

## **Regulation 19 Retail Section**

### **Policy ECN4 Retail and Town Centre Development**

**The purpose of this policy** is to maintain and enhance the vitality, viability and sustainability of the District's town centres.

The policy seeks to enhance local provision within centres and encourage local sustainable shopping patterns by addressing high levels of expenditure leakage to outside areas and encouraging retail and investment into higher order towns through the use of the sequential test and the setting of locally derived impact test thresholds.

The District has a well-established shopping hierarchy with large town centres in Cromer, Fakenham and North Walsham providing a significant proportion of shopping. These towns are geographically spread across the District, are the main centres of population and focus for residential development, have better quality public transport, the critical mass to encourage joint shopping trips, and opportunities for development. They are therefore well placed to meet the shopping and service needs of a significant proportion of North Norfolk's population and visitors to the area and are the focus of any large scale new development.

Smaller town centres complement the larger town centres, by providing for convenience food shopping and lower order day to day comparison shopping facilities and other services. The local/village centres cater for top-up and local day to day needs. The smaller town centres at Holt, Sheringham, Hoveton, Stalham and Wells-next-the-Sea serve smaller catchments and to varying degrees have developed a particular niche market role. They are partly dependent upon the seasonal influx of tourists, and retain their locally distinctive small shop character. Disproportionately large scale development in these smaller towns may have an adverse impact on their character and thus diminish their attractiveness as tourist destinations. Furthermore, such developments may encourage unnecessary car journeys from the larger towns. Consequently, it is considered that developments here should be smaller in scale and should be designed to meet identified needs in the town and its immediate surroundings. Functionally, the central location of Holt, Sheringham and Cromer in the District means that they often complement each other and the primary catchment areas of these towns overlap with residents utilising the retail opportunities for both comparison and convenience in all three centres.

Development of additional retail floorspace outside of the town centres will normally be resisted, particularly where vacancy rates are high and opportunities exist within and close to town centres to accommodate retail development. The role of Local Service Centres will be maintained, by responding positively to appropriate small scale growth opportunities through conversion and extension, and through environmental improvements and seeking to restrict the loss of services, whilst also supporting development to preserve and enhance the settlement's vitality and viability. The diversification and broadening of the economic base is supported. The approach recognises the importance of village shops to rural communities and supports proposals for the conversion or extension of shops that are designed to improve their viability.

A broad range of national permitted development rights now exists in relation to town centre development. Some permitted development rights allow the change of use from shops and financial institutions without any application process while other permitted development rights now allow for a change of use subject to prior approval but on specific planning matters only: In the towns residential development in the form of change of use will be supported in Primary Shopping Areas

where it is provided above ground floor level and does not result in the loss of a retail use at street level.

Parts of Hoveton town centre spans Local Authority boundaries and falls under the Broads Authority Administrative Area. The Local Planning Authorities have jointly agreed their respective approaches to the shared town centre and any proposal will need to be considered in the context of the whole town centre and policies contained in the relevant Development Plan.

The 2017 North Norfolk Retail and Main Town Centres Uses Study undertook a qualitative and quantitative assessment of the Districts Town centres and established the base line position with regards expenditure growth available to support new retail floor space across the district. These projections will be updated through the Annual monitoring report.

Table X Projected retail floorspace requirement 2016 – 26.

Town	Convenience Goods (Sg.M Gross)	Comparison Goods (SM.M Gross)	Food & Beverage ( Sq.M Gross)
Cromer	0	1,182	253
Fakenham	0	1,042	228
Holt	0	297	196
North Walsham	1,124	559	161
Sheringham	588	457	268
Hoveton/(Wroxham)*	0	342	88
Stalham	323	137	53
Well-next –the-Sea	11	84	96
Other North Norfolk	0	268	433

\*combined figures Broads Authority

Local derived impact thresholds address the fragility of the Districts town centres and the disproportionate nature of the default national threshold contained in the NPPF. Collectively the impacts of small scale proposals needs to be considered. Consequently proposals will need to demonstrate their impacts on existing, committed and planned public and private investment in a centre(s) and the wider functional catchment area (as applicable to the scale and nature of the proposal) as well as town centre(s) vitality and viability, local consumer choice in the short and medium term 5- 10 yrs. Given the function links and overlapping catchment areas of Holt, Sheringham and Cromer any proposal requiring an impact assessment in these wider areas will need to consider the impacts on all three centres.

#### Policy ECN4: Retail & Town Centres Centre Development

Support will be given for maintaining and enhancing the vitality and viability of the following hierarchy of town centre and local centres:

Settlement	Description
Cromer, Fakenham & North Walsham	Large Town Centres - serves the District and beyond and the main focus for retail and leisure development
Holt, Hoveton, Sheringham, Stalham and Wells-next-the Sea	Medium Town Centre & Tourist Centres - provide a range of services for local residents, their rural Hinterland and tourists

<p>Service Villages and Small Growth Villages</p>	<p>Local Centres – provide for basic or everyday local needs and for their immediate rural catchment</p>								
<ul style="list-style-type: none"> <li>Proposals for retail and other town centre development of a scale appropriate to these roles and in sustainable locations will be supported in each Large and Small Growth Towns, provided that development respects the character of the centre, including its special architectural and historic interest, and assists in maintaining its existing retail function.</li> <li>Proposals for convenience and comparison goods provision, of an appropriate scale, which aids the vitality and viability of Cromer, Fakenham and North Walsham town centre will be considered favourably, provided that proposals reflect the identified capacity to support growth as established in the Retail &amp; Town Centre Study and other appropriate evidence and seeks to enhance and broaden the retail offer.</li> <li>Site selection for retail and other town centre uses should follow national policies and guidance. <b>Town Centre boundaries &amp; Primary Shopping Areas</b> are <del>shown</del> <b>defined</b> on the Policies Map (*).</li> <li>Development proposals for retail development, which are located between the Primary Shopping Area (PSA) and the Town Centre Boundary will be supported only where it is demonstrated that the proposal cannot be suitably accommodated within the PSA and will bring positive economic regeneration benefits.</li> </ul> <p>Support for out-of-centre development will be dependent on how it reflects the capacity available to support the proposal as identified in the retail study and subsequent permissions, how it seeks to enhance expenditure retention and in relation to the assessment of impacts on the town centre** <b>and wider retail catchments</b> is in accordance with the locally derived impact thresholds below.</p> <table border="1" data-bbox="304 1128 1385 1317"> <thead> <tr> <th data-bbox="304 1128 794 1167"><b>Settlement</b></th> <th data-bbox="801 1128 1385 1167"><b>Impact Threshold</b></th> </tr> </thead> <tbody> <tr> <td data-bbox="304 1167 794 1205">Cromer &amp; Fakenham</td> <td data-bbox="801 1167 1385 1205">1,000sqm gross and over</td> </tr> <tr> <td data-bbox="304 1205 794 1274">North Walsham, Sheringham Holt &amp; Hoveton</td> <td data-bbox="801 1205 1385 1274">500sqm gross and over</td> </tr> <tr> <td data-bbox="304 1274 794 1317">Stalham, Wells-next-the Sea</td> <td data-bbox="801 1274 1385 1317">250sqm gross and over</td> </tr> </tbody> </table>		<b>Settlement</b>	<b>Impact Threshold</b>	Cromer & Fakenham	1,000sqm gross and over	North Walsham, Sheringham Holt & Hoveton	500sqm gross and over	Stalham, Wells-next-the Sea	250sqm gross and over
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<ul style="list-style-type: none"> <li>Proposals for Hoveton/Wroxham will be considered in the context of the entire town centre and the policies of the relevant Broads Authority Development Plan so that retail and main town centre uses proposals address the town centre in its entirety.</li> <li>Proposals for residential development within <del>town-centre</del> <b>Primary Shopping Areas</b> <del>locations</del> will be considered favourably provided that they are above ground floor level. Such proposals should include a separate and secure access, preferably to the rear of the property, which does not result in a net loss of ground floor retail space.</li> <li>Proposals are expected to respect their surroundings, contribute positively to the visual amenity of their locality and provide public realm improvements <b>and wider public benefit</b> to the area and surroundings such as: <ul style="list-style-type: none"> <li>enhanced accessibility and connection between urban spaces;</li> <li>improvements to streetscape, lighting, signage, paving <del>and</del> street furniture <b>and public art</b>;</li> <li>improvements to the pedestrian and cycle environment;</li> <li>complementary surfacing and hard landscaping materials;</li> <li>incorporate tree planting and green infrastructure, wherever possible;</li> <li>innovative design and improvements in local design quality that help to develop a strong local identity and sense of place in accordance with the North Norfolk Design Guide.</li> </ul> </li> </ul>									

- Outside **identified** town centres, in **designated** Service Villages and Small Growth Villages proposals for the conversion or extension of shops that are designed to improve their viability will be supported in principle.
- In the designated Countryside Policy Area proposals for small scale specialist retail services will be supported in principle only where it can be demonstrated that the proposal is to perform a wholly ancillary role to an existing or planned use and is of an appropriate and proportionate small scale.

\* Maps are shown within the Town and Village Proposals section of this document ([update link](#))

\*\* Impacts to consider include the impact on existing, committed and planned public and private investment in a centre(s) and the wider functional catchment area (as applicable to the scale and nature of the proposal) as well as town centre(s) vitality and viability, local consumer choice in the short and medium term 5- 10 yrs.

## Policy ECN5 Signage and Shopfronts

**The purpose of this policy** is to seek to avoid the proliferation of advertisements in sensitive locations, such as in Conservation Areas and rural locations or locations which have high visual amenity, where it is considered that the amenity of the locality will be impaired and to ensure new and replacement shopfronts are well designed to reflect the character of the surrounding area and enhance the visual amenity of the local area.

### Policy ECN 5

#### Signage & Shopfronts

Advertisements and signs (illuminated & non-illuminated) should be:

1. appropriate and relevant to the business or premises for which they have been created;
2. sensitively designed and located having regard to the character of the building on which they are to be displayed reflecting the general characteristics of the locality and **conforming with the design principles contained in the provisions of the North Norfolk Design Guide.**

The size, scale, material, colour scheme and any means of illumination selected should be **sensitive and** appropriate to the local area **and wider amenity**. In areas of historic value, such as conservation areas, particular regard should be had to any impact of the proposal on the character and appearance of the area. Proposals which obscure features of architectural or historical interest, or are uncharacteristic of a buildings design, will not be permitted.

The creation of new shopfronts, or the replacement / alteration of an existing frontage should be well designed to reflect the character of the surrounding area and seek, where possible, to enhance the visual amenity of the local area. Proposals should have regard to:

1. the existing character of the area;
2. the suitability of the overall form, scale and architectural detail in relation to the overall appearance of the building;
3. the suitability of materials in relation to the overall appearance of the building.

Proposals for advertisements and shopfronts should **respond to best practice and demonstrate that they are in conformity with the design principles set out in urban design guidance, any subsequently produced design Supplementary Planning Document adopted by the Council or other design guidance endorsed by the Council and or through neighbourhood Planning\* have regard to the guidance contained in the North Norfolk Design Guide SPD.**

\*this wording will be updated to reflect the final agreed wording in ENV9 High Quality Design