

APPLICATION REFERENCE: PF/26/0131

LOCATION: Old Station Way, Holt. NR25 6DH

PROPOSAL: Erection of a Class E foodstore with associated car parking, access, substation, landscaping and associated works



NORTH
NORFOLK
DISTRICT
COUNCIL

north-norfolk.gov.uk

10th September 2026

Holt Retail Matters

Holt town centre is *‘performing well and is considered to be vital and viable’* (Nexus).

Policy TC4 of the NPPF (2026) sets out that applications should *‘demonstrate that the development would be unlikely to have a significant adverse impact on:*

- a. Existing, committed and planned public and private investment in a town centre or centres in the catchment area of the proposal; and*
- b. Town centre vitality and viability, including local consumer choice and trade in the town centre and the wider retail catchment (as applicable to the scale and nature of the scheme).*

There is no committed or planned town centre investment that is of relevance to this impact test.

Holt Retail Matters

Following review of the submitted retail information with support from Nexus, Officers advise the following:

- The solus impact of Aldi on Holt town centre is assessed as -11.1%.
- The solus impact of Lidl on Holt town centre is assessed as -12.6%.

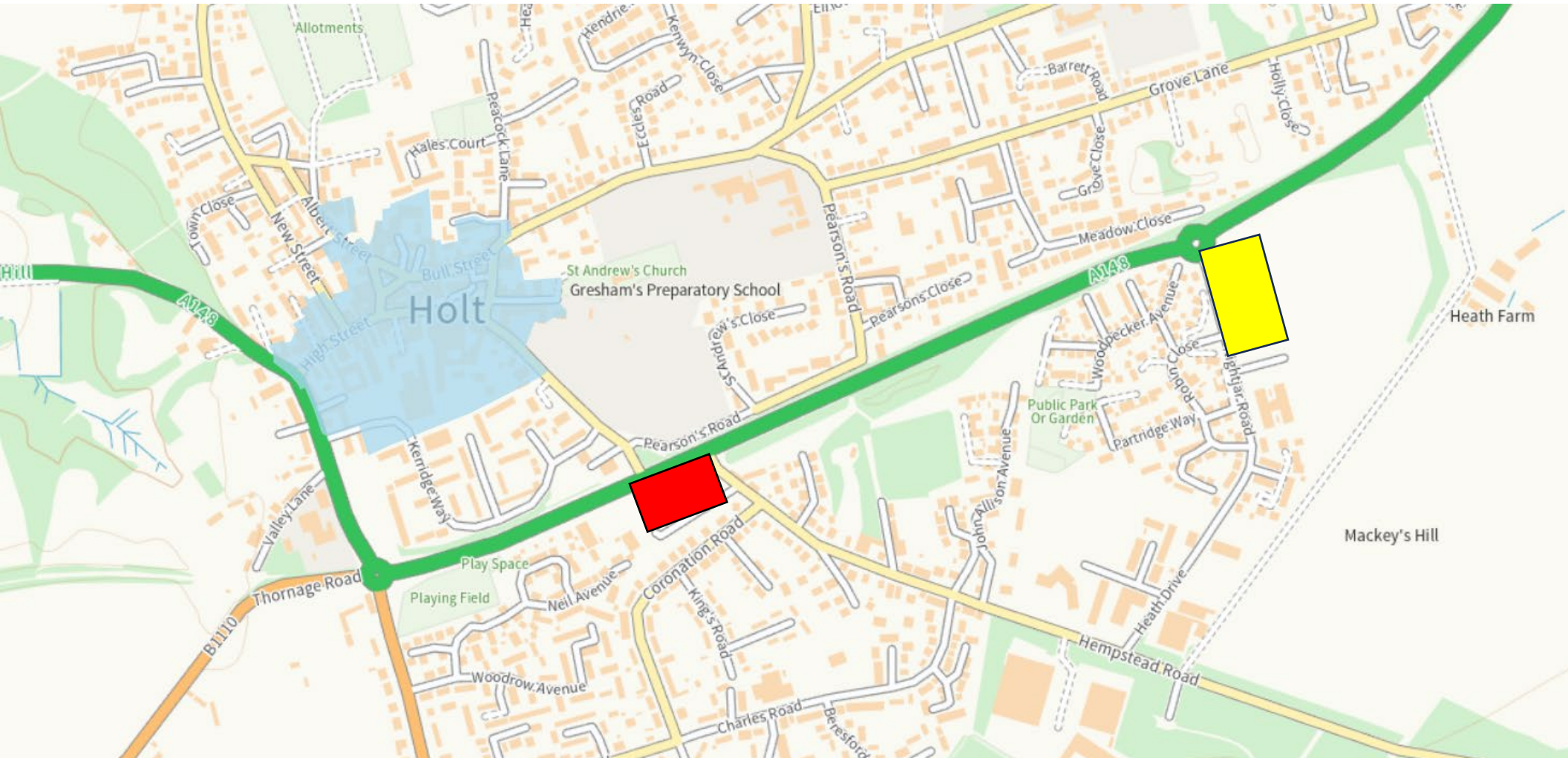
In either of these cases, in solus, officers' advice is that the impact is not significantly adverse.

- The cumulative impact of both stores coming forward is assessed as between -22.3% and -22.6%.

In this case, officers' advice is that the impact would be significantly adverse.

Officers therefore recommend that only a maximum of one retail proposal be permitted in Holt.

Holt Overview

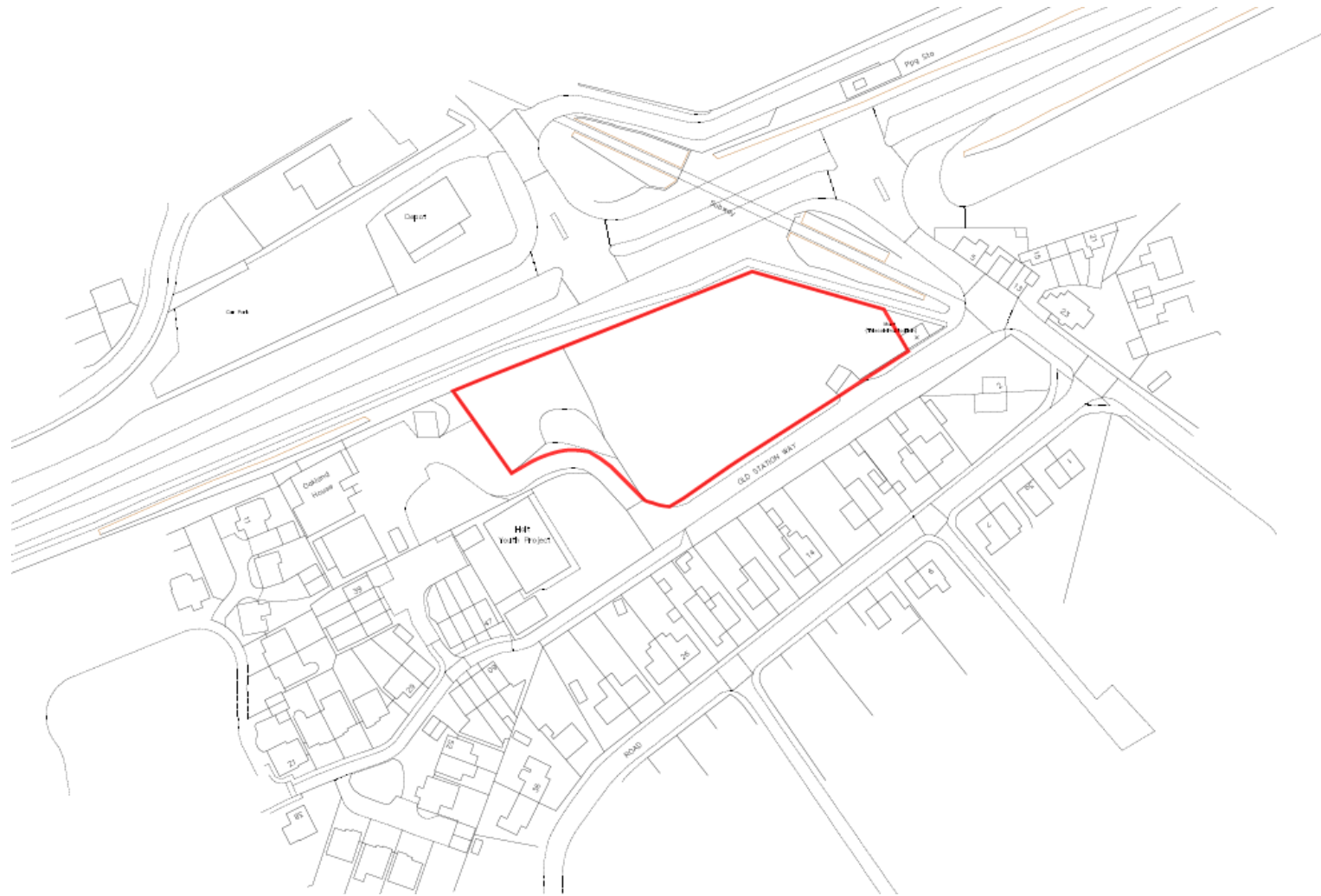


PF/26/0131 – Aldi

PF/25/1630 – Lidl

Holt Town Centre

Location Plan

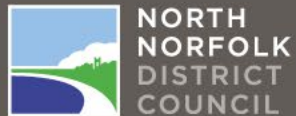


Location (Satellite View)

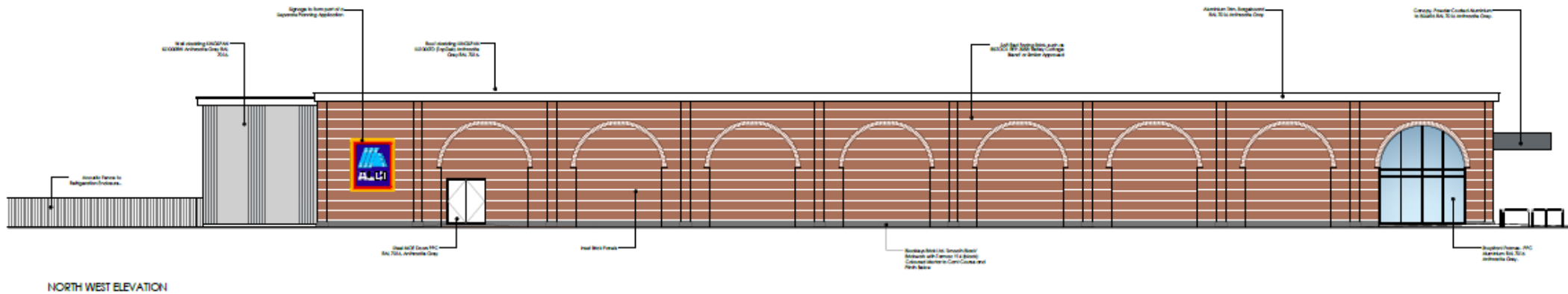
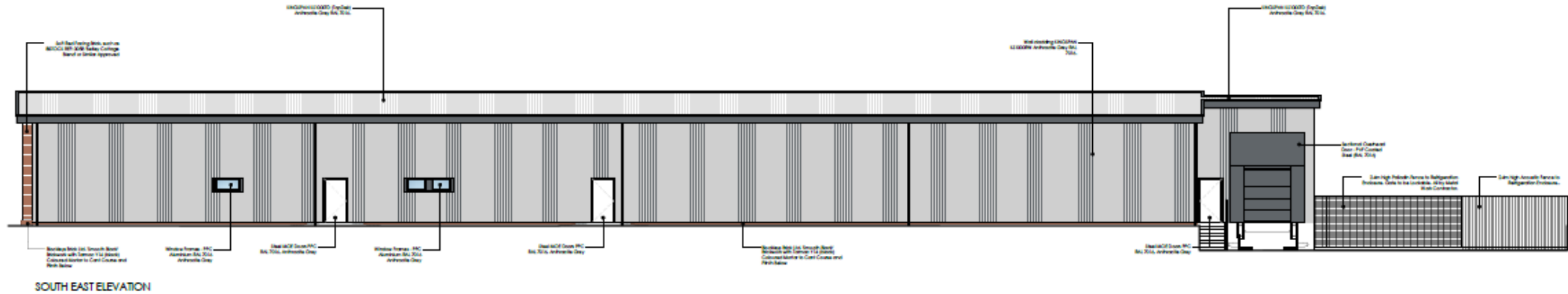


- Erection of a Class E foodstore of 1,718sqm external area.
- Vehicular access from the A148 Holt bypass with a parking area to the front and side of the store.
- Service yard access and staff parking from Old Station Way.

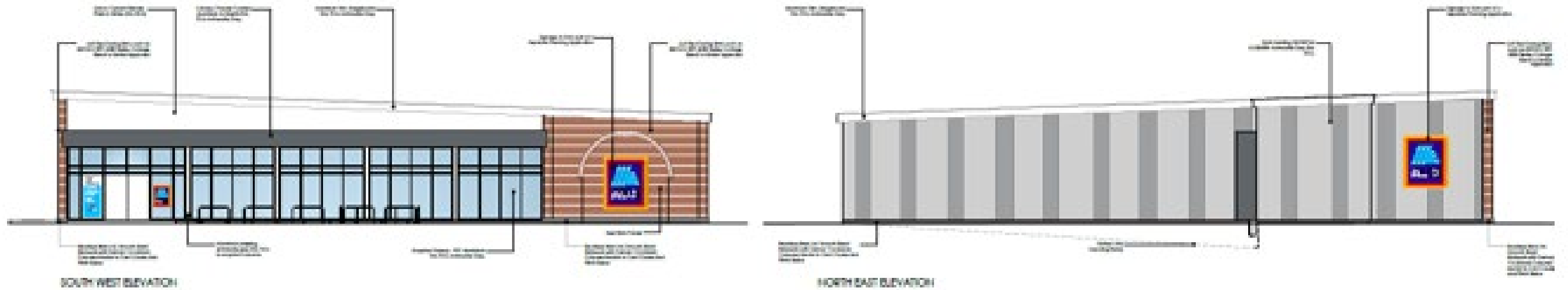
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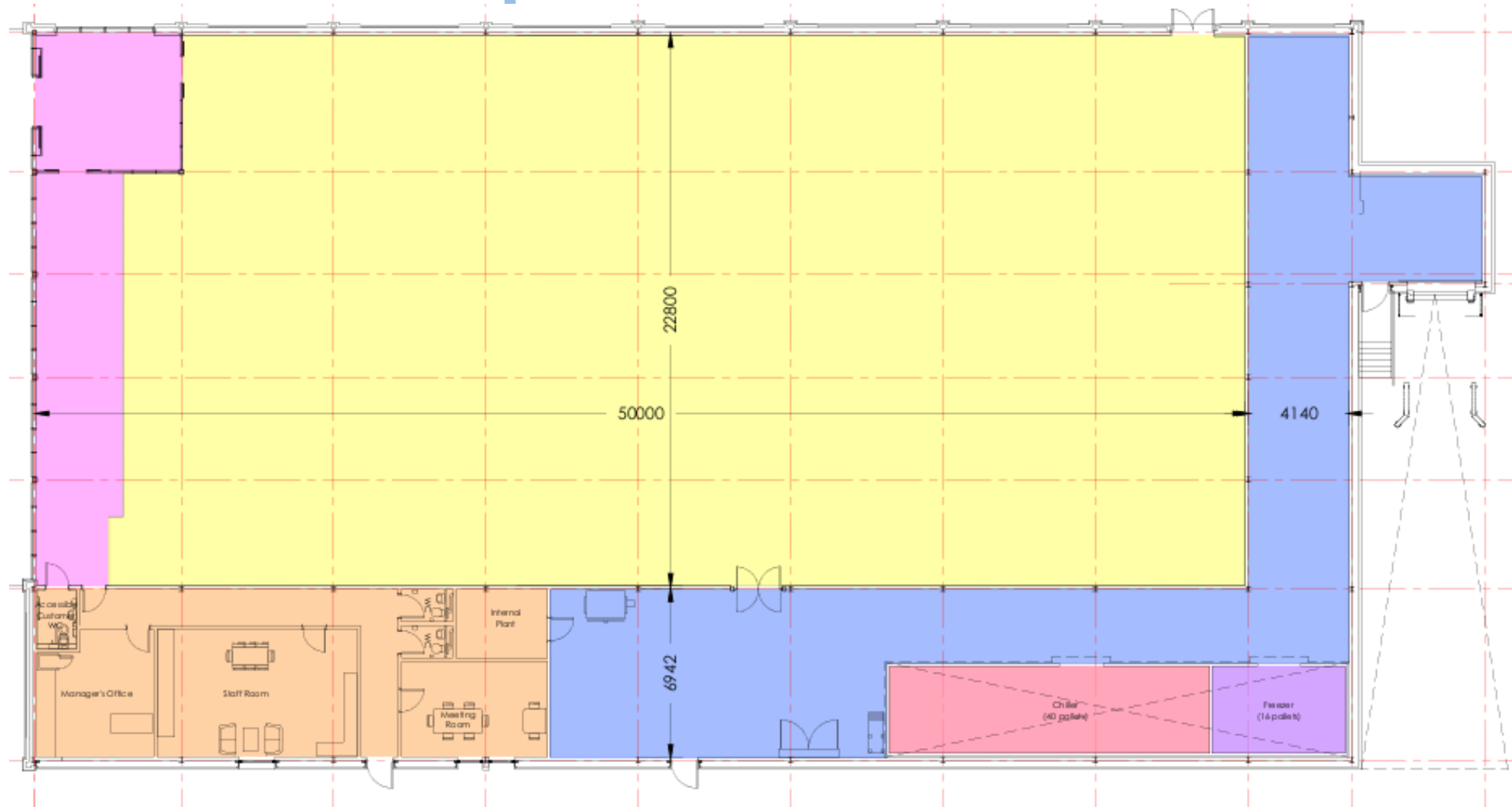
Proposed Elevations



Proposed Elevations



Proposed Floor Plan



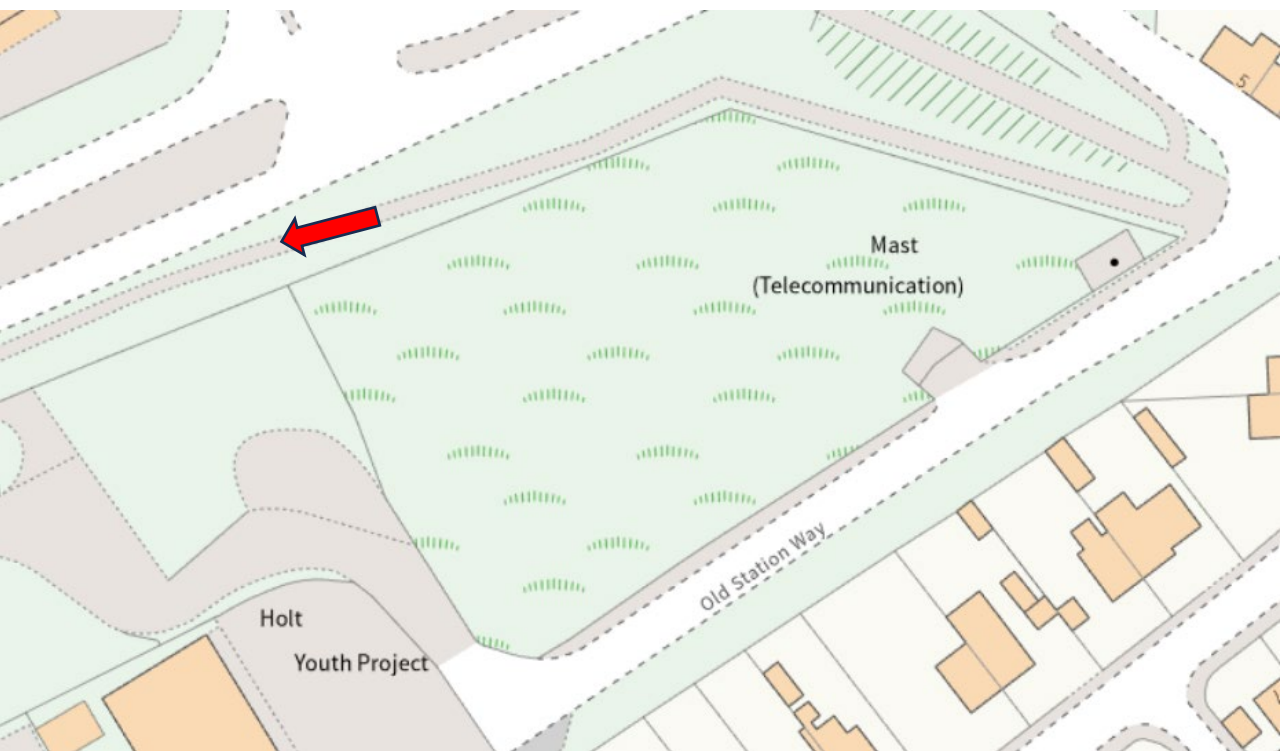












Key Issues

- Principle of development
- Sequential assessment
- Retail policy matters
- Design and heritage
- Amenity
- Highway safety
- Flood risk
- BNG
- Landscape
- Ecology
- Sustainability
- Fibre to the premises (FTTP)

Principle of Development, Sequential Site Assessment and Retail Matters

- This proposal is sited on Previously Developed Land (PDL) within an employment area.
- Policy HOLT4 of the Holt Neighbourhood Plan (HNP) refers explicitly to this site 'which may also be used as a primarily convenience food retail class'.
- The site chosen is an out-of-centre location but there are not considered to be any locations within the centre, or on the edge, or in better connected out-of-centre locations that would be appropriate. The proposal passes the sequential test.
- In solus, it is considered that the impact of this proposal **would not** be significantly adverse, but cumulatively the impact likely **would be** significantly adverse.
- Officers find that that this development proposal site is closer to Holt town centre with a likely increased potential for linked trips, makes use of PDL, and is for a use considered to be potentially acceptable in Policy HOLT4 of the Holt Neighbourhood Plan when compared directly to the competing application.
- Officers therefore conclude that this application is preferable in terms of retail matters alone, however it is important to bear in mind that (in terms of retail planning policy) if considered in isolation (as single stores) that either site could be acceptable.

Technical Matters

The applicant has worked to revise the scheme during the assessment and officers can advise that the following assessment areas are considered acceptable, either as submitted or subject to conditions:

- Design and Heritage
- Amenity
- Flood Risk and Drainage
- BNG
- Landscape
- Ecology
- Sustainability
- Fibre to the Premises (FTTP)

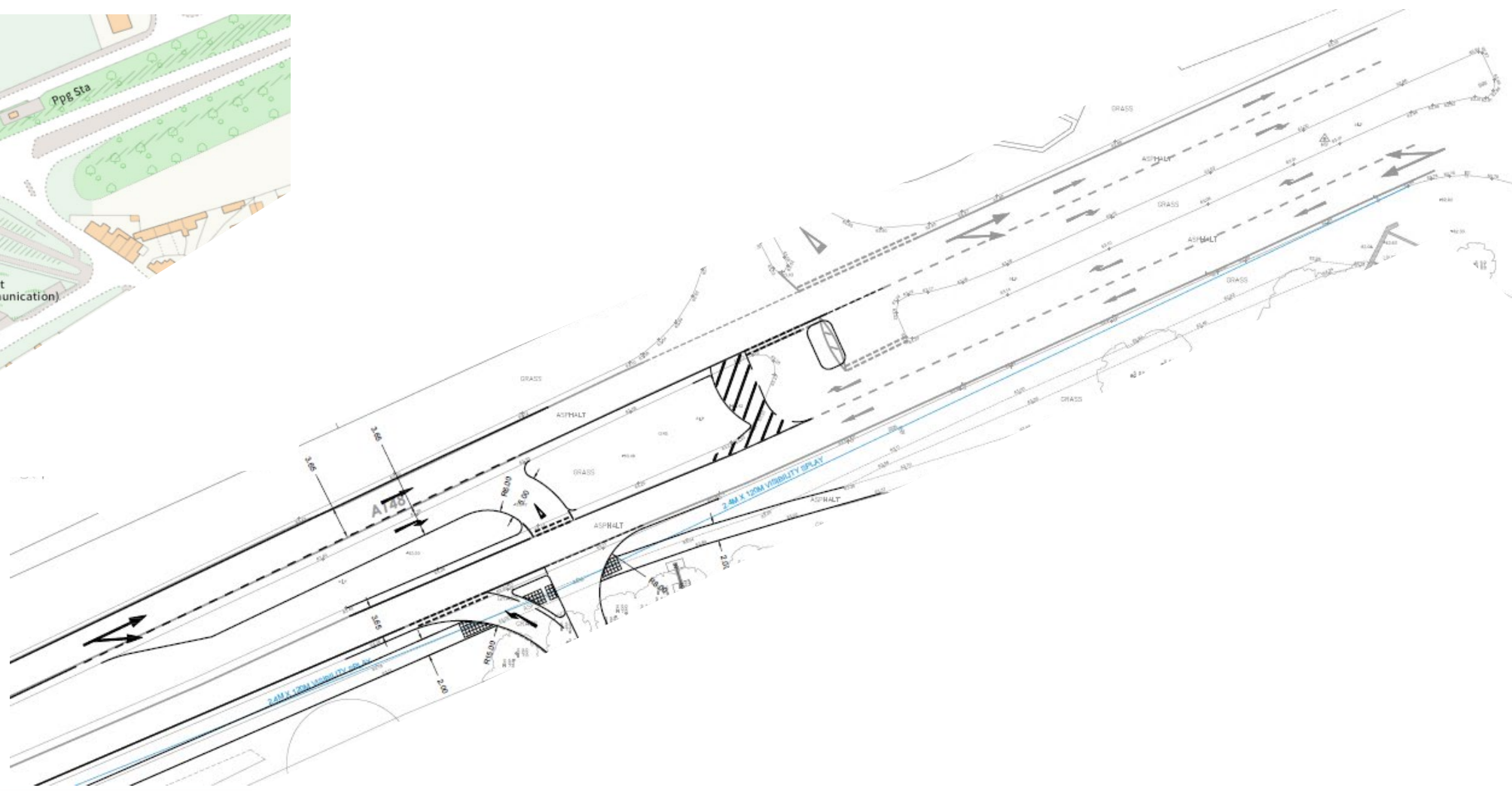
Highway Safety

This application has been the subject of revisions with Norfolk County Council Highway Authority providing four comments since the receipt of the application, including a Stage 1 Road Safety Audit (RSA).

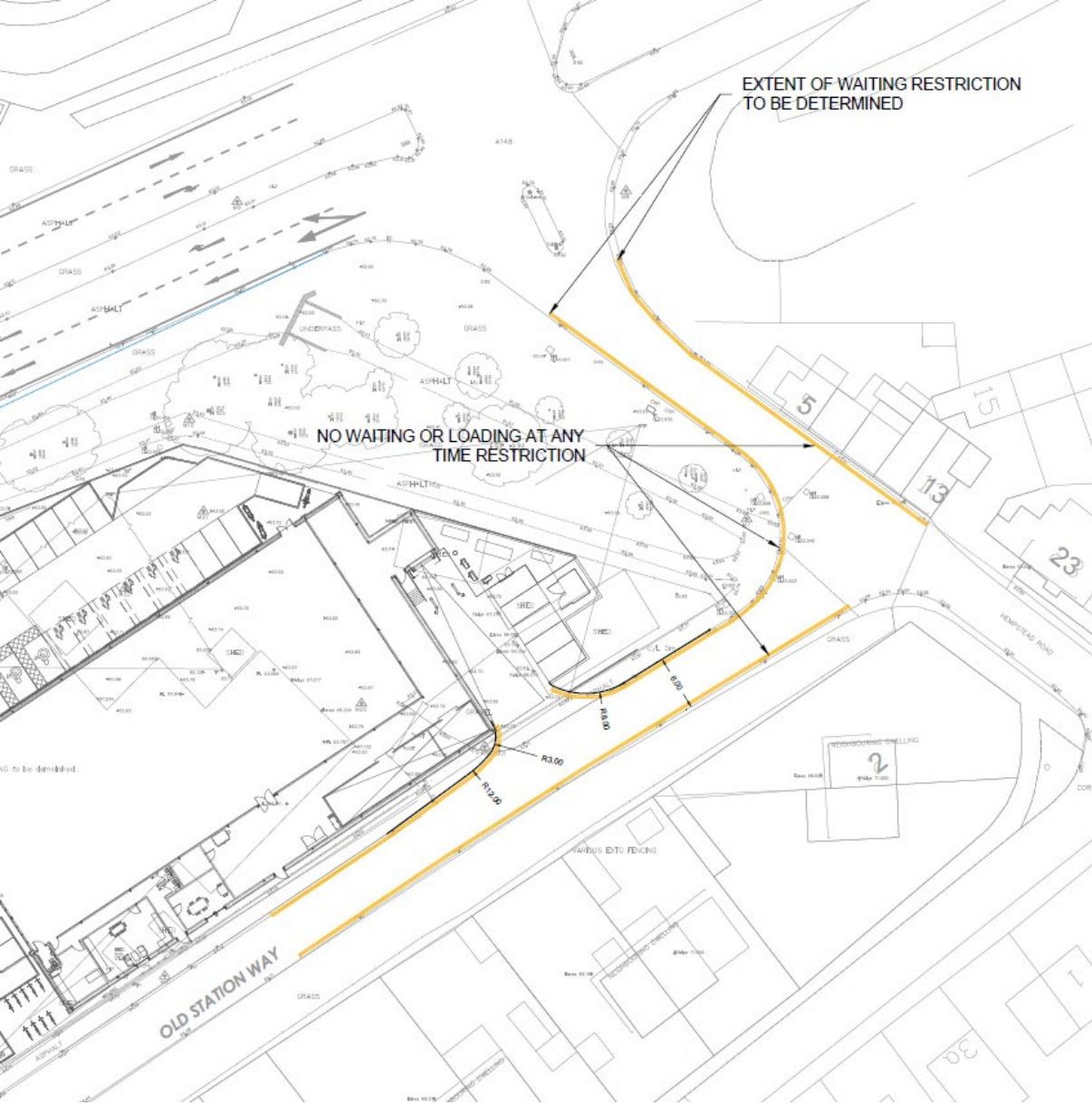
The applicant has submitted a final revised scheme and a designer response to the RSA, with the latest comments from the Highway Authority having regard to that information.

Following the conclusion of this review process the final comments from the Highway Authority recommend refusal of the application for 3 reasons.

A148 Access Arrangement



Service Yard Arrangement



Site Internal Arrangement



Relevant Highway Safety Policies

NPPF Policy TR6:

Development proposals should be refused if they would have a severe adverse impact on the transport network (in terms of capacity and congestion, including cumulative impacts), or an unacceptable impact on highway safety; taking into account any mitigation measures proposed as well as any wider network improvements, including measures to support sustainable patterns of movement. This applies both during the construction phase and following completion.

NNLP Policy CC9:

Development will be well located and designed to minimise the need to travel and maximise the use of sustainable forms of transport appropriate to its particular location. Development proposals will be considered against the following criteria:

- 1. The proposal provides for safe and convenient access on foot and by cycle, public and private transport addressing the needs of all, including those with a disability;*
- 2. omitted*
- 3. omitted*
- 4. The expected nature and volume of traffic generated by the proposal can be accommodated by the existing road network without detriment to the amenity or character of the surrounding area, that it would not cause an unacceptable impact on highway safety and that any residual cumulative impacts on the road network would not be severe;*

RECOMMENDATION

Delegate authority to the Assistant Director of Planning to REFUSE for the following reasons:

1. The proposed development would lead to the creation of an access on a stretch of classified highway which carries significant traffic movements. Furthermore, the vehicular movements associated with the use of the access would lead to conflict and interference with the passage of through vehicles and introduce further points of potential conflict. The proposal is therefore considered to give rise to an unacceptable impact on highway safety and is contrary to Policy CC9 (4) of the NNLP and Policy TR6 of the NPPF (2026).
2. The proposed development does not adequately provide for pedestrians and cyclists and is therefore considered to give rise to an unacceptable impact on highway safety, contrary to Policy CC9 (1) of the NNLP and Policy TR6 of the NPPF (2026).
3. The proposal does not incorporate adequate facilities to enable a delivery vehicle to enter in a forward gear, turn within the site and exit in a forward gear. The findings of the Highway Authority's Stage 1 Road Safety Audit also identified concerns regarding servicing arrangements and the requirement for reversing manoeuvres associated with delivery vehicles, which are considered unacceptable in the interests of road safety and is contrary to Policy CC9 (1) and (4) of the NNLP and Policy TR6 of the NPPF (2026).

Final wording of refusal reasons to be delegated to the Assistant Director – Planning