

APPLICATION REFERENCE: PF/25/1630

LOCATION: Land at Nightjar Road, Holt

PROPOSAL: Erection of Class E discount foodstore with associated car parking, landscaping, engineering and drainage 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%.

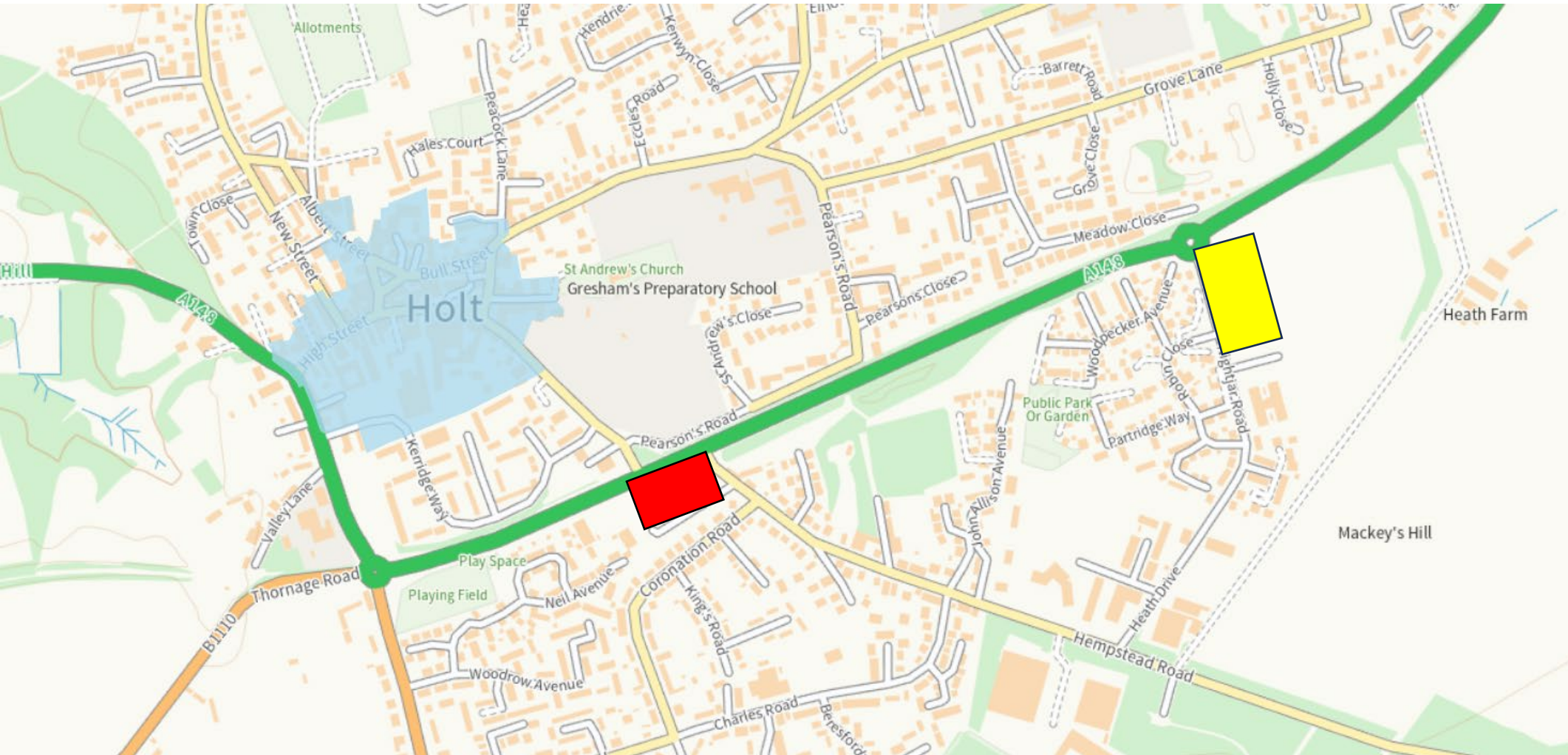
In either of these cases, in solus, officers' advice is that the impact is not significantly adverse.

- 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

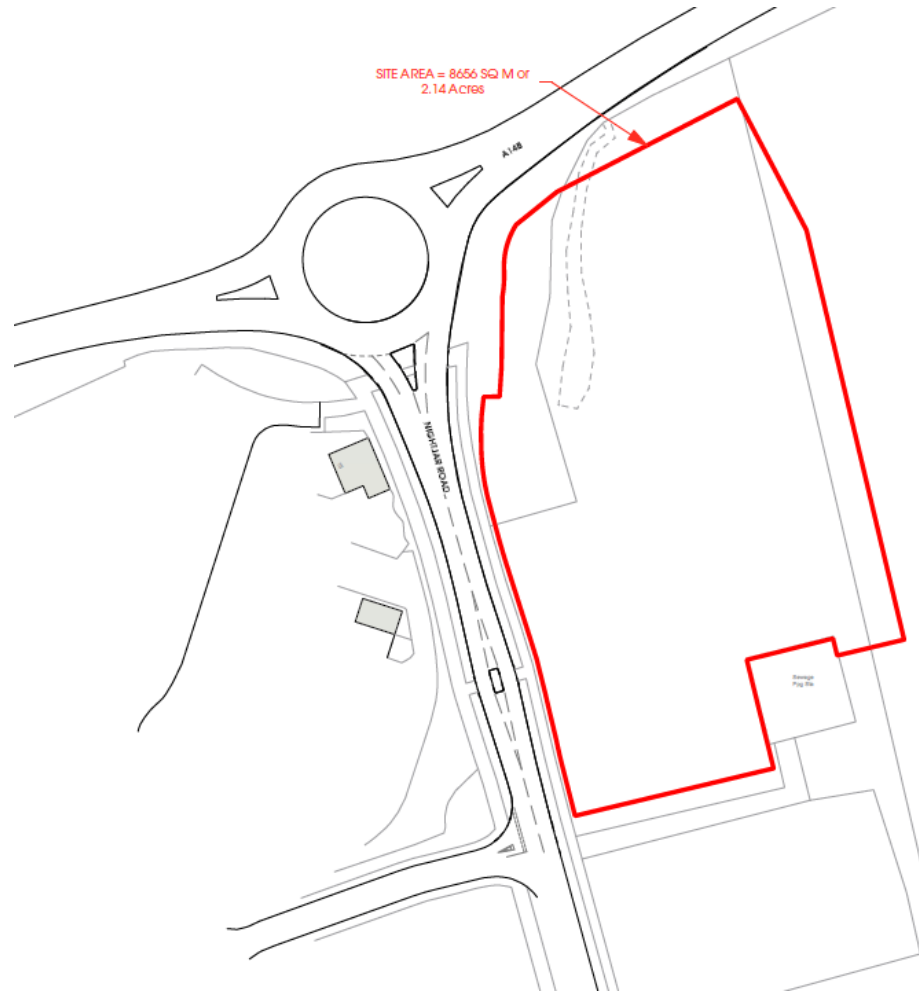


PF/26/0131 – Aldi

PF/25/1630 – Lidl

Holt Town Centre

Location Plan





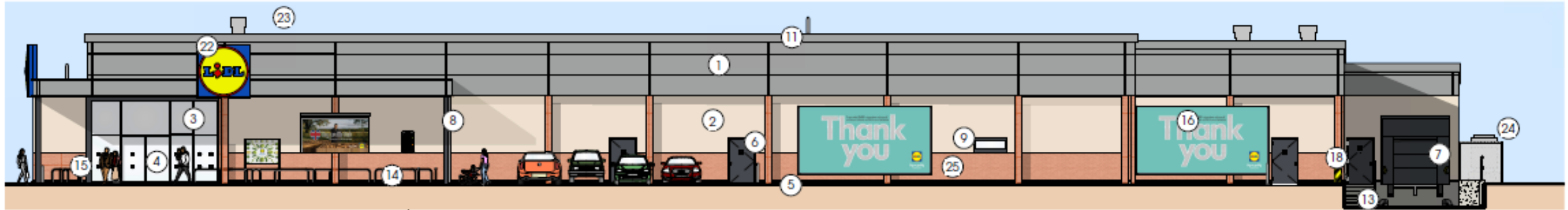
Location (Satellite View)

The Proposal

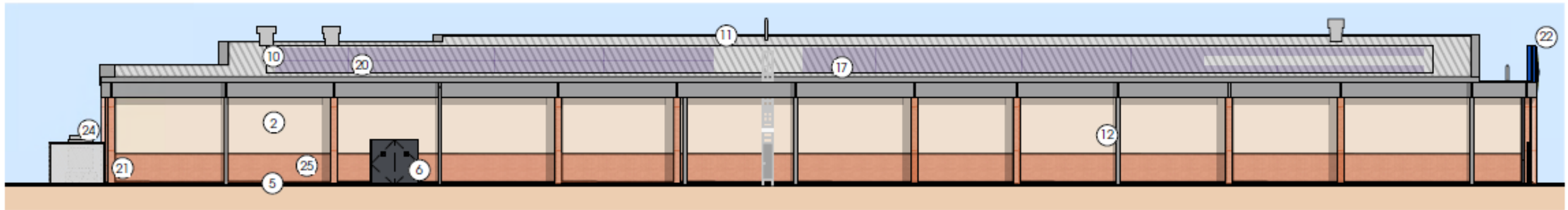
- Erection of a Class E foodstore of 1,969sqm gross internal area.
- Vehicular access from Nightjar Road off the A148 Holt bypass roundabout.



Proposed Elevations



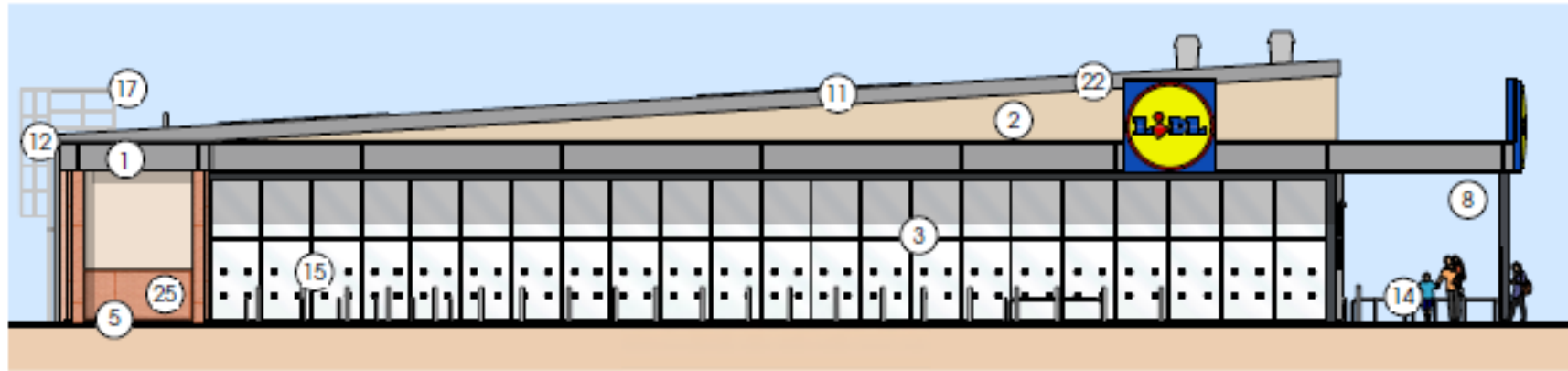
FRONT ELEVATION



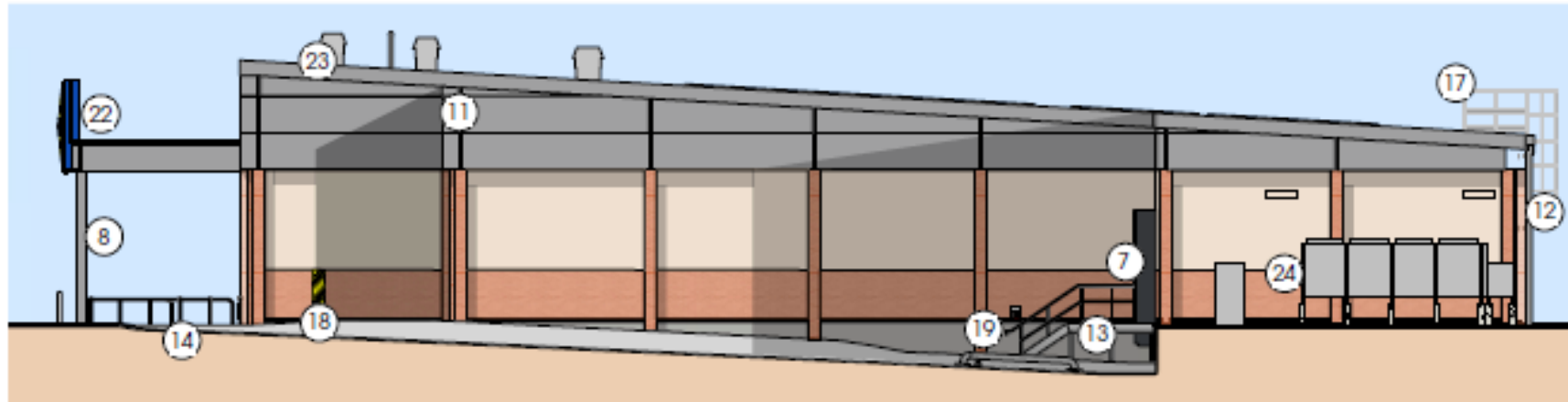
REAR ELEVATION

MATERIALS KEY

Proposed Elevations



GLAZED GABLE ELEVATION



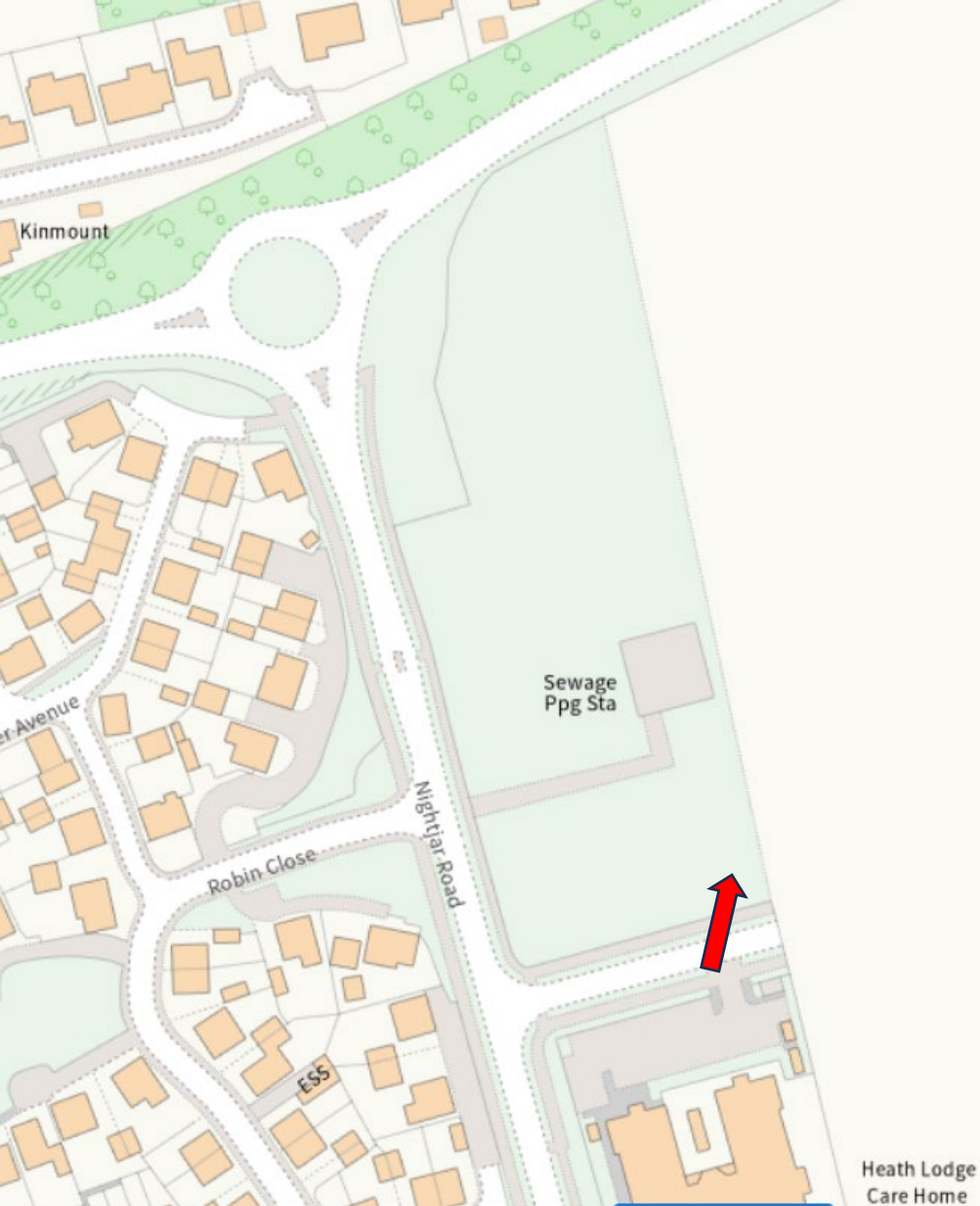
GABLE ELEVATION

Proposed Floor Plan

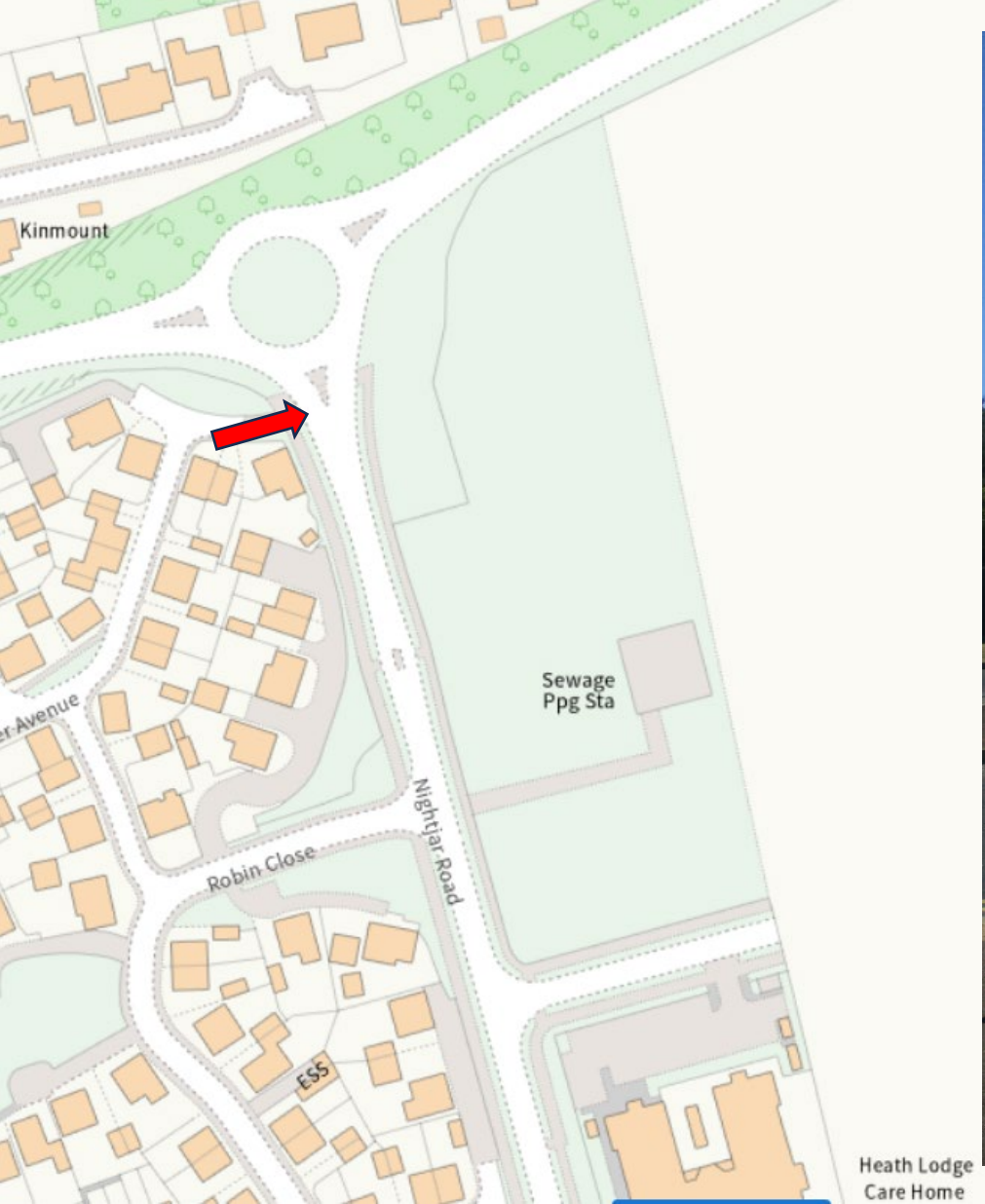


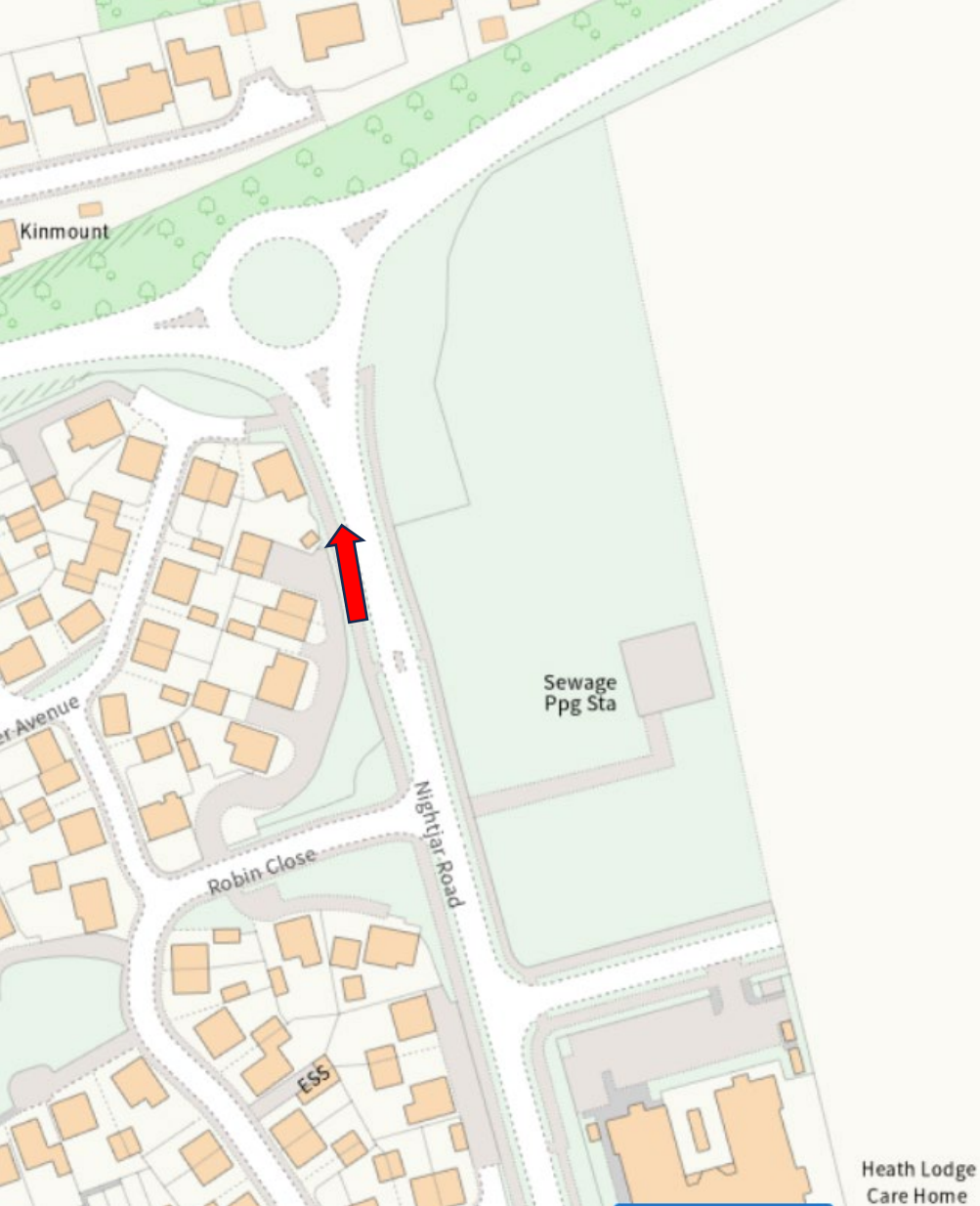


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Key Issues

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

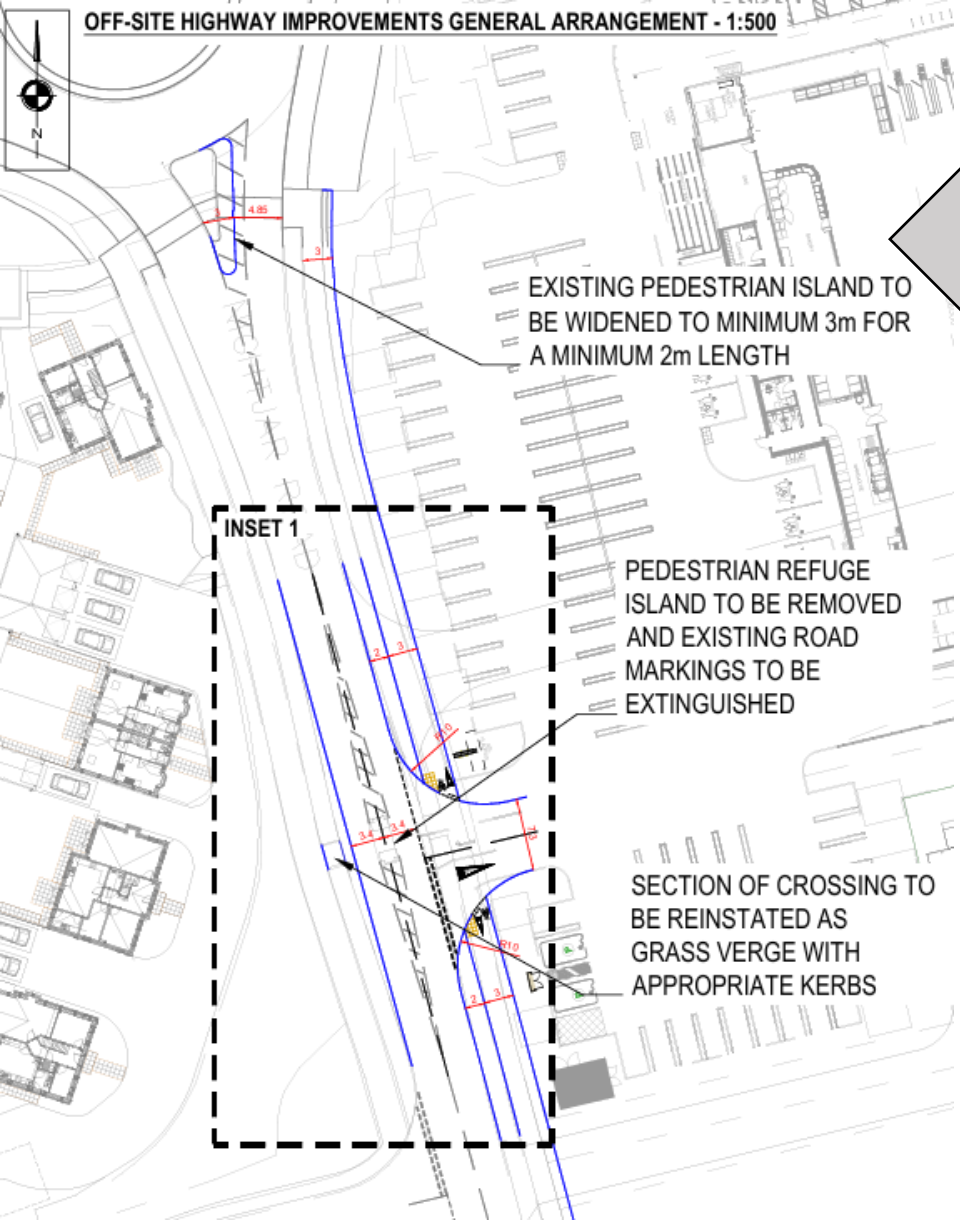
Principle of Development, Sequential Site Assessment and Retail Matters

- This proposal is sited on Greenfield Land adjacent to a residential allocation in the Adopted NNLP.
- 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 that would be appropriate.
- The Old station Way site is considered to be a better connected out-of-centre site but is not 'available' on the basis that it is already committed to an occupier (Aldi). 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 this development proposal site is further from Holt town centre with a likely decreased potential for linked trips. It is a proposal on a greenfield site rather than Previously Developed Land and the use is not contemplated in the Holt Neighbourhood Plan when compared directly to the competing application.
- Officers therefore conclude that in retail policy terms proposal PF/26/0131 is marginally more preferable. 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:

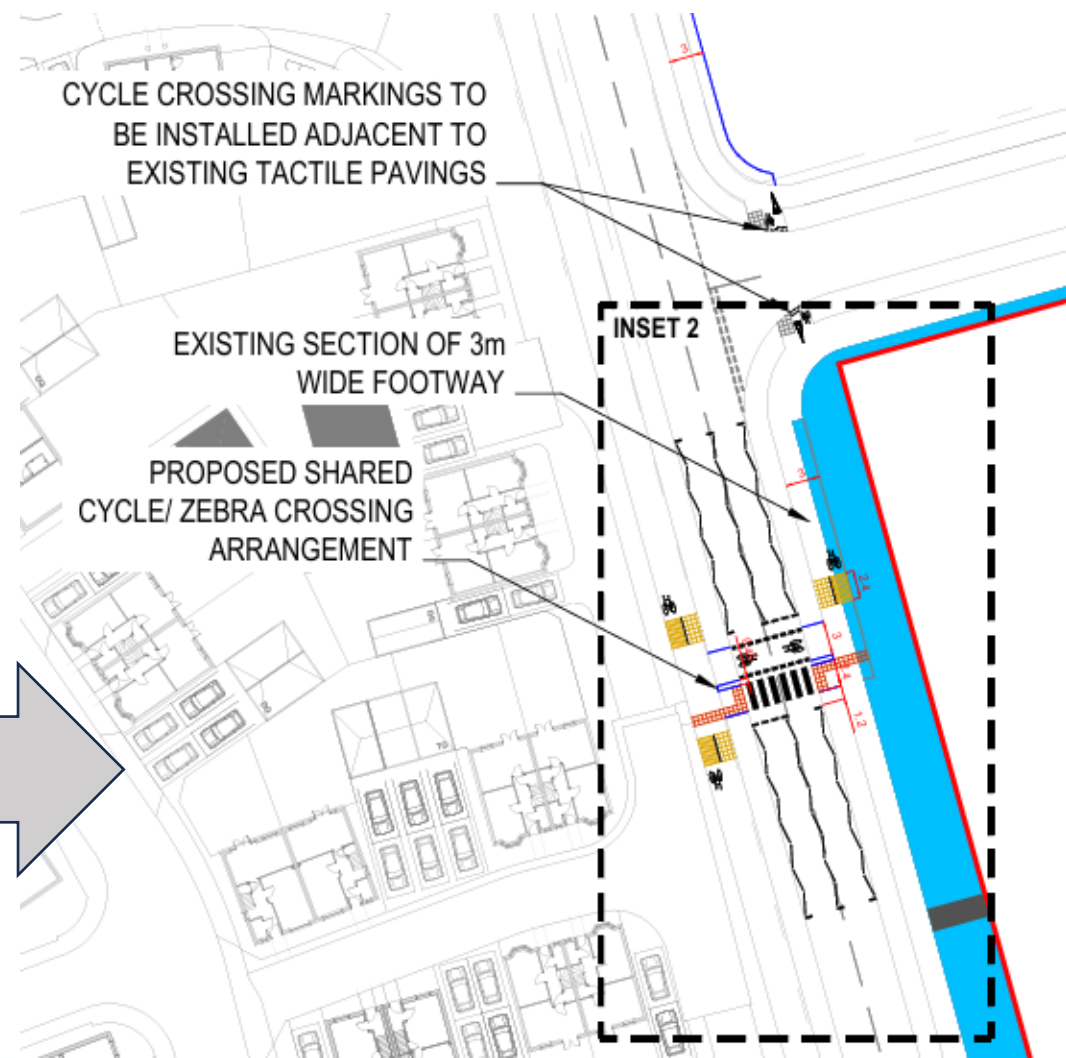
- Design and Heritage
- Amenity
- Highway Safety
- Flood Risk and Drainage
- BNG
- Landscape
- Ecology
- Sustainability
- Fibre to the Premises (FTTP)



Northern
section of
Nightjar Road

Southern
section of
Nightjar Road

Access Layout



RECOMMENDATION

Delegate authority to the Assistant Director of Planning to APPROVE the application subject to conditions below and any other conditions considered necessary by the Assistant Director for Planning:

1. Time Limit
2. Approved Plans
3. Approved Materials
4. Precautionary Contaminated Land
5. Dust Management Plan
6. Details of plant, machinery and ventilation etc
7. Store Opening Hours
8. Delivery Hours
9. Visibility Splays
10. Layout of parking, turning and servicing etc areas
11. Construction worker parking
12. Construction Traffic Management Plan
13. Off-site highway improvement works
14. Surface Water Management Plan
15. Landscape Implementation
16. External Lighting
17. Ecological Mitigation and Enhancement
18. Construction Environmental Management Plan
19. Fire Hydrant Provision

Final wording of all conditions to be delegated to the Assistant Director – Planning