

Norwich City Centre Shopping Floorspace Monitor & Local & District Centres Monitor



June 2014

Contents:

	Page
Introduction	4
Main findings	
1. City centre overview	6
2. The primary area	8
3. The secondary area	12
4. The large district centres	14
5. The rest of the city centre	16
6. District and Local Centres	18
Supporting Maps	22
Primary shopping area (Map 1)	
Primary area frontage groups (Map 2)	
Secondary shopping areas (Map 3)	
Large district centre (Map 4)	
Contact Information	27

Introduction

Policy background

1. The National Planning Policy Framework (NPPF) states in paragraph 23 that planning policies should be “positive, promote competitive town centre environments, ... provide for customer choice and a diverse retail offer, and reflect the individuality of town centres”.
2. The Joint Core Strategy (JCS) was adopted in March 2011, with amendments adopted in January 2014 by the three local planning authorities in the Greater Norwich Development Partnership (GNDP)¹. The plan covers the period from 2008 to 2026.
3. Policy 11 of the JCS for Norwich city centre states that its regional centre role will be strengthened and that the retail, cultural and leisure facilities offered in the city will be expanded and enhanced through intensification of retail uses in the primary retail area and its expansion if necessary. The policy also promotes the strengthening of specialist shopping areas in secondary areas of the city centre.
4. Policy 19 promotes the strengthening of the large district centres (LDCs) at Anglia Square/Magdalen Street/St. Augustines and at Riverside, which are at the second level of the retail hierarchy headed by the city centre. The essential role of district and local centres in meeting everyday shopping needs is also supported.
5. Development Management policies provide the detail to enable the strategic aims above to be implemented and to protect the vitality and viability of centres. This is done through policies which apply specific thresholds in different retail areas of the city for the percentage of retail uses as opposed to other leisure and service uses typically found in centres.
6. This document provides monitoring details for 2013/2014 on these thresholds and on retail vacancy rates. This monitoring data is used both to assess the performance of policies and to enable their implementation.

Norwich: An Overview

7. Norwich city centre is a thriving retail and visitor destination and, in terms of retail spend and attractiveness, among the top fifteen retail centres nationally. The city centre is the most accessible and sustainable location in the greater Norwich area for retail, leisure, office, cultural and tourism related development.

¹ The GNDP is made up of Broadland District Council, Norwich City Council and South Norfolk Council, working in partnership with Norfolk County Council and the Broads Authority

8. Retail uses are critical in underpinning the city centre's continued vitality and viability. However, an appropriate diversity of other town centre uses such as restaurants, cafés, financial services, leisure and cultural uses and offices help to support the economic vitality and health of the city centre for people of all ages throughout the day and evening.
9. Regular monitoring of change in retail frontages ensures that any thresholds applied remain relevant and necessary. The survey data reported here was collected in April 2014. It should be noted that the data reported is based on the frontages as defined in Appendix 4 of the emerging Development Management Policies DPD, some of which differ from those in the existing Replacement Local Plan, adopted in 2004. The data collected in this retail monitor is therefore not directly comparable to the retail monitor results of 2013.
10. This retail monitor report will be used to inform the Supplementary Planning Document (SPD) on retail frontages and thresholds currently being prepared and likely to be consulted on later in 2014.
11. Conclusions and main issues will form part of the Annual Monitoring Report (AMR) published by the GNDP.

Main Findings

1. City centre overview

12. The situation is generally very good with regard to retail vacancies, both in comparison to the vacancy rate in Norwich in recent years and to the national picture.
13. The vacant available floorspace in the city centre as a whole is 4.2%, a fall from 2013's figure of 5.3%. This has reduced significantly from the worst figure in the plan period of over 12% in 2010, and compares favourably to a national average of 12.2% (Local Data Company – February 2014). However, direct comparison with national rates is difficult due to methodological differences in different surveys.
14. The recent trend of a reduction in total retail floorspace in the city centre overall since 2008 has not continued. The small increase in floorspace can be attributed to an update to data following the completion of the extension to Marks & Spencer.
15. Although the 2% decrease in retail floorspace since the start of the plan period runs counter to the aims of JCS Policy 11 to increase the amount of retailing in the city centre, it is in support of the policy's aim to increase other uses such as the early evening economy, employment and cultural and visitor functions to enhance vitality and viability.
16. Table 1 provides city centre overview data on retail floorspace, enabling comparison over the time period of the plan:

Table 1

Norwich city centre – provision of A1 retail floorspace (totals) (sqm net)				
	<i>ALL</i>	<i>TRADING</i>	<i>VACANT</i>	<i>CONSTRUCTION/ REFURBISHMENT</i>
TOTAL FLOORSPACE				
April 2014	224,653	213,652	9,513	1,488
August 2013	224,109	208,779	11,849	3,481
January 2011	227,377	203,948	21,035	2,394
July 2010	227,949	198,379	28,315	1,255
January 2010	228,432	206,379	21,810	243
July 2009	229,509	208,674	20,579	256
July 2008	229,120	213,902	14,248	970
TOTAL SHOP UNITS				
April 2014	1,048	930	107	11
August 2013	1054	936	97	21
January 2011	1067	949	108	10
July 2010	1070	938	121	11
January 2010	1079	948	126	5
July 2009	1086	955	128	3
July 2008	1084	967	109	8
OVERALL SHOP VACANCY RATE		VACANCY AS A PROPORTION OF ALL FLOORSPACE ((Vacant + Refurbishment) / All x 100)	VACANCY AS A PROPORTION OF AVAILABLE FLOORSPACE² (Vacancy / All x 100)	VACANCY AS A PROPORTION OF ALL SHOP UNITS ((Vacant + Refurbishment) / All x 100)
April 2014		4.9%	4.2%	11.3%
August 2013		6.8%	5.3%	11.2%
January 2011		10.3%	9.3%	10.1%
July 2010		13.0%	12.4%	11.3%
January 2010		9.7%	9.5%	11.7%
July 2009		9.1%	9.0%	11.8%
July 2008		6.2%	6.2%	10.0%
OVERALL RETAIL FLOORSPACE CHANGE				
Since August 2013	Increased by 544sqm (0.2% increase) ³			
Since July 2008	Decreased by 2.0%			

² Not counting space which is under construction or refurbishment.

³ This is due to the addition of the new floorspace following the completion of the extension to Marks & Spencer.

2. The Primary Area

Retail vacancy

17. The extent of the primary area, containing the malls and main comparison goods stores, is shown on the map on page 22.
18. The *floorspace* vacancy rate is 3.8% in the primary retail area. This is a significant decrease in vacant floorspace from the peak vacancy rate of 11.7% in 2010, but is marginally higher than the rate of 2.8% at the start of the plan period in 2008.
19. The current vacancy rate for retail *units* is 13.8%, the highest figure in the plan period. This negative trend, taking into consideration the reduction in the floorspace vacancy rates, implies that it is the smaller shops which are struggling in the primary area.
20. It will be important to establish whether the pattern of vacancy is concentrated in particular defined frontages or is spread more widely throughout the primary retail area.
21. The policy team is committed to investigating this issue further and the emerging Supplementary Planning Document (SPD) on Main Town Centre Uses and Retail frontages will, if necessary, advocate further flexibility in the application of the policy DM20 if a particular defined frontage is identified as having high levels of vacancy. If, however, a *widespread* pattern of vacancy is found then no further action will be taken.
22. Table 2 provides retail floorspace data for the primary area:

Table 2

Primary shopping area (excluding Riverside from 2013 onwards as removed by JCS Adoption in March 2011) – A1 retail floorspace (sqm net)				
	<i>ALL</i>	<i>TRADING</i>	<i>VACANT</i>	<i>CONSTRUCTION/REFURBISHMENT</i>
TOTAL FLOORSPACE				
April 2014	155,884	149,059	5,865	960
August 2013	152,497	141,705	9,382	1,410
January 2011	173,789	157,817	13,967	2,005
July 2010	174,252	153,199	20,448	605
January 2010	174,525	160,541	13,909	75
July 2009	175,256	162,962	12,294	0
July 2008	175,028	168,511	6,434	83
TOTAL SHOP UNITS				
April 2014	579	499	74	6
August 2013	567	490	72	5
January 2011	574	524	45	5
July 2010	576	513	58	5
January 2010	578	524	53	1
July 2009	581	524	57	0
July 2008	584	537	46	1
OVERALL SHOP VACANCY RATE		VACANCY AS A PROPORTION OF ALL FLOORSPACE <i>((Vacant + Refurbishment) / All x 100)</i>	VACANCY AS A PROPORTION OF AVAILABLE FLOORSPACE ⁴ <i>(Vacancy / All x 100)</i>	VACANCY AS A PROPORTION OF ALL SHOP UNITS <i>((Vacant + Refurbishment) / All x 100)</i>
April 2014		4.4%	3.8%	13.8%
August 2013		7.1%	6.2%	13.6%
January 2011		9.2%	8.0%	7.8%
July 2010		12.1%	11.7%	10.1%
January 2010		8.0%	8.0%	9.2%
July 2009		7.0%	7.0%	9.8%
July 2008		3.7%	3.7%	7.9%

⁴ Not counting space which is under construction or refurbishment.

Retail Frontages

23. Emerging policy DM20 divides the primary area into a number of smaller 'frontage zones' (as defined on the emerging policies map and as identified in appendix 4 to the emerging DM policies plan). The retail threshold applicable in each of these areas is yet to be set, but will be contained in the SPD, to be consulted on later in 2014. Any threshold will be calculated with reference to the total length of ground floor frontage within the zone concerned. This method of measurement takes account of the fact that the main impact on vitality of the street is the display area of shop windows, not necessarily the floorspace.
24. The Timberhill/Red Lion Street area is a new frontage zone resulting from consolidation of areas previously in separate frontages and the reclassification of some units from the secondary area to the primary area. At this time it is not possible to comment on the high levels of non-retail in this frontage, but future development proposals in this area will need to take account of any thresholds in the emerging SPD.
25. Table 3 provides data on the percentage of retail and non-retail uses in the primary area retail frontage zones in April 2014. This data will be used as the basis for establishing the new thresholds in the SPD.

Table 3

PRIMARY AREA RETAIL FRONTAGE ZONES			
Retail and Non-retail uses in April 2014			
FRONTAGE ZONE⁵	TOTAL MEASURED FRONTAGE (M)	TOTAL NON-RETAIL FRONTAGE (APR 14)	% A1 RETAIL / NON A1 RETAIL SPLIT (APR 14) (Frontage)
<i>PRIMARY RETAIL AREA CORE FRONTAGE ZONES</i>			
PC01: Gentleman's Walk/Haymarket/Brigg Street	872.9	101.4	88.4% / 11.6%
PC02: Castle Mall (Levels 1 & 2)	875.1	38.3	95.6% / 4.4%
PC03: Chapelfield, upper & lower Merchants Hall and St Stephens Arcade	686.0	19.5	97.2% / 2.8%
<i>FRONTAGE ZONES IN THE REST OF THE PRIMARY RETAIL AREA</i>			
PR01: Back of the Inns/Castle Street area	729.6	204.9	71.9% / 28.1%
PR02: The Lanes east (Bedford Street/Bridewell Alley)	1151.2	218.7	81% / 19%
PR03: St Stephens Street/Westlegate	822.4	118.5	85.6% / 14.4%
PR04: Castle Meadow north	SEE FOOTNOTE 6		
PR05: Chapelfield Plain ⁶	SEE FOOTNOTE 6		
PR06: Timberhill/Red Lion Street	436.0	129.8	70.2% / 29.8%

⁵ See Section 9 for definitions and maps.

⁶ There is no defined frontage in this zone

3. The Secondary Area

26. Map 3 on page 24 shows the extent of the secondary area.

27. In the secondary area the vacant *unit* rate is 4.3%, the lowest rate in the plan period and significantly lower than the peak vacant unit rate of 11.2% in 2009. This shows that smaller independent shops in areas like the Norwich Lanes and St. Benedict's Street are thriving unlike those in the primary area.

28. The *floorspace* vacancy rate in the secondary area is 1.2%, the lowest figure in the plan period by a significant margin.

Table 4

Secondary Shopping Areas - A1 retail floorspace (sqm net)				
	ALL	TRADING	VACANT	CONSTRUCTION / REFURBISHMENT
TOTAL FLOORSPACE				
April 2014	21,958	21,569	273	116
August 2013	21,926	21,083	715	131
January 2011	17,785	16,612	878	295
July 2010	17,980	16,709	1,107	164
January 2010	18,076	16,788	1,189	99
July 2009	18,262	17,008	1,207	47
July 2008	18,167	17,604	1,022	81
TOTAL SHOP UNITS				
April 2014	185	177	5	3
August 2013	187	176	9	2
January 2011	190	174	13	3
July 2010	192	173	16	3
January 2010	194	173	18	3
July 2009	196	173	22	1
July 2008	194	176	15	3
OVERALL SHOP VACANCY RATE		VACANCY AS A PROPORTION OF ALL FLOORSPACE <i>((Vacant + Refurbishment) / All x 100)</i>	VACANCY AS A PROPORTION OF AVAILABLE FLOORSPACE⁷ <i>(Vacancy / All x 100)</i>	VACANCY AS A PROPORTION OF ALL SHOP UNITS <i>((Vacant + Refurbishment) / All x 100)</i>
April 2014		1.8%	1.2%	4.3%
August 2013		3.9%	3.3%	5.9%
January 2011		6.6%	4.9%	6.8%
January 2010		7.1%	6.6%	9.3%
July 2008		5.6%	5.7%	7.7%

⁷ Not counting space which is under construction or refurbishment.

4. Large District Centres

29. Limited direct comparison in changes over the plan period is possible for the LDCs as there have been changes to the areas covered with the re-designation of Riverside. Map 4 on page 24 shows the extent of the LDCs.
30. Vacant floorspace in the LDCs now stands at 2.4%. This is an increase on 2013's figure of 1%. However only 2 monitors have been produced since the re-designation of Riverside. Future monitoring will highlight any trends regarding vacancy.
31. Riverside continues to have a strong offer as a largely car based retail destination with historically low vacancy rates. However, emerging policy DM18 (Retail, leisure and other main town centre uses) of the Development management policies plan seeks to resist further development at Riverside unless it provides for "sustainable transport improvements to significantly enhance accessibility by public transport and pedestrian and cycle linkages from the retail park to the primary and secondary retail areas, sufficient to offset any potentially harmful impacts on traffic congestion and highway safety arising from additional trip generation associated with the new development."
32. The Anglia Square/Magdalen Street/St Augustine's LDC offers a diverse range of local convenience retailing and services, with only 10 vacant units out of 140, or 7.1%. This relatively low percentage vacancy rate compares favourably with the highest unit vacancy rates of up to 20.7% early in the plan period. Floorspace vacancy rates (3.2% in April 2014) also compare highly favourably against the highest rates of up to 18.8% early in the plan period.

Table 5

Magdalen Street / St Augustines Street / Anglia Square / Albion way (Riverside) – A1 Retail floorspace (sqm net) (including Riverside from 2013 onwards due to JCS adoption and re-designation)				
	<i>ALL</i>	<i>TRADING</i>	<i>VACANT</i>	<i>REFURBISHMENT</i>
TOTAL FLOORSPACE				
April 2014	32,647	31,594	784	269
August 2013	32,602	31,256	301	1,045
January 2011	18,314	14,934	3,311	69
July 2010	18,218	14,947	3,202	69
January 2010	18,239	14,811	3,359	69
July 2009	18,289	15,049	3,031	209
July 2008	18,139	15,017	3,031	91
TOTAL SHOP UNITS				
April 2014	140	130	8	2
August 2013	77	67	7	3
January 2011	135	107	27	1
July 2010	134	109	24	1
January 2010	135	106	28	1
July 2009	136	112	22	2
July 2008	135	111	22	2
OVERALL SHOP VACANCY RATE		VACANCY AS A PROPORTION OF ALL FLOORSPACE <i>((Vacant + Refurbishment) / All x 100)</i>	VACANCY AS A PROPORTION OF AVAILABLE FLOORSPACE⁸ <i>(Vacancy / All x 100)</i>	VACANCY AS A PROPORTION OF ALL SHOP UNITS <i>((Vacant + Refurbishment) / All x 100)</i>
April 2014		3.2%	2.4%	7.1%
August 2013		4.1%	1%	13%
January 2011		18.5%	18.1%	20.0%
July 2010		18.0%	17.6%	17.9%
January 2010		18.8%	18.4%	20.7%
July 2009		17.7%	16.6%	16.2%
July 2008		16.7%	16.8%	16%

⁸ Not counting space which is under construction or refurbishment.

5. Rest of the City Centre

33. This area covers all shops within the city centre but not included in the defined areas discussed above.
34. Since the 2013 retail monitor this now excludes St. Stephens Road and parts of Ber Street as a result of their re-designation following submission on the Development management policies plan.
35. Vacancy rates in terms of both the number of units and percentages in the rest of the city centre have declined slightly over the plan period. However, there has been a small increase since 2013.

Table 6

Rest of city centre – A1 Retail floorspace (sqm net)				
	<i>ALL</i>	<i>TRADING</i>	<i>VACANT</i>	<i>REFURBISHMENT</i>
TOTAL FLOORSPACE				
April 2014	14,164	11,430	2,591	143
August 2013	17,084	14,738	920	1,426
January 2011	17,400	14,495	2,880	25
July 2010	17,500	13,524	3,559	417
January 2010	17,593	14,240	3,353	0
July 2009	17,702	13,655	4,047	0
July 2008	17,786	13,310	3,761	765
TOTAL SHOP UNITS				
April 2014	144	124	19	1
August 2013	157	137	12	8
January 2011	168	144	23	1
July 2010	192	167	23	2
January 2010	172	145	27	0
July 2009	173	146	27	0
July 2008	171	143	26	2
OVERALL SHOP VACANCY RATE		VACANCY AS A PROPORTION OF ALL FLOORSPACE <i>((Vacant + Refurbishment) / All x 100)</i>	VACANCY AS A PROPORTION OF AVAILABLE FLOORSPACE ⁹ <i>(Vacancy / All x 100)</i>	VACANCY AS A PROPORTION OF ALL SHOP UNITS <i>((Vacant + Refurbishment) / All x 100)</i>
April 2014		19.3%	3%	13.9%
August 2013		13.7%	5.4%	12.7%
January 2011		16.7%	16.6%	13.7%
July 2010		22.7%	20.3%	12.0%
January 2010		19.1%	19.1%	15.7%
July 2009		22.9%	22.9%	15.6%
July 2008		21.1%	22%	15.2%

⁹ Not counting space which is under construction or refurbishment.

6. District and Local Centres

36. Emerging policy DM21 of the Development management policies plan establishes A1 retail use thresholds of 60% for district centres and 50% for local centres.
37. Vacancy rates in district and local centres have decreased from 2013 and are now 4.4% and 6.1% respectively. There have been increases in the total number of units which has skewed the vacancy figure, rather than the total number of vacant units decreasing.

District Centres

38. Out of the 180 units in the 9 district centres, 8 units are vacant. This figure is the same as at January 2011 and August 2013. However, given the increase in the number of centres following policy changes, and as a result an increase in total units, the vacancy percentage has decreased from 8.7% to 4.4%. This figure is similar to the 3.1% vacancy rate in district centres at the start of the plan period.
39. The worst two performing district centres for vacancy rates in August 2013 were DC06: Earlham House and DC07: The Larkman. However, the April 2014 figures show a fall in vacancy rates compared to the previous year in these centres. At Earlham House significant work has been undertaken to improve the flatted dwellings surrounding the centre, the public open spaces and the retail units. The change at the Larkman centre can be attributed to the removal of a unit from the centre following conversion to residential, thereby reducing the number of total units which in turn pushes the vacancy percentage up.
40. The Aylsham Road/Mile Cross district centre is the second worst performing centre, with an 8.7% vacancy rate. It is hoped that the approved Morrisons food store, once built, will have a positive impact on the area as a whole. This centre is also close to exceeding the 40% non-retail threshold in policy DM21, currently standing at 39.1%.
41. Of the 180 units in the district centres, the percentage of non-retail units is 41.6%, lower than the 2013 and 2011 levels, despite the increase in numbers of units.
42. Four of the 10 centres have exceeded the 60% threshold for non-retail uses in emerging policy DM21:
- a. DC01 – Bowthorpe
 - b. DC03 – Eaton centre
 - c. DC04 – Plumstead Road
 - d. DC07 – The Larkman

43. In August 2013 policy thresholds were exceeded in 5 of the then 7 district centres. This has fallen to 4 of 10 district centres in April 2014.

Table 7 District Centres

DC ref	DC name	Total Units	Vacant units	% vacant	Non retail units	% non-retail	Commentary
DC01	Bowthorpe	17	1	5.9%	8	47.1 %	
DC02	Drayton Road	15	0	0%	4	26.7 %	
DC03	Eaton centre	19	0	0%	10	52.6 %	3 new units added including the Eaton Post Office.
DC04	Plumstead Road	32	1	3.1%	16	50%	5 new units added
DC05	Aylsham Road/Mile Cross	23	2	8.7%	9	39.1 %	
DC06	Earlham House	17	2	11.8%	4	23.5 %	Vacancy levels have fallen from 2013 following completion of the renovation works.
DC07	The Larkman	13	0	0%	6	46.2 %	1 unit removed following conversion to residential
DC08	Dereham Road/Distillery Square	37	2	5.4%	16	5.4%	Newly defined as a District centre. Boundary amended to remove Exeter Street car park – now developed for housing.
DC09	Hall Road	Not yet built.					
DC10	Sprowston Road/Shipfield	7	0	0%	2	28.6 %	Newly defined as district centre. Upgraded following completion of Aldi.
TOTAL		180	8		75		

Local centres

44. Table 8 below shows vacancy and non-retail units and percentages of units for the 28 local centres. Limited comparison is made to 2013 figures given the changes in boundaries, the addition of three new local centres, and the upgrading of Sprowston Road/Shipfield and Dereham Road/Distillery Square to district centres resulting from changes in policy in the emerging local plan.
45. Of the 327 units, the number of vacant units is 20, representing a vacancy rate of 6.1% compared to the 2013 figure of 9.7%.
46. The percentage of non-retail units fell to 39.4%, a decrease from 2013 when 40.6% was recorded. Whilst these figures are not directly comparable due to policy changes, they do show the strong performance of local centres across the city.
47. The DM21 policy threshold of not less than 50% retail has been exceeded in the following local centres:
- a. LC02: Hall Road / Queens Road
 - b. LC07: St Augustine's Gate
 - c. LC12: Woodcock Road
 - d. LC15: Sprowston Road/Silver Road
 - e. LC26: UEA
 - f. LC28: Magdalen Road/Clarke Road
 - g. LC29: Aylsham Road/Copenhagen Way, and;
 - h. LC30: St Stephens Road
48. The following local centres are recorded as having close to 50% non-retail. Any planning approvals for non-retail uses are likely to cause the policy threshold to be exceeded:
- a. LC06: Unthank Road and;
 - b. LC20: Colman Road, The Parade.

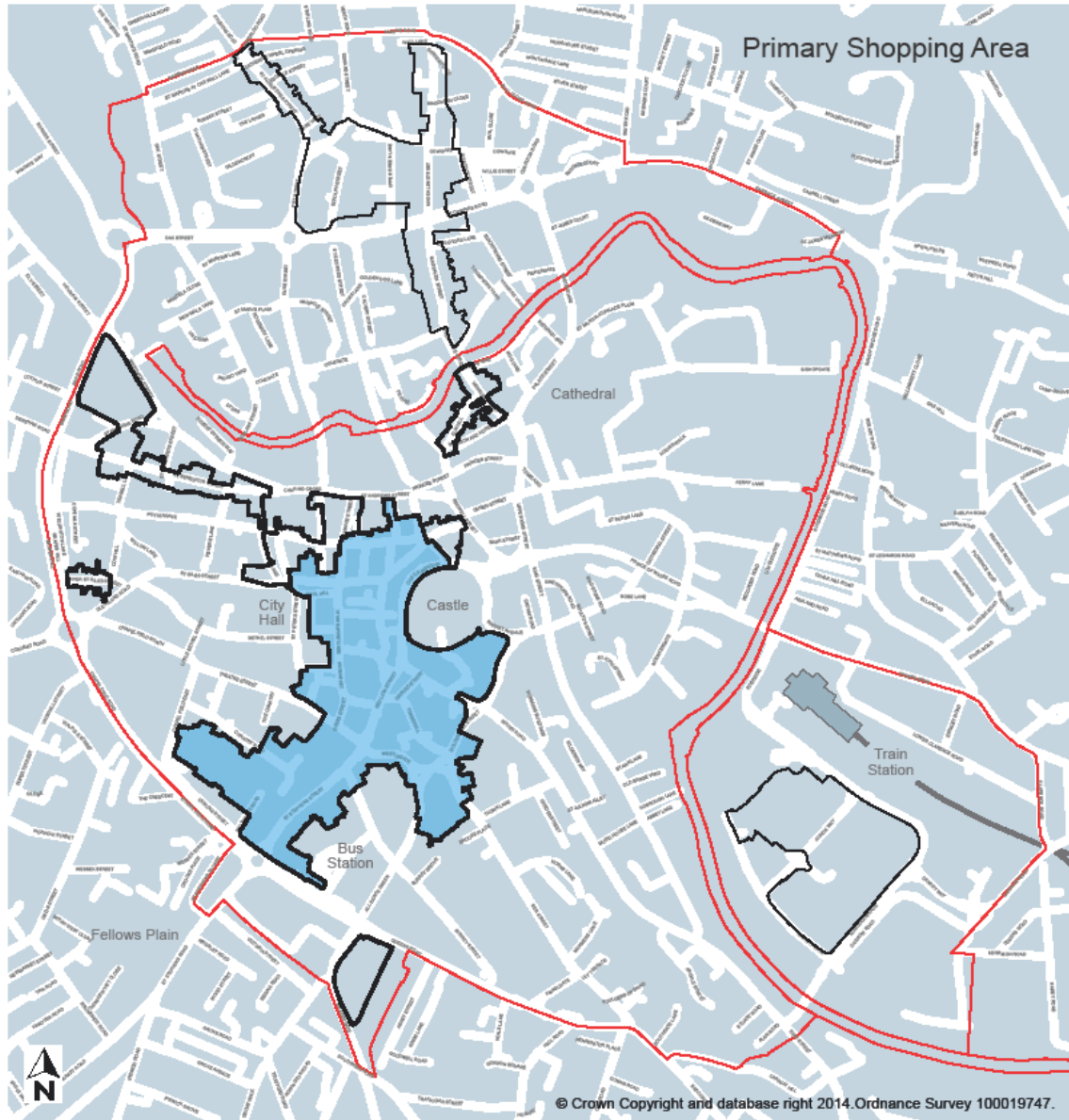
Table 8 Local Centres

LC ref	LC name	Total Units	Vacant units	% vacant	Non retail units	% non-retail
LC01	Hall Road/Trafalgar Street	7	0	0%	2	28.6%
LC02	Hall Road/Queens Road	28	4	14.3%	14	50.0%
LC03	Hall Road/Southwell Road	7	0	0%	3	42.9%
LC04	Grove Road	14	0	0%	5	35.7%
LC05	Suffolk Square	9	0	0%	4	44.4%
LC06	Unthank Road	42	4	9.5%	20	47.5%
LC07	St Augustine's Gate	7	1	14.3%	5	71.4%
LC08: Dereham Road/Distillery Square – Local centre upgraded to District centre.						
LC09	Aylsham Road/Junction Road	8	1	12.5%	0	0%
LC10	Aylsham Road/Glenmore Gardens	12	2	16.7%	5	41.7%
LC11	Aylsham Road/Boundary Road	12	1	8.3%	3	25%
LC12	Woodcock Road	6	0	0%	3	50%
LC13	Catton Grove Road/Ring Road	12	0	0%	3	25%
LC14	Magdalen Road	12	1	8.3%	5	41.7%
LC15	Sprowston Road/Silver Road	8	1	12.5%	4	50%
LC16: Sprowston Road/Shipfield – Local centre upgraded to District centre						
LC17	Bishop Bridge Road	7	2	28.6	2	28.6
LC18	Earlham West Centre	20	1	5%	8	40%
LC19	Colman Road/The Avenues	16	1	6.3%	4	25%
LC20	Colman Road, The Parade	11	1	9.1%	5	45.5%
LC21	Woodgrove Parade	10	0	0%	3	30%
LC22	St John's Close/Hall Road	10	0	0%	3	30%
LC23	Tuckswood centre	5	0	0%	1	20%
LC24	Witard Road, Heartsease	9	0	0%	3	33.3%
LC25	Clancy Road, Heartsease	5	0	0%	2	40%
LC26*	UEA	8	0	0%	6	75%
LC27*	Long John Hill	5	0	0%	1	20%
LC28*	Magdalen Road/Clarke Road	8	0	0%	4	50%
LC29*	Aylsham Road/Copenhagen Way	5	0	0%	4	80%
LC30*	St Stephens Road	12	0	0%	7	58.3%
TOTAL		327	20		129	

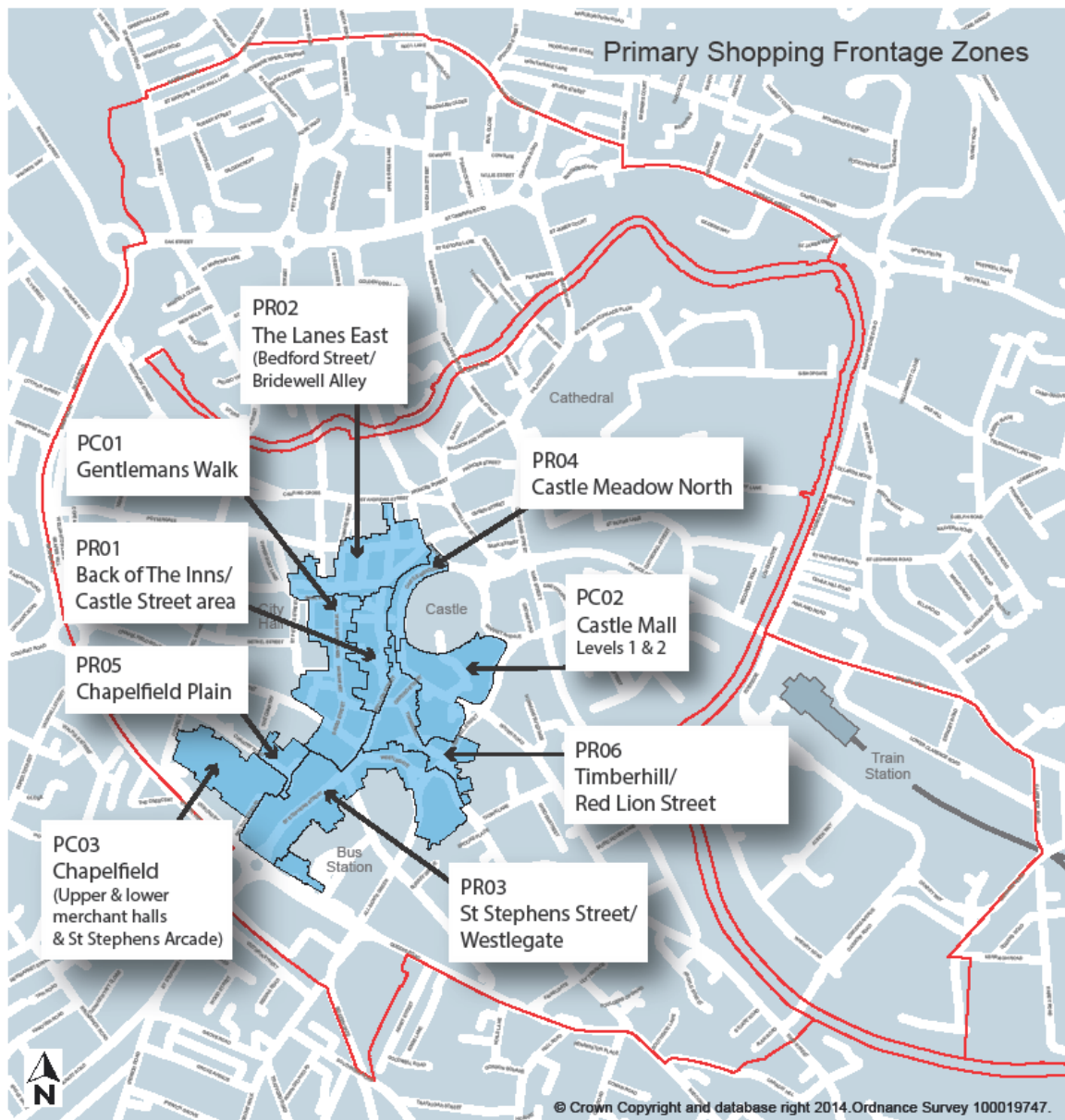
*Denotes new local centre

Supporting Maps:

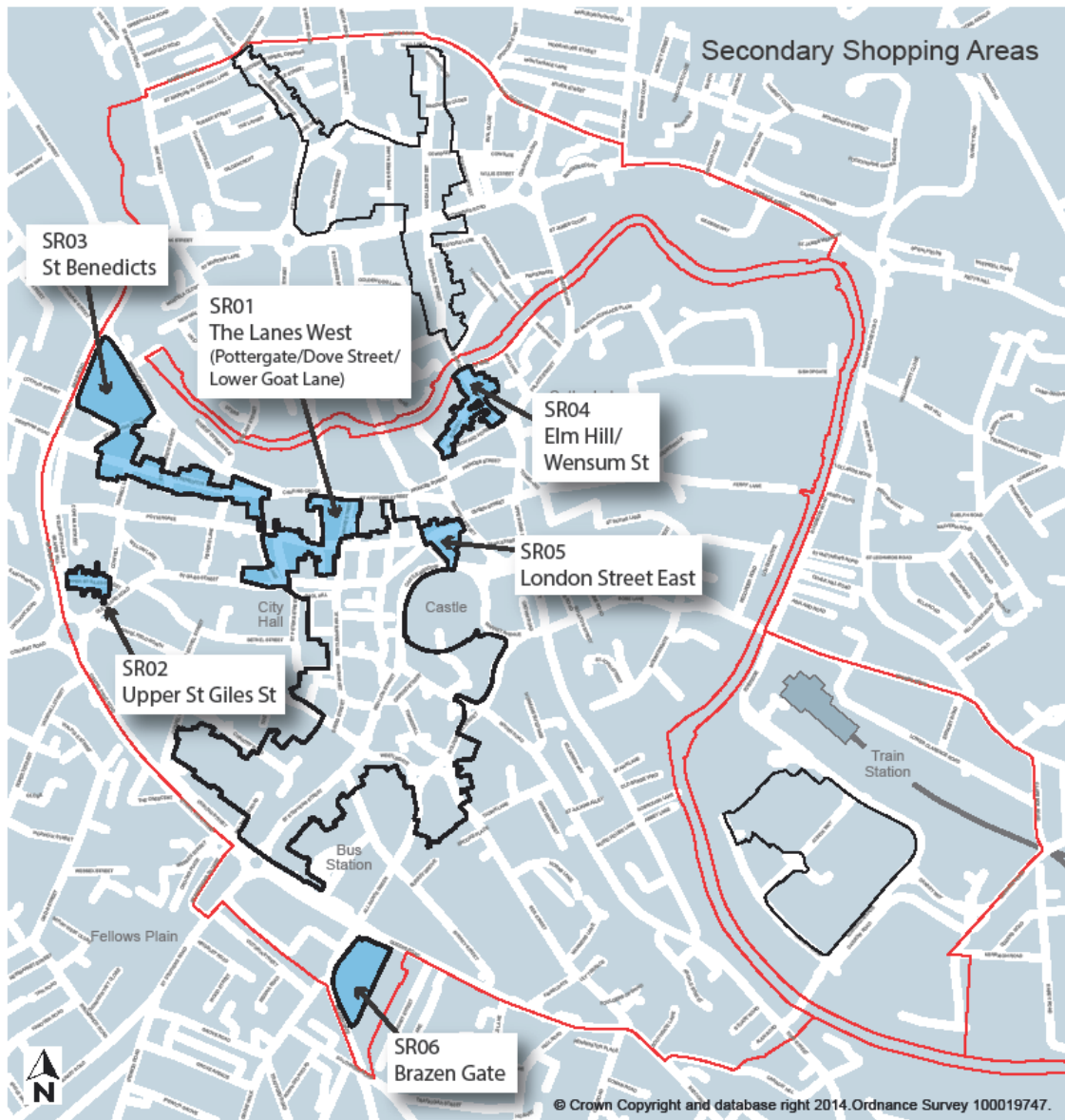
1. Primary shopping area



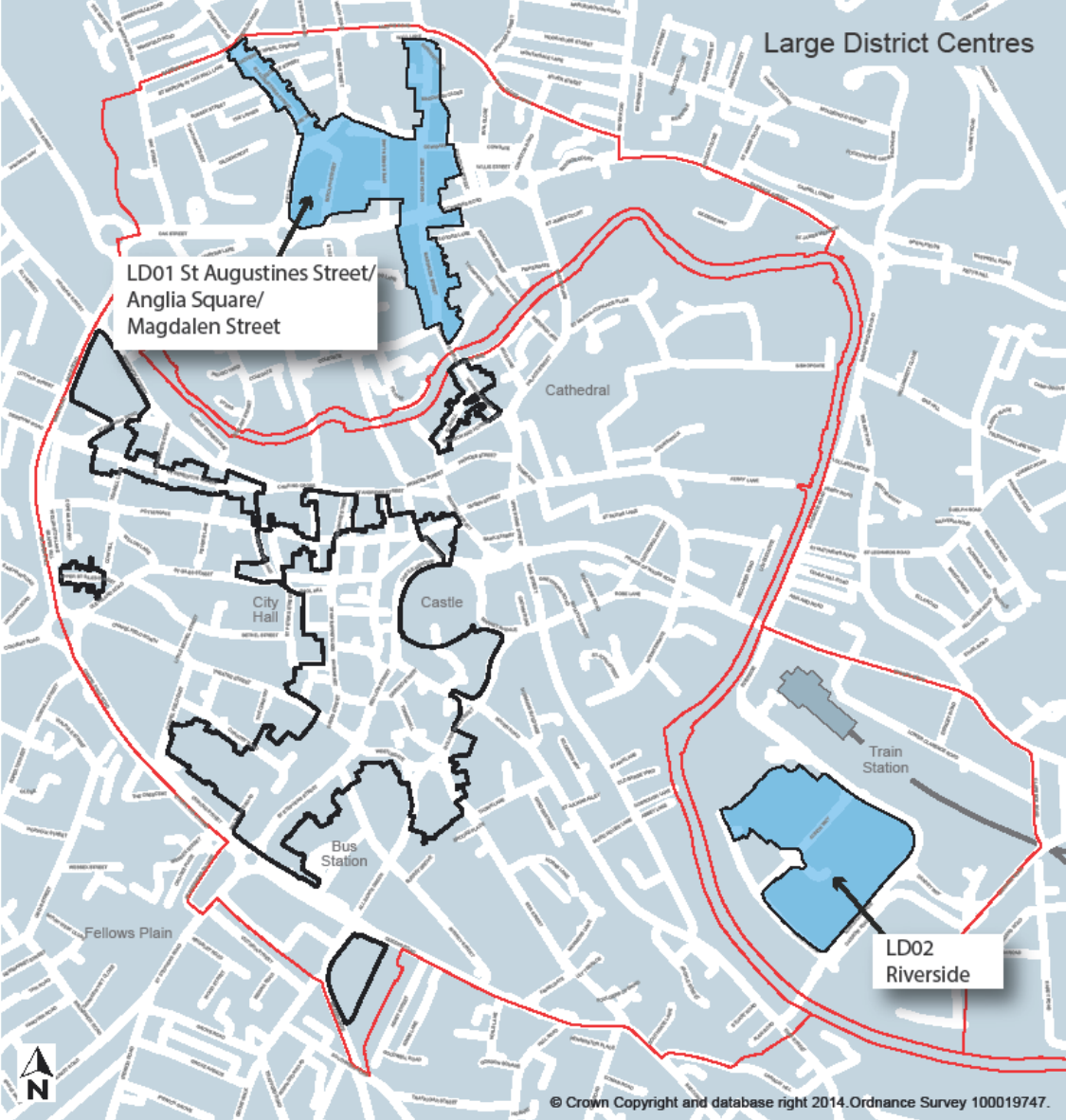
2. Primary area frontage zones:



3. Secondary shopping areas



4. Large district centres (Magdalen Street / Anglia Square / St Augustine's Street / Riverside)



Contact Information:

Further information can be obtained by writing to:

Planning services,
Norwich City Council
City Hall
St Peter's Street
Norwich
NR2 1NH

Alternatively you can e-mail us at:

ldf@norwich.gov.uk

Or call us on:

0344 980 3333

Contact officers for this report are:

Sarah Ashurst

Tel: 01603 212500

E-mail: sarahashurst@norwich.gov.uk