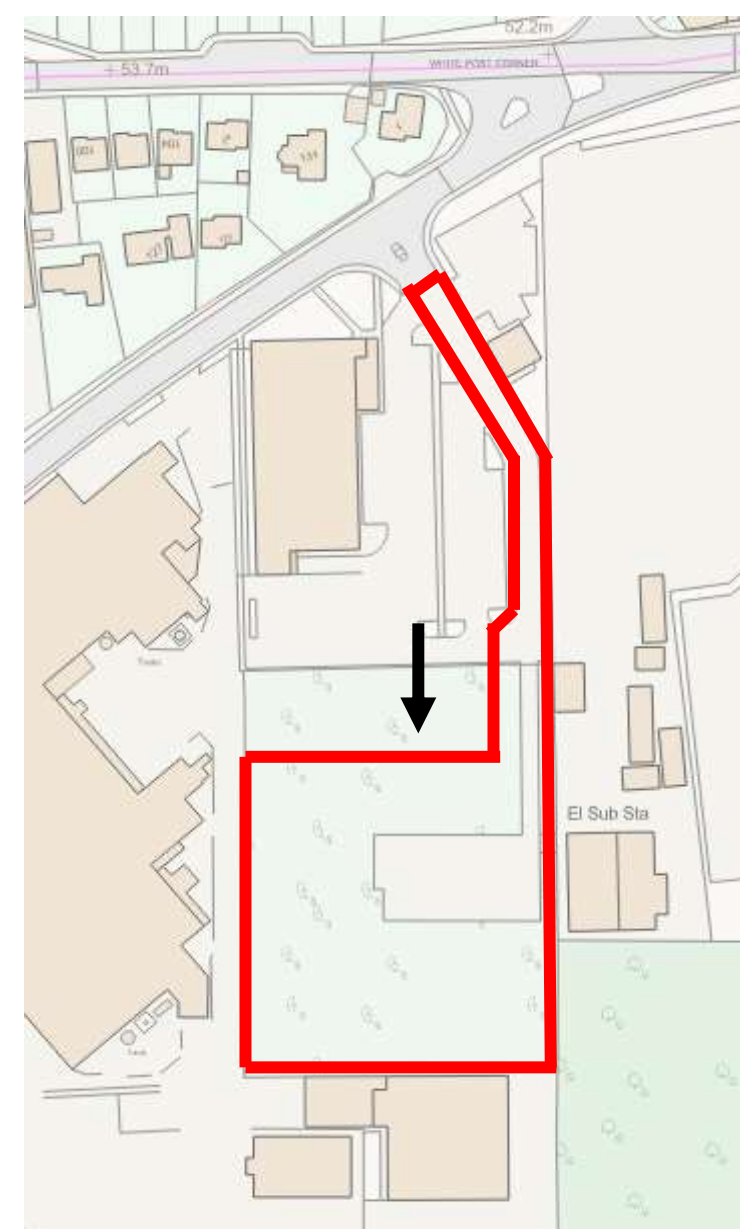
Application  
Site



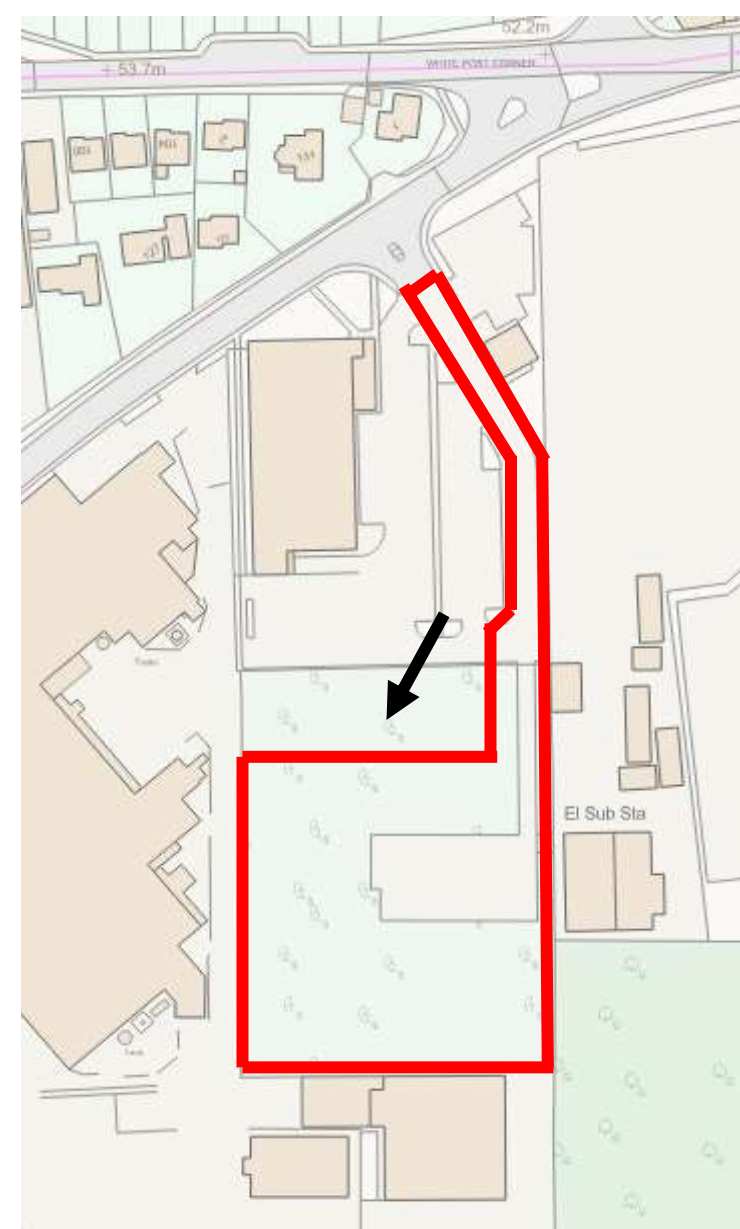
-  Lidl
-  Haynes Daniels
-  Haynes Daniels
-  Storge  
Units/Containers
-  Workshop
-  Holt Road
-  Greenway Lane
-  Woodland

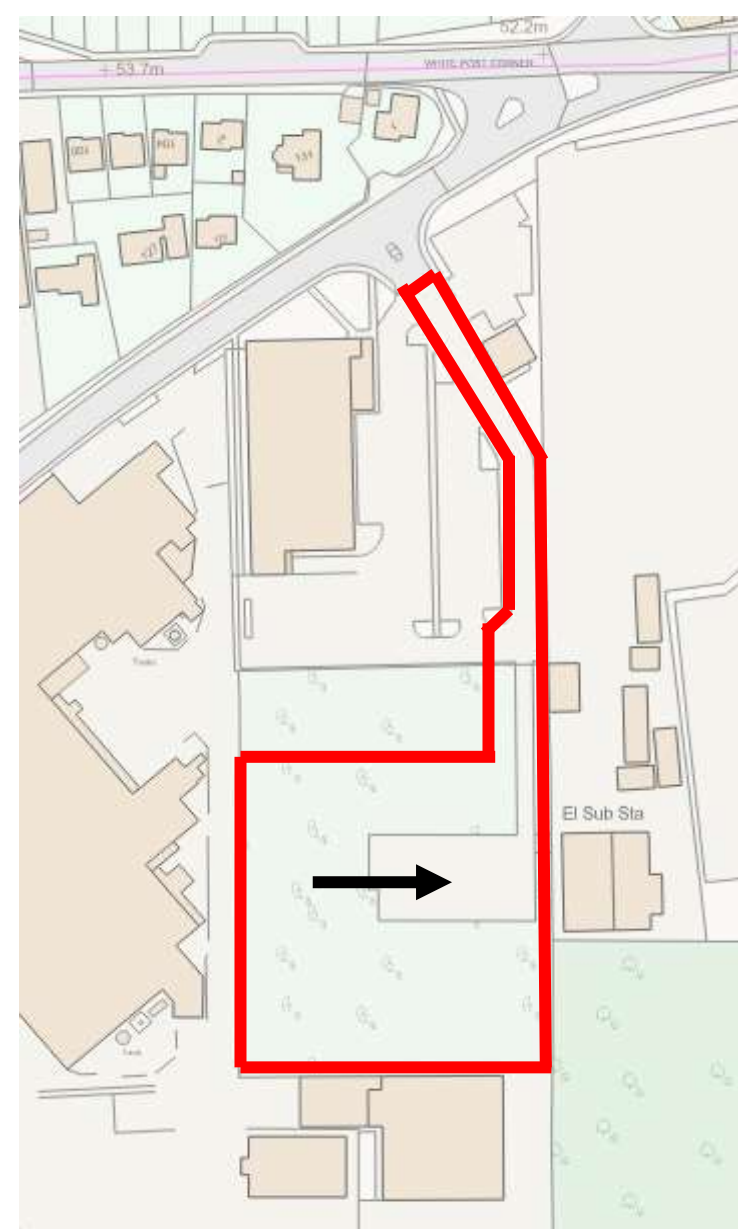




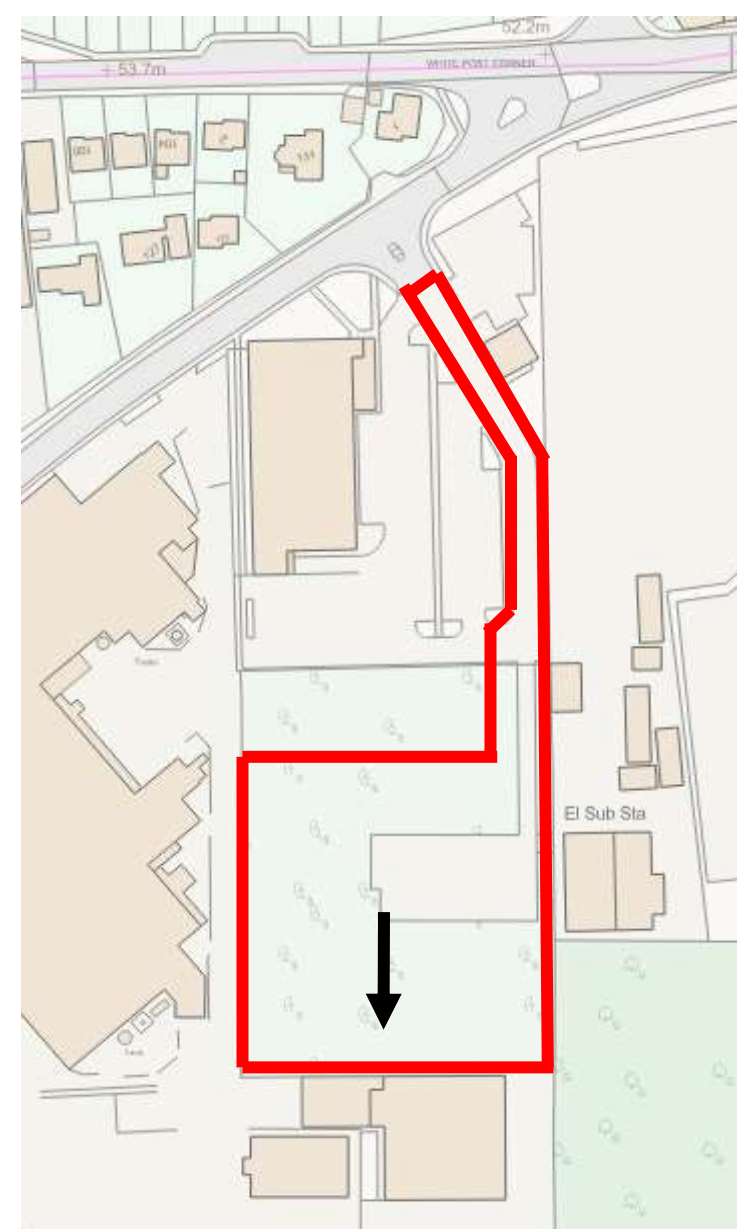




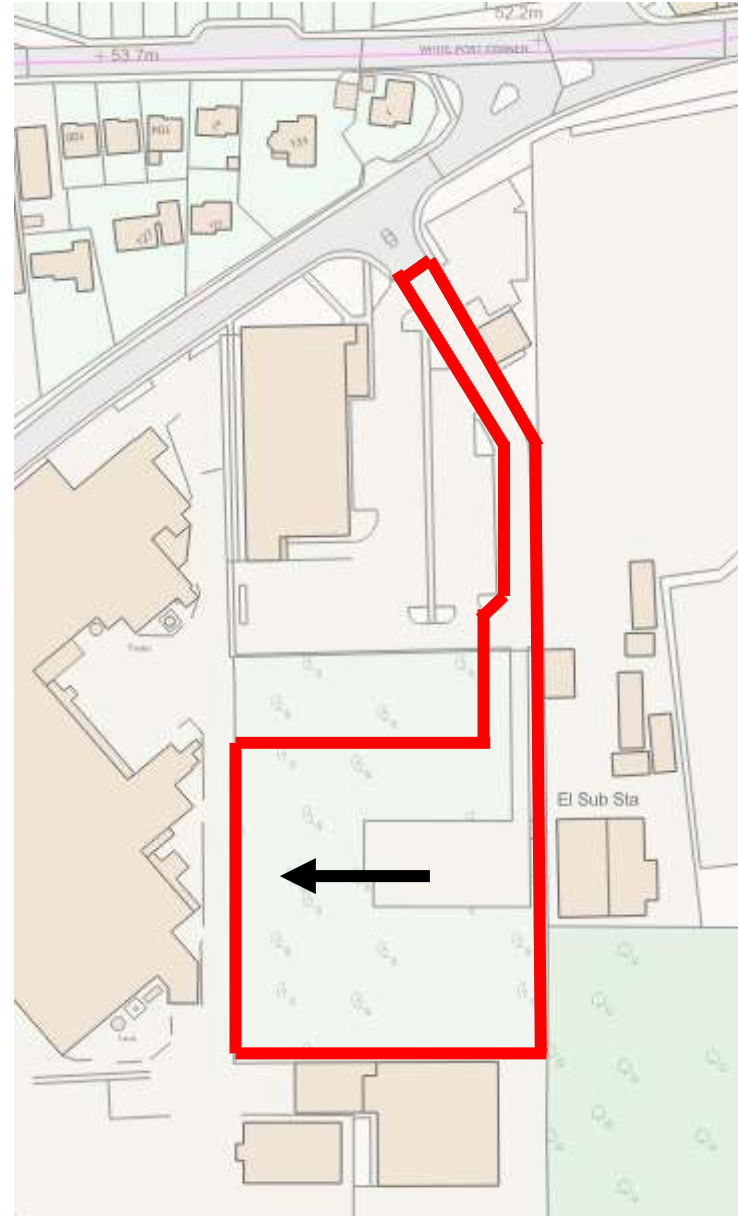














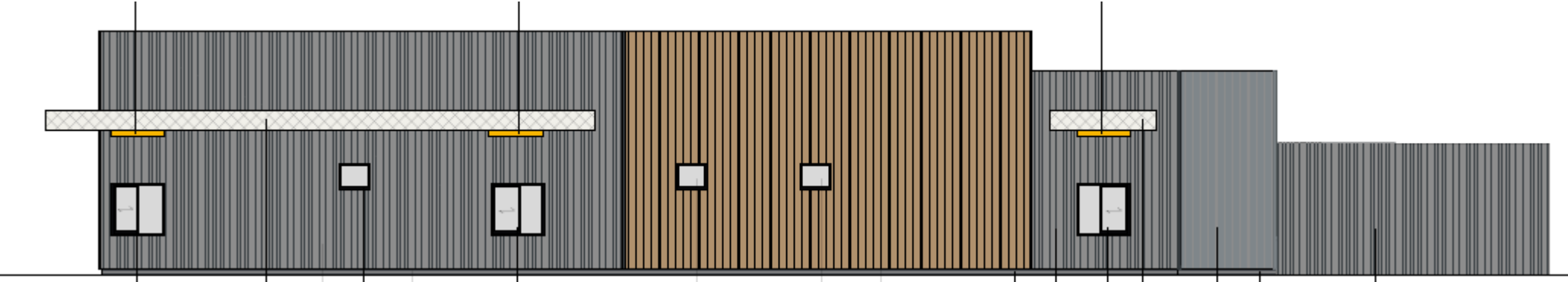
# Proposed Site and Landscaping Plan



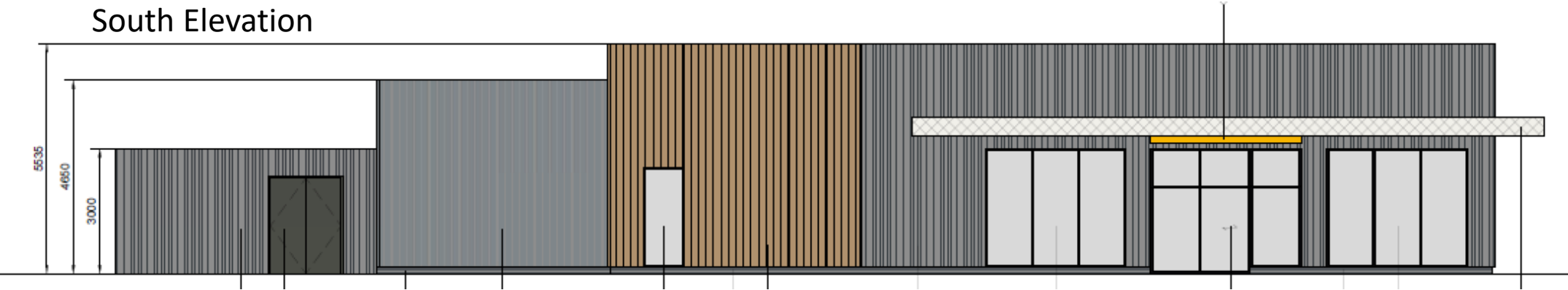
## Access through Lidl



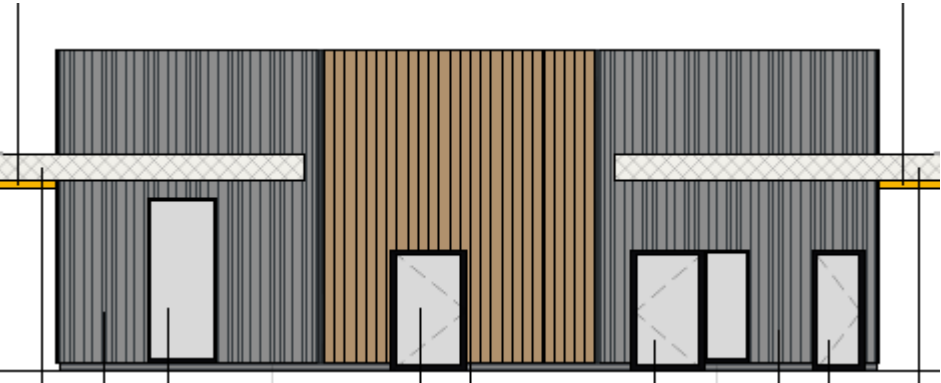
Proposed Elevations



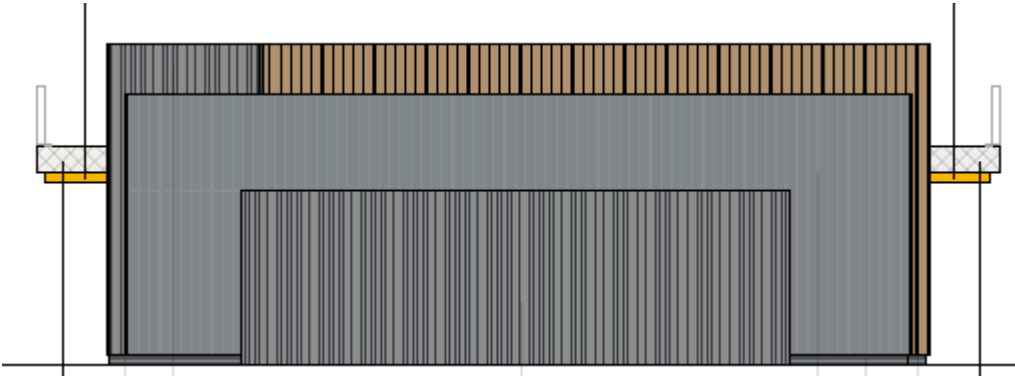
South Elevation



North Elevation



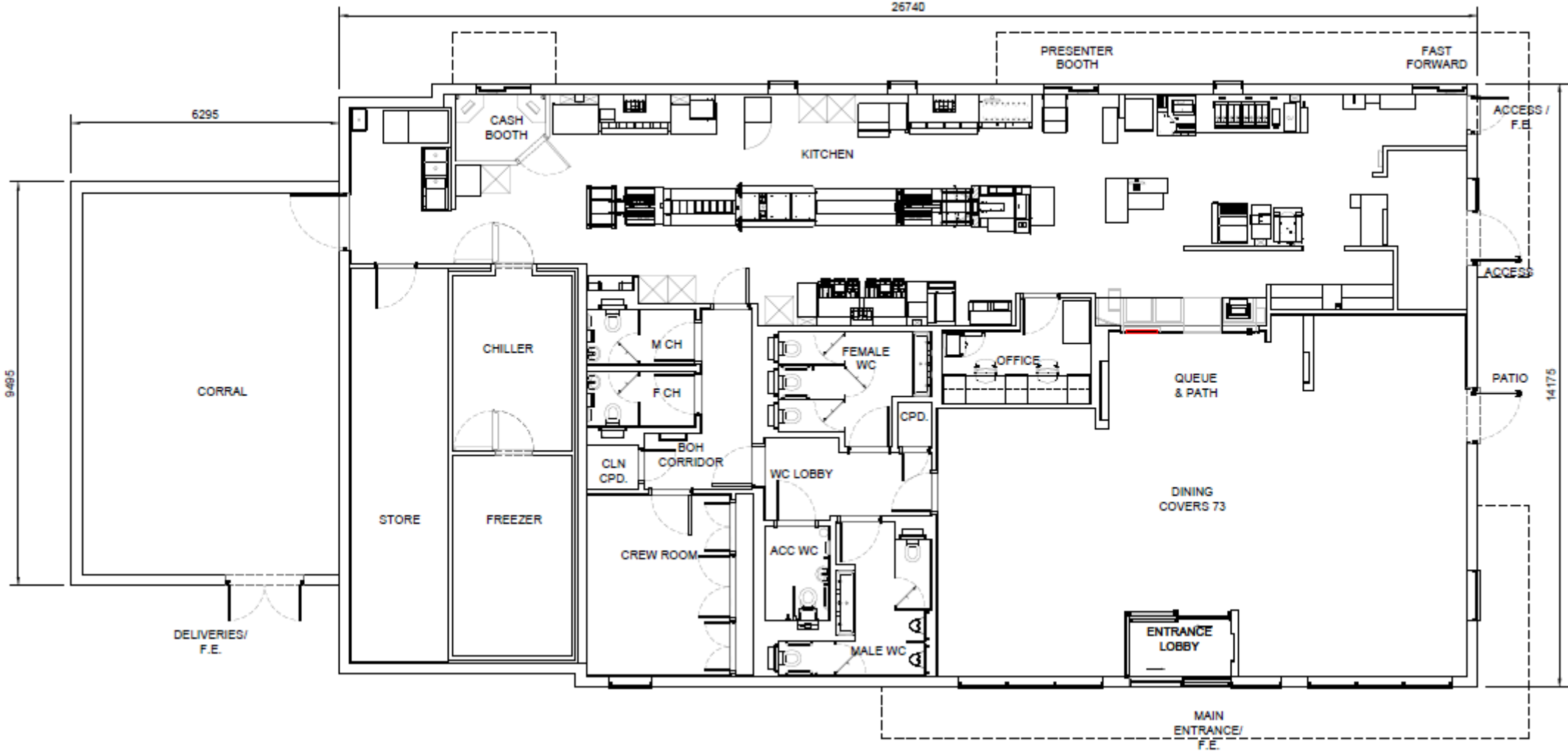
West Elevation



East Elevation



Proposed Floor Plans



## **Main Issues for Consideration**

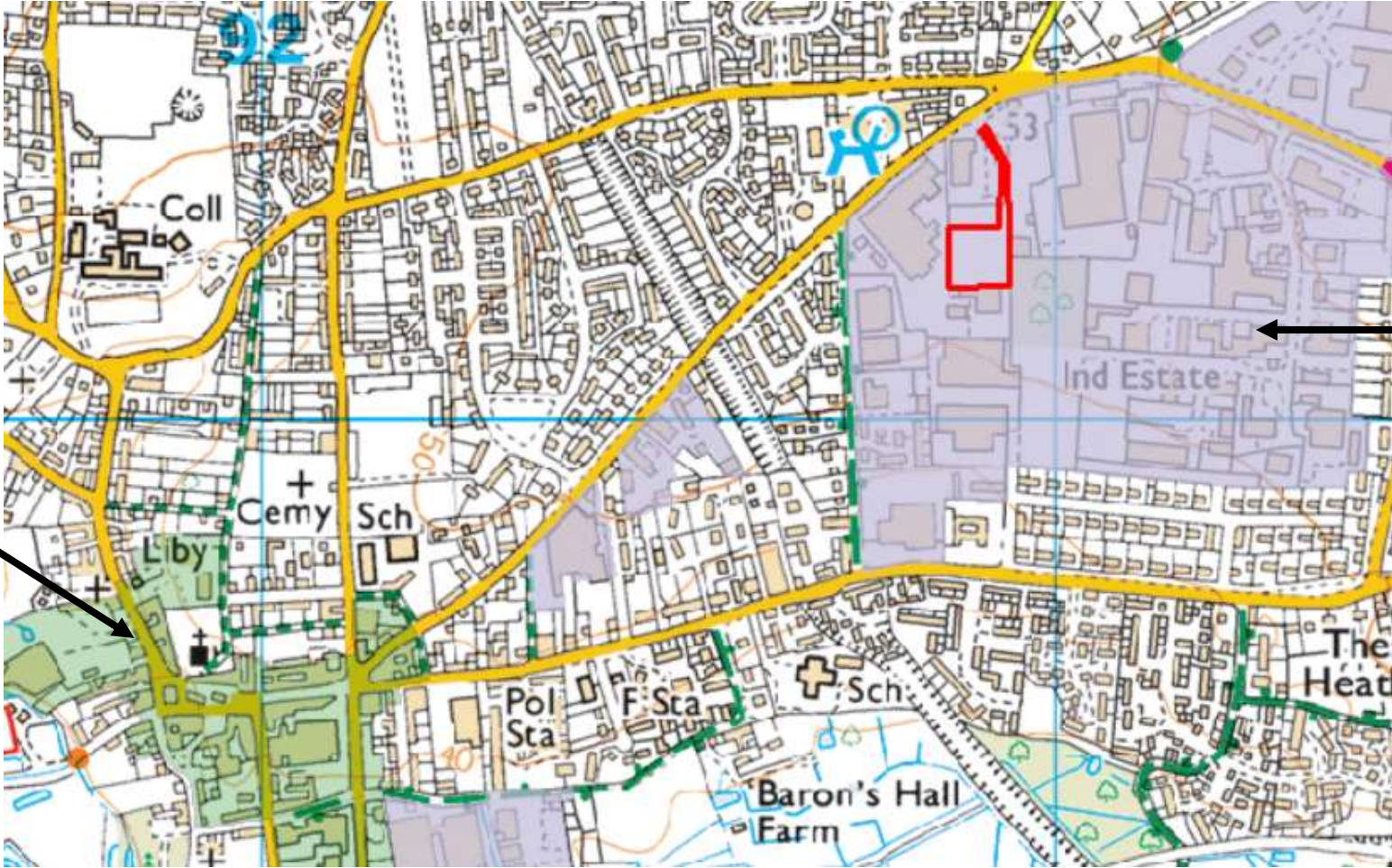
1. Relevant Planning History
2. Principle of Development
3. Impact upon Character and Appearance and design
4. Access, Parking and Highways Safety
5. Ecological Impacts
6. Arboricultural impacts
7. Environmental Considerations (including Residential Amenity, Litter, Noise and Odour)
8. Flood Risk
9. Renewable energy
10. Planning Obligations
11. Emerging Local Plan
12. Conclusion - Planning Balance



Location and Proximity to Town Centre

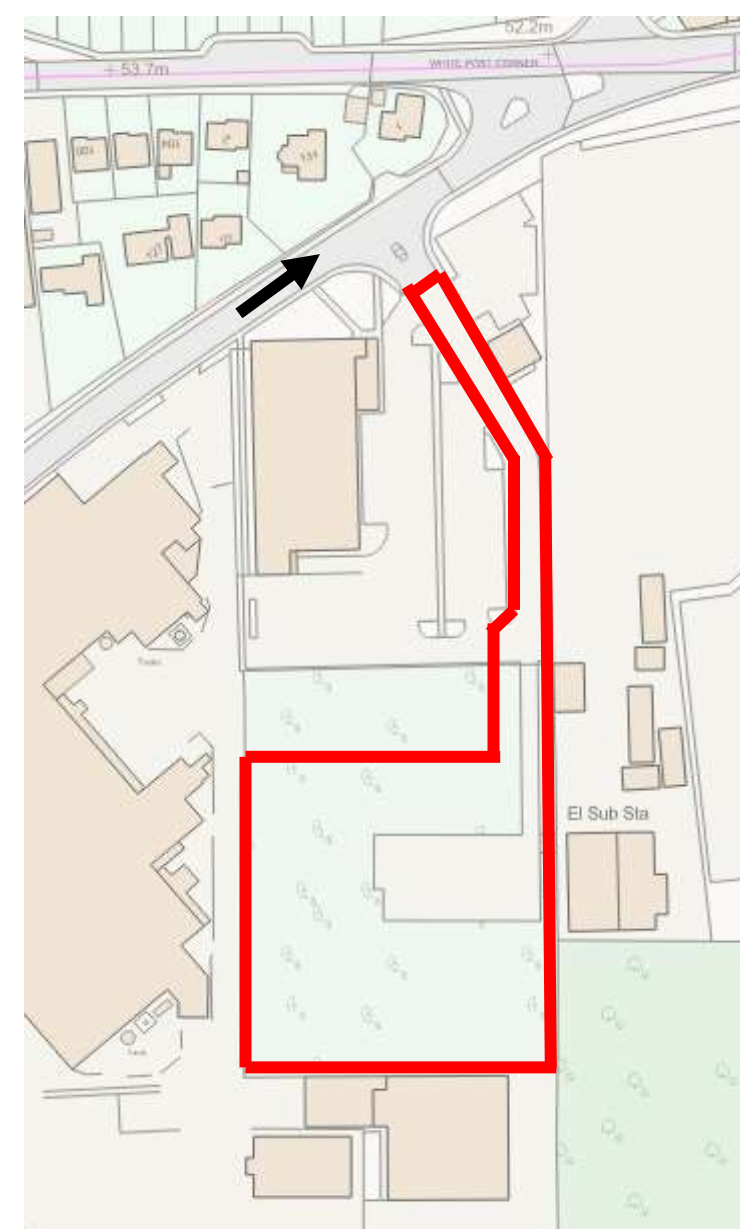
Site relationship with employment area and proximity to town centre.

Town Centre

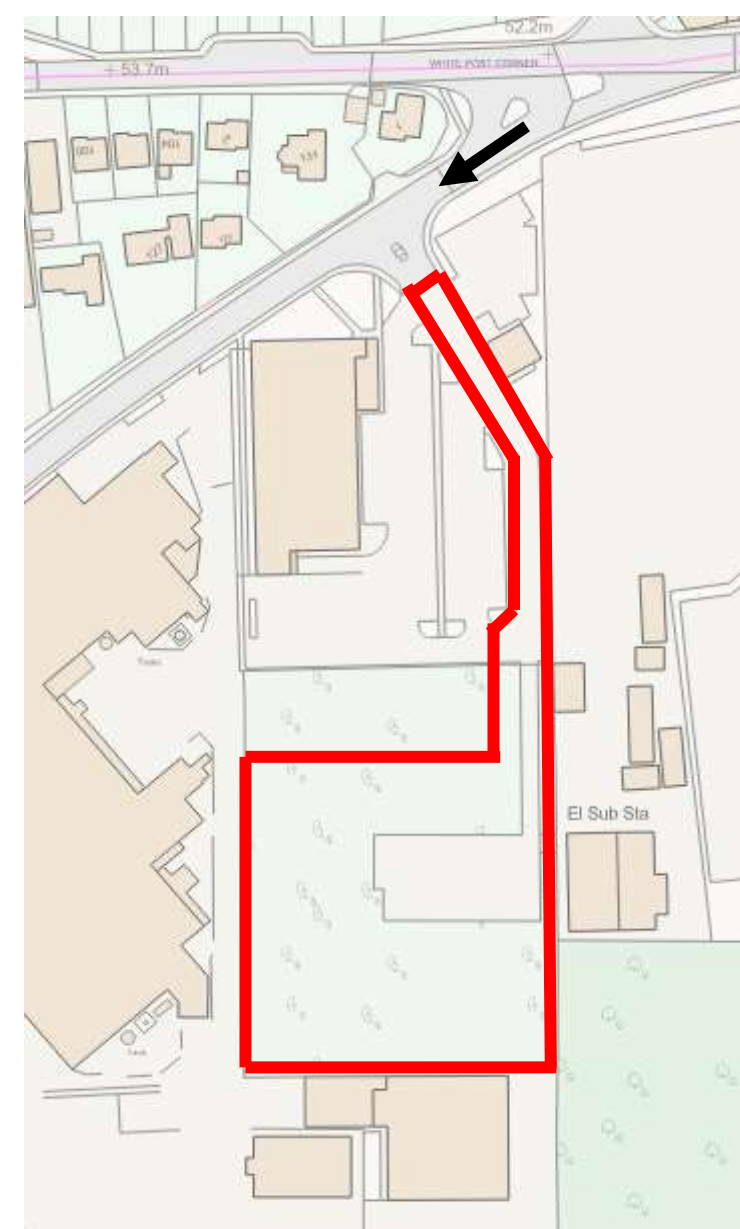


Designated  
Employment Land

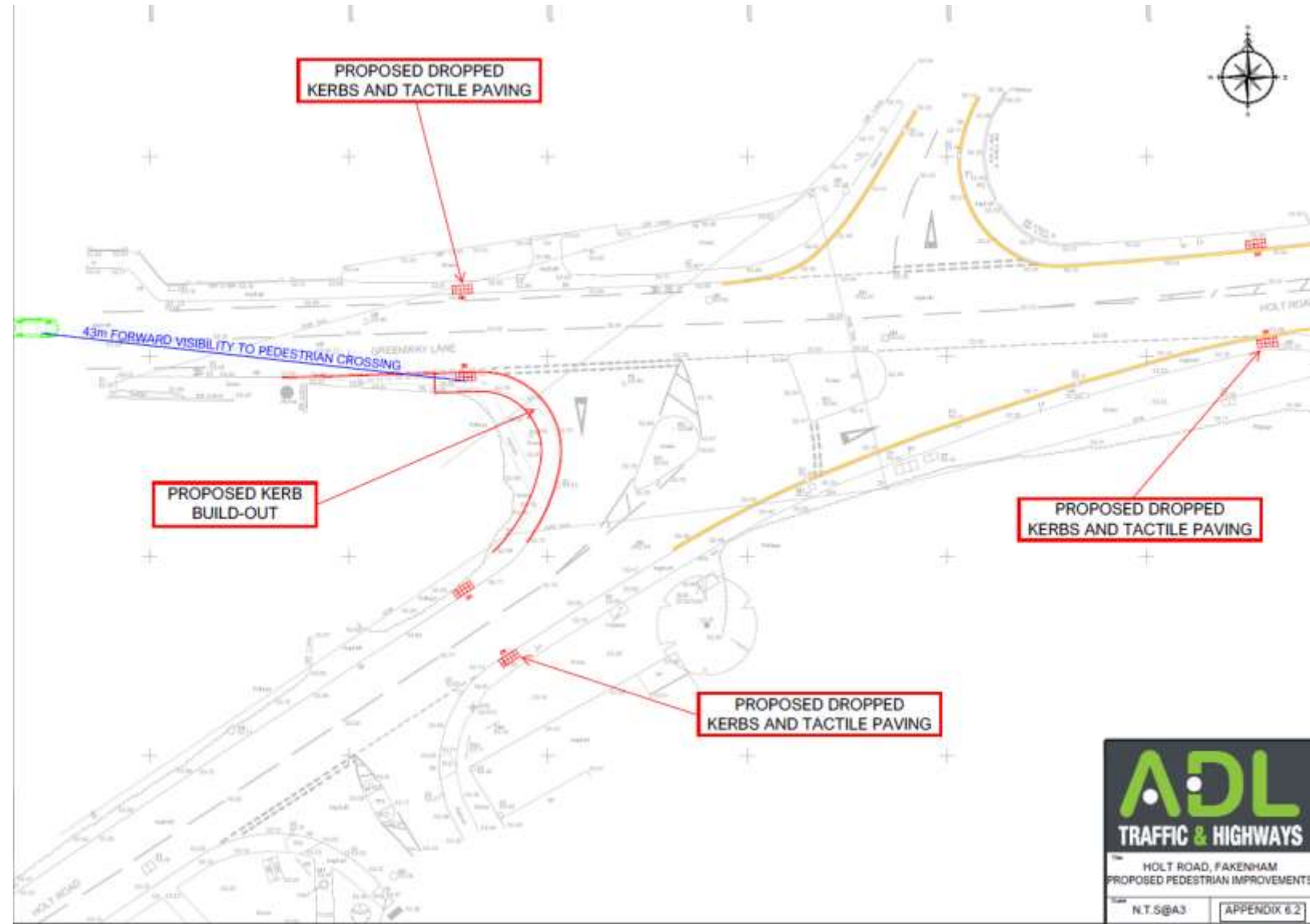








# Highways Improvements



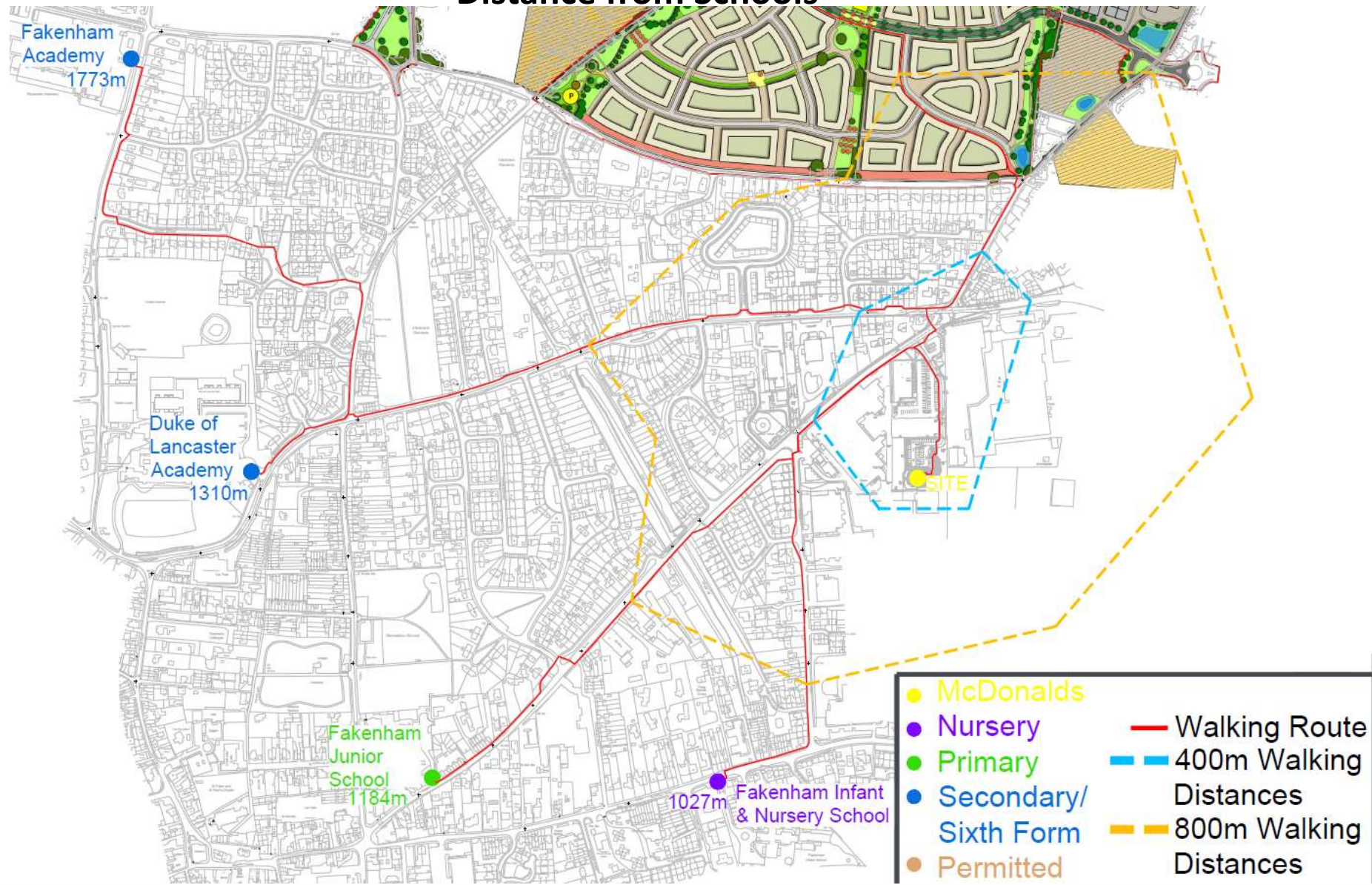


## Paragraph 97 of the NPPF

Local planning authorities should refuse applications for hot food takeaways and fast-food outlets:

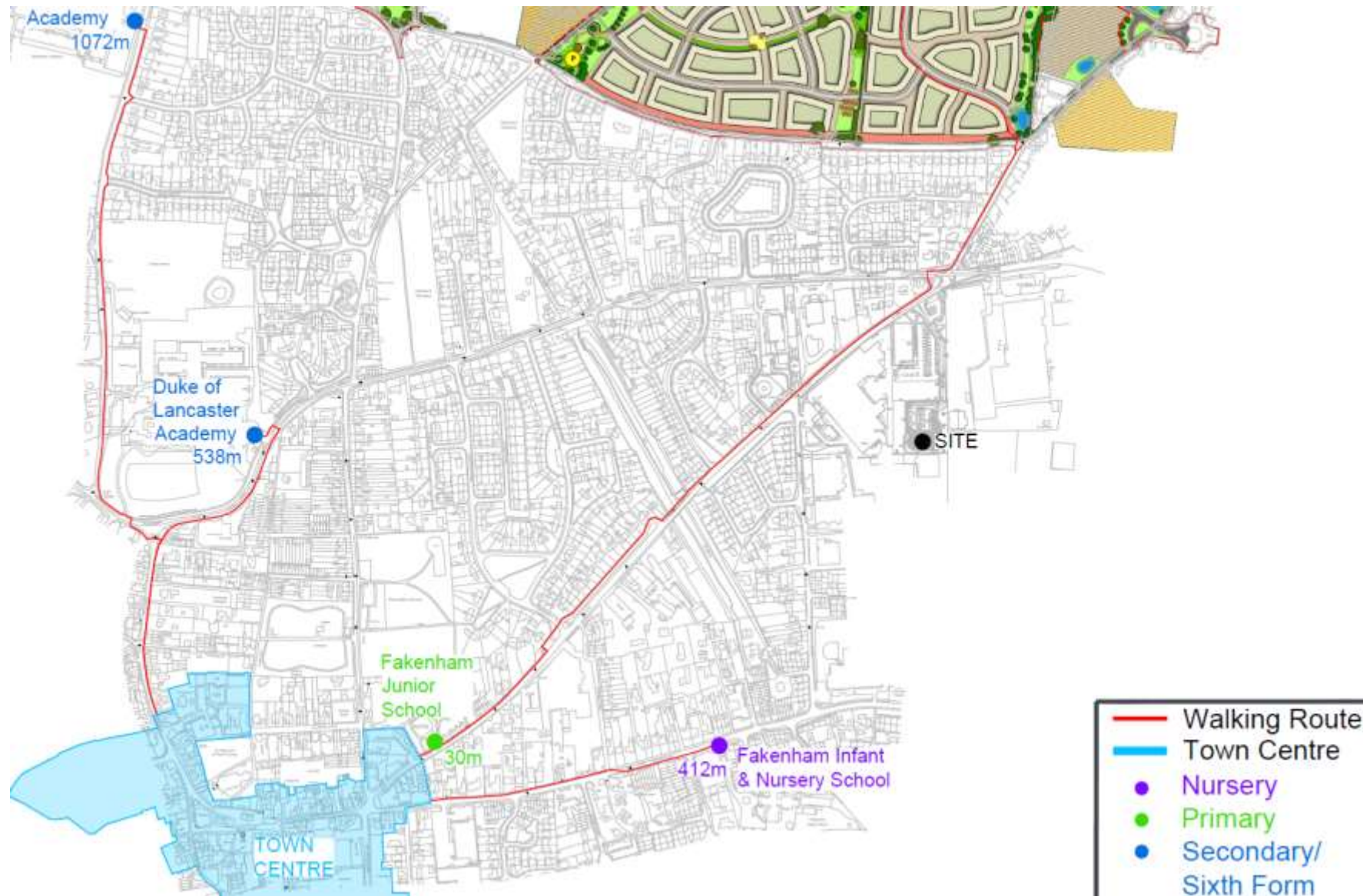
- a) within walking distance of schools and other places where children and young people congregate, unless the location is within a designated town centre; or
- b) in locations where there is evidence that a concentration of such uses is having an adverse impact on local health, pollution or anti-social-behaviour.

# Distance from Schools





## Distance from Town Centre



# Conclusion/Summary

- The addendum report is to be read in conjunction with the conclusion set out in the Committee Report of 06 March 2025. Officers conclude that in undertaking an overall balance of the competing aspects of the proposal, it is considered that the identified policy conflict would be outweighed by the economic benefits and other material considerations in favour of the development.
- The site forms part of a designated Employment Area. Policy SS 5 seeks to retain land in such an area for Class B1, B2 and B8 uses. The proposal is therefore a departure from the Development Plan. Notwithstanding this, the site has an extant permission for retail units, and it has been demonstrated that sequentially there are no suitable alternative sites within Fakenham that could accommodate the proposed scheme.
- the proposed application would create more than 120 additional full and part time jobs and that this could potentially be more than or equal to B Class uses and also offer linked-trips and benefits to nearby businesses. These consist of staff within the restaurant, supply chain and jobs within the wider area. There are therefore clear economic benefits that would be delivered by the scheme proposed.
- The Highway Authority raise no objection in terms of parking, nor wider highways issues.
- The Environmental Health Officer raises no objections regarding impacts upon light and odour. The operating hours have also been restricted to alleviate concern regarding the impact of noise on nearby residential properties.
- The proposal has demonstrated compliance with NPPF paragraph 97.



## Recommendation

### APPROVAL subject to

- A) The completion of a unilateral undertaking under Section 106 of the Town and Country Planning Act 1990 to secure the provision of litter bins and financial contribution towards maintenance /emptying for 15 years.
- B) Conditions to cover the following matters and any others considered necessary by the Assistant Director –

<ol style="list-style-type: none"><li>1. Time limit to three years</li><li>2. To accord with the approved plans</li><li>3. Extenal materials</li><li>4. In accordance with the hard and soft landscaping plan</li><li>5. In accordance with the landscape management plan</li><li>6. On site car parking etc.</li><li>7. Offsite improvement works</li><li>8. Accord with the Arboricultural Impact Assessment</li><li>9. Retain eastern hedgerow at a minimum 3 m.</li><li>10. Submission of a CEMP (Biodiversity)</li><li>11. In accordance with Biodiversity Enhancement Plan</li><li>12. Method statement to control Cotoneaster horizontalis and Buddleia davidii.</li><li>13. BNG</li></ol>	<ol style="list-style-type: none"><li>14. Kitchen Extract Systems</li><li>15. Noise/ dust/ odour control</li><li>16. Contamination</li><li>17. Opening hours for the public</li><li>18. Hours of Servicing</li><li>19. Construction hours</li><li>20. Litter Management Plan</li><li>21. Solar panels</li><li>22. External lighting</li><li>23. In accordance with Drainage Strategy</li><li>24. In accordance with the Construction Management Plan</li><li>25. Provision of a fire hydrant</li></ol>
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