Norwich local development framework

Norwich city centre shopping floorspace monitor

July 2007

NORWICH
City Council

Contents

Executive summary

This report presents the results of the city council's six-monthly survey of vacant shops and shopping floorspace in the pipeline in Norwich city centre. The survey was undertaken during July 2007.

The information collected for this report helps to monitor how well the city centre is performing in retail terms and how effective the council's planning policies have been in managing new retail development, growth and change.

Key findings

The **total retail floorspace stock** in the city centre has fallen slightly from 230,940 sq. m (2,485,900 sq. ft) to 229,888 sq. m (2,474,590 sq. ft). 93.2% of floorspace was open for trading in July 2007 (slightly down from 93.5% in January 2007). The total number of shop units has fallen slightly from 1095 to 1091.

The **number of empty shops** in the centre fell slightly from 97 to 96.

The proportion of **vacant retail floorspace** in the centre remained largely unchanged rising from 5.1% to 5.3% of available floorspace.

The primary shopping area

This is the zone of shopping streets running north to south between St Stephens Street and the Gentleman's Walk/Market Place area and extending east to cover part of London Street and the Norwich Lanes. It also includes Castle Mall, Chapelfield, Riverside and Brazen Gate (Sainsbury's).

The **number of empty shops** in the primary shopping area rose from 40 to 44.

The proportion of **vacant retail floorspace** rose from 2.3% to 2.9%.

The covered shopping centres experienced different trends in this survey. The proportion of **vacant retail floorspace** in Chapelfield remains unchanged at 1.9% while in Castle Mall it rose from 3.9% to 6.2% although this is less than the figure of July 2006 of 8.4%. Five medium size retail units (over 100 sq. m each) have become vacant since January 2007.

The rise in **vacant retail floorspace** can largely be attributed to three large units falling vacant: 5-6 Castle Meadow, 10 Haymarket, and 31 London Street. 10 Haymarket, the largest of the three, was the subject of a planning appeal following the refusal of a change of use from A1 to A2. The city council won this appeal reinforcing the appropriateness of the council's shopping policies in the *City of Norwich replacement local plan (2004)*. The Lanes has seen some improvement in occupancy since the previous survey, in particular Bridewell Alley (see p. 24 about The Lanes).

Secondary shopping areas

These include much of the western half of the Norwich Lanes area (St Benedict's Street, Pottergate/Lower Gate Lane and Upper St Giles), as well as Elm Hill/Wensum Street and the eastern end of London Street.

The **number of empty shops** in secondary shopping areas fell by two, falling from 13 to 11 (out of 193).

The proportion of **vacant retail floorspace** fell slightly from 4.3% to 4.2% and this is less than half what it was in 2001.

Magdalen Street, St Augustines Street and Anglia Square

The **number of empty shops** in Magdalen Street/St Augustines Street/Anglia Square fell by one from 24 to 23 (out of 136). The proportion of **vacant retail floorspace** fell from 19.3% to 16.9%. Most of this change can be attributed to the re-occupation of the former Looses store at 23-25 Magdalen Street by a second-hand furniture retailer.

Rest of the city centre

In the rest of the centre outside of the defined shopping areas there has been relatively little change in vacancy levels or development activity. Emerging new development approved at Barrack Street and St Annes Wharf both include an element of shopping, as reported in the previous survey.

The Lanes area has seen a large reduction in the number of vacant retail units since the last survey in January despite two large premises becoming vacant at 31 London Street (formerly Jaeger) and 10-12 St Benedicts Street (formerly Kulture Shock).

Conclusions

Overall the report shows relatively little change since the previous survey carried out in January 2007. There are areas which need to be closely monitored such as Castle Mall, following the recent increase in vacant retail floorspace. There has been improvement in terms of fewer vacant units in The Lanes, in particular Bridewell Alley. The reoccupation of 23-25 Magdalen Street has contributed to an improved vacancy rate in the Magdalen Street/St Augustines Street/Anglia Square area. The emerging *Northern city centre area action plan* will include measures to help address the ongoing problems of shop vacancy and perceived decline in this area of the city. The recent appeal decision on 10 Haymarket, which supported the council’s decision to refuse a change of use from A1 to A2, endorses and supports the council’s retail planning policies and through this monitor the council will continue to assess how

well those policies are operating to sustain the health and vitality of the city centre.

Introduction

Purpose of the monitoring report

1 This report examines the level of vacant and approved retail floorspace in the central area of Norwich and provides a general 'health-check' on the overall retail vitality and viability of the centre.

2 The new system of local development frameworks (LDFs), introduced by the Planning and Compensation Act 2004, places a much greater emphasis on monitoring and review than existed under the previous planning system. There is now a statutory requirement for local planning authorities to publish an A*nnual monitoring report* (AMR) to assess progress on the implementation of the local development framework and monitor in detail the amount and types of development approved and built in the previous year.

3 Although retail vacancy surveys do not have to be prepared specifically as part of the AMR process, they provide substantive evidence to put the report in context. More importantly, they help to meet the government's requirement for local authorities to collect and monitor town centre retail information, as set out in *Planning policy statement 6 (PPS6) planning for town centres*. There is also government guidance that authorities should produce evidence in the form of a retail study to assess the prospects for future growth of retail expenditure and demand. The *Greater Norwich retail and town centres study* was commissioned in December 2006 as a joint initiative with Norfolk County Council, Broadland District Council and South Norfolk

Council. The study is being carried out by planning consultants GVA Grimley and is due for completion in September 2007.

4 This report covers PPS6's requirement for information to be collected in the following areas:

- diversity of main town centre uses (by number, type and amount of floorspace)
- the amount of retail, leisure and office floorspace in edge-of-centre and out-of-centre locations
- proportion of vacant street level property
- state of the town centre environmental quality.

5 The purpose of the report is, broadly:

(i) to provide reliable and consistent information on the degree of retail vacancy and the distribution of shopping floorspace in the city centre

(ii) to assess the level of activity in the retail development market

(iii) to assist in the monitoring and implementation of retail planning policies in the adopted local plan and to inform retail policy development in the emerging Norwich local development framework

(iv) to assist in the council's assessment of planning applications involving retail development and to inform decision-making on other corporate initiatives and strategies affecting the central shopping area.

Progress since the last monitoring report

6 Since the last retail survey in January 2007, work has started to prepare the *Joint core strategy* for the three constituent Districts, (City of Norwich, Broadland, South Norfolk). This will set a strategic framework for the city council's detailed planning policies to be prepared subsequently as part of the local

development framework. Stakeholder workshops were held jointly by the three districts and the county council in July 2007 and provided a useful forum for discussing the overall direction if policy for the city centre, including retail.

7 The city council has made further progress on the *Northern city centre area action plan*, including regular stakeholder forums to ensure continuous public engagement in the development of the plan. The area action plan covers the majority of the city centre to the north of the Inner Ring Road and its policies will set the framework for the future development of the large district centre retail area defined in the local plan (Magdalen Street, Anglia Square and St Augustines Street).

8 Since January 2007 there have been public realm enhancements in the city centre as follows:

- Environmental improvements to St Andrews Plain outside St Andrews and Blackfriars Halls. This scheme is Phase 1 of the St Georges Street improvements, and has received substantial funding from a European Union project budget (the 'Spatial Metro' project) [1]
- Phase 2 of the St George's Street improvements have now received funding from the East of England Development Agency and the remaining funding is being sought and it is anticipated that work will begin on the pedestrianisation of St Georges Street in early 2008.

Through the C*ity centre spatial strategy* the city council is continuing environmental improvements to the network of streets and public spaces in the centre, together with enhancement schemes to the local road network to improve conditions for

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[1] The Spatial Metro project is part of the 'Liveable Cities' initiative which involves a number of other historic cities in the UK and continental Europe. Further information available at www.liveable-city.org and www.spatialmetro.org .

pedestrians and reduce the impact of vehicular traffic. These initiatives support the replacement local plan's policies to enhance the historic centre, promote a diverse and distinctive shopping environment and encourage a high quality of urban design in new development. They also support the improvement of the environment of the city centre as a whole, preparing the city for future growth.

9 The July 2007 shop survey recorded a total of **229,888 sq. m** (2,474,590 sq. ft) of class A1 retail floorspace in Norwich city centre[2] of which **214,213 sq. m** (93.2%) was currently trading and **11,998** sq. m (5.2%) was vacant. Shop units under construction or undergoing refurbishment account for the remaining 1.6%.

10 The retail footprint UK retail league table, released by commercial analysts CACI in May 2007, showed Norwich at eleventh position nationally and first position in the East of England. The CACI ranking is based on a number of indicators, in particular the actual volume of retail spending in shopping centres. The venuescore retail destination rankings published by the Javelin Group in August 2006 (using broader indicators of retail diversity and shopping quality) placed Norwich fifth nationally, behind only Glasgow, Birmingham, Edinburgh and Manchester.

11 Whilst the scoring systems in the various retail league tables published by these commercial commentators are not directly comparable, they provide a useful yardstick to measure Norwich's performance against other centres, both in terms of its commercial vitality and the overall quality of its shopping experience. That Norwich is placed in the top five retail centres in the UK in one of these tables endorses the strategy of the city

[2] See definitions in Appendix 2.

council in promoting Norwich as a prestige shopping and visitor destination, while maintaining the breadth and diversity of the shopping offer in the city as a whole.

12 The Secretary of State's proposed changes to the draft East of England Plan were published for consultation in December 2006. The *Draft regional spatial strategy* recognises the primacy of Norwich as a regional centre and a key centre for development and change. The regional strategy is planned for government approval in October 2007. It currently proposes a new policy for the city to encourage sustainable housing and employment growth (particularly in the city centre), support and enhance the image of Norwich as a 'contemporary medieval city' and promote it as a destination for tourists and visitors.

Change in total floorspace

13 Between July 2006 and January 2007 the overall shop vacancy rate in the city centre fell significantly and since then has remained stable.

14 The total amount of floorspace in the city centre decreased only slightly between January 2007 and July 2007.

TABLE 1
NORWICH CITY CENTRE
PROVISION OF A1 RETAIL FLOORSPACE (totals)
square metres net(1)

Total floorspace	**ALL**	Trading	Vacant	Construction
July 2007:	**229,888**	**214,223**	**11,998**	**3,667**
January 2007:	**230,940**	**215,890**	**11,503**	**3,547**
July 2001(2)	**202,214**	**171,814**	**11,138**	**19,262**
Total shop units				
July 2007:	**1091**	**980**	**96**	**15**
January 2007:	**1095**	**985**	**97**	**13**
July 2001(1)	**1025**	**916**	**99**	**10**

Overall shop vacancy rate	Proportion of all floorspace	Proportion of available floorspace(3)	Proportion of shop units
July 2007:	**5.2%**	**5.3%**	**8.8%**
January 2007:	**5.0%**	**5.1%**	**8.9%**
July 2001(2):	**5.5%**	**6.1%**	**9.7%**

Overall retail floorspace change

Since January 2007:	**DECREASED BY 0.4%**
Since 2001:	**INCREASED BY 12.1%**

(1) *Net floorspace* represents the area of the public retail sales area, excluding non-public areas, staff rooms, toilets, circulation, servicing and storage. Public restaurants and cafés within shops are treated as ancillary to the main retail use and included in the net retail floorspace figure. Where precise measurements are not available, net floorspace has been estimated, normally regarded as between 60% and 65% of the total floor area (gross floorspace) of the shop unit.
(2) City centre data for 2001 has been adjusted to the boundaries of the centre as defined in the a*dopted local plan* and is not directly comparable with previous monitoring reports compiled on different boundaries.
(3) Not counting space which is under construction or refurbishment

Definition of shopping zones in the city centre

15 The city council's adopted planning policy for shopping (as set out in the replacement local plan) defines shopping areas within the city centre according to their character and function. These areas are assessed separately in this report and illustrated on the maps in Appendix 2.

- The **primary shopping area** is the zone of shopping streets running north to south between St Stephens Street and the Gentleman's Walk/Market Place area and extending east to cover part of London Street and the Norwich Lanes. It also takes in the more recent shopping developments of Castle Mall and Chapelfield as well as the detached shopping areas of Riverside and Brazen Gate (Sainsburys). This is the core shopping area where most of the 'high-street' multiple retailers and national chains are currently located. City council policy for this area is to maintain a high proportion of shop uses and to encourage new developments and environmental improvements which will protect, promote and enhance the city's regional shopping role.

- The **secondary shopping areas** are groups of streets with a distinctive historic character and a strong emphasis on local independent and speciality retailing, together with a variety of other uses such as tourist attractions, arts and cultural venues, specialist markets, restaurants/cafés and housing. Included is much of the western half of the Norwich Lanes area (St Benedict's Street, Pottergate/Lower Goat Lane and

Upper St Giles), as well as Elm Hill/Wensum Street and the eastern end of London Street. City council policy is to protect these areas for specialist shopping and encourage a broad diversity of supporting uses and activities with a programme of environmental improvements to enhance their vitality, local distinctiveness and appeal for shoppers and visitors. It is very important to appreciate that although the primary/secondary distinction is a standard one in the retail industry, secondary in the Norwich context does not mean marginal. The secondary shopping areas are regarded as complementary to, rather than subordinate to, the primary area and the council is committed to maintaining that role.

- The area of Magdalen Street, Anglia Square and St Augustines Street is defined as a 'large district centre' in the replacement local plan. It serves the northern half of the city centre as well as a large part of north Norwich, combining specialist and local independent shopping with shopping facilities at Anglia Square, which serve both the immediate neighbourhood and wider catchment area of north Norwich. City council policy for this area is to support and maintain its shopping function and to promote major community-led regeneration and renewal. This will be achieved through the emerging *Northern city centre area action plan* for the wider area (eventually replacing adopted local plan policy but still consistent with the adopted local plan strategy) and will involve new retail, commercial and residential development, restoration of the historic environment and a major programme of environmental and transportation improvements. Through our 'new growth points' status we are expecting significant government funding for a range of essential infrastructure to help prepare the Norwich sub-region for significant levels of housing and jobs growth.

16 The definition of these areas for planning purposes has been established in the adopted local plan and may only be reviewed as part of the emerging Norwich local development framework. However, one of the purposes of this monitoring report is to assess any emerging changes in the character and function of different areas of the centre, which will inform any future review of planning policy and any future changes in the designation and extent of these areas.

Primary shopping area

TABLE 2
PRIMARY SHOPPING AREA (includes Riverside)
A1 RETAIL FLOORSPACE
square metres net

Total floorspace	ALL	Trading	Vacant	Construction
July 2007:	**175,383**	**167,340**	**4,910**	**3,133**
January 2007:	**176,192**	**169,181**	**3,999**	**3,012**
July 2001:	**143,375**	**123,379**	**2,398**	**17,598**
Total shop units				
July 2007:	**590**	**541**	**44**	**5**
January 2007:	**591**	**548**	**40**	**3**
July 2001:	**513**	**478**	**25**	**10**
Overall shop vacancy rate		Proportion of all floorspace	Proportion of available floorspace(1)	Proportion of shop units
July 2007:		**2.8%**	**2.9%**	**7.5%**
January 2007:		**2.3%**	**2.3%**	**6.8%**
July 2001:		**1.7%**	**1.9%**	**4.9%**

(1) Not counting space which is under construction or refurbishment

Level and distribution of vacancy

17 The primary shopping area has been going through a period of readjustment following the completion and opening of Chapelfield in September 2005. Initially shop vacancies overall rose from 1.3% to 7.9% between January 2005 and January 2006 but by July 2006 it had fallen to 7.3%. The January 2007 shopping floorspace monitor reported a significant fall in vacancies to

2.3**%**, which has since risen to **2.9**% at the time of the July 2007 survey. This suggests the primary shopping area is now entering a period of stability and adapting to different shopping patterns created by the opening of Chapelfield, although some commercial commentators consider that this readjustment could take several years. The 2.9% vacancy level is considered acceptable in comparison to national averages. Extremely low vacancy rates can show that a shopping area is actually 'overheating', that there is insufficient spare space available in the existing stock to provide for expansion and natural turnover of retailers necessary to sustain a diverse and vibrant centre. Such overcrowding restricts opportunities for new retail investment and can be a distinct disadvantage. A healthy shopping centre should normally have some vacant shop units.

18 Castle Mall had responded strongly to the introduction of Chapelfield: re-letting of shop units resulted in the vacancy rate falling from **8.4%** in July 2006 to **3.9%** in January 2007. However this reports shows that the vacancy rate has risen again to **6.2%** (as shown on page 4 of this report). The total number of vacant A1 retail units in Castle Mall rose from ten to fourteen in the previous six months while the total number of shops and stalls also rose from 86 to 93.

19 In Chapelfield the vacancy level had fallen sharply since January 2006 from 7.3% to 3.5% by July 2006 as new units continued to be taken up. The vacancy level had fallen further by January 2007 to **1.9%** and remains at that level in this survey. Within the main part of the scheme falling within the primary shopping area[3], three units remain to be let, down from four in January 2007. These three units are on the lower (St Stephens Street) level.

[3] Chapelfield Plain (the outdoor portion of the scheme on the north side of Chantry Road between St. Stephens Churchyard and the main Chapelfield mall building) accommodates seven retail units (one of them vacant) and three restaurants. Since this part of Chapelfield was originally intended to be a focus for catering outlets, it was not included within the expanded primary shopping area defined in the *local plan*.

Rest of primary area

20 Aside from vacancies recorded within the two main covered shopping centres and at Riverside, there were 27 vacant shop units in streets elsewhere in the primary area, (up from 26 in January 2007), distributed as follows:

- London Street area – 6 units
- Gentlemans Walk/Market area – 4 units
- Back of the Inns area – 7 units
- Timberhill/Westlegate area – 3 units
- Other fringe streets – 7 units

Despite full reoccupation at the time of the previous survey following refurbishment of the Provision Market, three market stall pitches have since become vacant. The largest of the vacant shops is Castle House at 5-6 Castle Meadow (490 sq. m) which remains un-let. The next largest retail unit is 10 Haymarket (398 sq. m), which was the subject of an appeal as mentioned earlier in the report, after the council refused an application for a change of use from A1 to A2.

21 The survey recorded eleven vacant units in the primary area (totalling 1,635 sq. m) previously occupied either as food and drink outlets (Use Classes A3, A4 and A5) or for financial and professional services (Use Class A2). These comprise three former catering outlets in Castle Mall, the former McDonalds at 14-18 Westlegate, the former Alley Katz café bar at 18 Bedford Street, the Travel Information Centre in Castle Meadow, the first floor of 8 Bridewell Alley, the former Carman's Bakery on 1a Guildhall Hill, the former Bombay Restaurant on Timberhill, and the former Woolwich at 19 St Stephens Street, along with 32 and 36-38 St Stephens Street (previously occupied respectively by

Burger King and Halifax). The former Alley Katz café bar at 18 Bedford Street was previously a long-term vacant unit. However it has now been completely refurbished and re-marketed for A3. A twelfth vacant unit, the former job centre at Blackburn House (225 sq. m ground floor area) on Theatre Street is also included in this survey as it could be potentially occupied as A1. These units are not regarded as shops for planning purposes but could be reoccupied as such without requiring planning permission and are listed separately in the schedule attached to this report. It is expected that the McDonalds premises would be included in any future redevelopment scheme for Westlegate House. The redundant office building and its car park are allocated as a mixed-use development site including 1,500 sq. m of retail under the adopted replacement local plan (policy SHO6).

New developments and refurbishment

23 At the time of the January 2007 survey, the only significant development underway was the remodelling of the former Boots store at 14-16 St Stephens Street (787 sq. m), which was to be incorporated in an expanded retail unit providing 2,210 sq.m of additional retail space in rear extensions to be occupied by New Look and by conversion of first floor office space to retail, which will be occupied by Slaters clothing store. New Look has now moved into this unit with Slaters expected to be moving in in September 2007. Two units at Riverside are currently undergoing refurbishment: Unit 2 Albion Way (886 sq. m) and Unit 3 Albion Way (1,097 sq. m). 1 Brigg Street (280 sq. m) is currently being refurbished prior to occupation by Carphone Warehouse, who will be moving from 14 Haymarket.

Non-retail uses - issues

24 Policy SHO10 of the adopted *City of Norwich replacement local plan* aims to support the shopping function of the primary

shopping area and to protect its retail vitality and viability, by setting thresholds on the proportion of non-retail frontage that will permitted by the city council. For the purposes of Policy SHO10, the primary shopping area is subdivided into smaller groups of streets – the retail frontage zones – within which limits are applied on the proportion of A1 retail uses at ground floor level (calculated by measured frontage length). Changes of use are not normally permitted which would have a harmful effect on vitality and viability and which would result in the proportion of non-retail uses falling below 85%. Within Castle Mall and Chapelfield, these controls are exercised through a condition on the original planning permission, requiring consent to be obtained for any changes of use which would result in retail representation falling below a minimum threshold in the main retail levels of each centre.

25 Policy SHO10 accepts non-retail uses, where it can be shown that changes of use breaching the 85% threshold would deliver particular benefits or otherwise enhance the character of the street or area) which could not be achieved by retaining a retail use. The policy thus seeks to strike an appropriate balance between protecting the core retail function of the city centre and encouraging a diversity of uses where this is seen to be beneficial and would enhance the area’s vitality and viability.

TABLE 3

PRIMARY AREA RETAIL FRONTAGE ZONES

showing incidence of non-retail uses (at January 2007)

Frontage Zone (see Appendix 2 for definitions and plan)	**Total measured ground floor frontage (m)**	**Total non-retail frontage (m)**	**Percentage A1 retail/ non-A1 retail split**	**SHO10 Policy Threshold Exceeded? (min 85%)**
PR01 London Street West	955.6	173.4	81.9% / 18.1%	Yes
PR02 Gentlemans Walk/Market	937.8	150.8	83.9% / 16.1%	Yes
PR03 Back of the Inns	743.3	95.3	87.2% / 12.8%	No
PR04 Castle Mall	929.1	43.2	95.4% / 4.6%	No
PR05 Timberhill/Westlegate	548.7	97.3	82.3% / 17.7%	Yes
PR06 St Stephens Street	609.5	98.0	83.9% / 16.1%	Yes
PR07 Chapelfield	701.5	8.5	98.8% / 1.2%	No

26 Norwich has a wide variety of eating and drinking places distributed throughout the primary area, offering a good range of choice for shoppers. These include sandwich takeaways (which in planning terms are A1 retail use) and cafés, restaurants, bars and hot food takeaways (which are not – although many national coffee shop chains operating under A1 retail permissions occupy a legally problematic ‘grey area’ between A1 and A3/A5). In contrast, class A2 uses (banks, building societies and other financial/professional services) have tended to cluster in areas of the city centre just outside the core, most notably Red Lion Street, Surrey Street and the east end of London Street. These service uses make an important contribution to the ‘high street’, but it is important to ensure that they do not become over-dominant. This is to preserve the character and vitality of

shopping areas; to ensure the coherence of retail frontages is not broken up; and to maintain the commercial viability of prime shopping areas.

27 When present local plan policy SHO10 was first introduced in 2001, there was scope in many parts of the primary area for additional non-retail services to be introduced within the terms of the policy. The period since 2001 has seen a growing number of non-retail uses permitted, resulting in four out of seven frontage zones in the core either reaching or falling below the applicable policy threshold of 85% retail (see Table 3 on the page 21).

Secondary shopping areas

TABLE 4
SECONDARY SHOPPING AREAS
A1 RETAIL FLOORSPACE
square metres net

Total floorspace	ALL	Trading	Vacant	Construction
July 2007:	**18,151**	**17,069**	**752**	**330**
January 2007:	**18,005**	**16,916**	**761**	**328**
July 2001:	**19,352**	**17,353**	**1,964**	**35**
Total shop units				
July 2007:	**193**	**175**	**11**	**7**
January 2007:	**193**	**174**	**13**	**6**
July 2001:	**208**	**187**	**20**	**1**
Overall shop vacancy rate		Proportion of all floorspace	Proportion of available floorspace[1]	Proportion of shop units
July 2007:		**4.1%**	**4.2%**	**5.7%**
January 2007:		**4.2%**	**4.3%**	**6.7%**
July 2001:		**10.1%**	**10.2%**	**9.6%**

[1] Not counting space which is under construction or refurbishment

28 The latest survey records **18,151 sq. m** (195,305 sq. ft) of shopping floorspace in the secondary shopping areas: this accounts for just under 8% of the space in the city centre as a whole. Since 2001 the secondary areas have lost around 7% of their shopping floorspace, principally through change of use of shops to non-retail (including a number of premises which have been converted to housing).

Level and distribution of vacancy

29 Previously the secondary shopping streets had a particularly low level of vacancy in contrast with the primary area. The January 2007 survey showed a significant change with the primary area having a lower vacancy rate than the secondary area. This is shown again in this survey. In terms of floorspace, retail vacancy rates in July 2007 have fallen slightly from January 2007 and are still significantly less than they were in July 2001.

30 A total of 11 shop vacancies were recorded in the secondary areas in July, totalling 752 sq. m (plus two additional vacant A2 units and one vacant public house). The A1 retail vacancies are distributed as follows:

- St Benedicts area – 3 units
- Upper St Giles Street – 3 units
- Pottergate/Lower Goat Lane area – 1 unit
- Elm Hill/Wensum Street area – 4 units (2 in Elm Hill, 2 in Wensum Street)
- St John Maddermarket – 1 unit

31 There has been a slight decrease in shop vacancy levels in the defined secondary shopping area (with a total of 11 units recorded as vacant as against 13 six months ago). The Norwich Lanes initiative is helping to raise public awareness of the area north of the Market Place (Lower Goat Lane/Pottergate) and to raise its trading profile.

32 The Norwich Lanes area includes portions of both the primary and secondary shopping areas defined in the replacement local plan (as well as parts falling within neither area). The Lanes does not at present have any formal planning status: consequently it

has not been practicable for technical reasons to carry out a detailed analysis of vacancy levels for the Lanes as a whole.

New developments and refurbishment

33 Work is virtually completed on the redevelopment of the former Indoor Market site at 21-23 St. Benedicts Street, providing two shops and seven flats. The conversion of 23 and 25 Wensum Street to provide two shops and two houses is also currently under construction and is due to be finished shortly. The upper floors of 18 Wensum Street are currently being renovated for Wright's Second Hand Furniture and this has led to their temporary occupation of the premises opposite (17 Wensum Street).

Large district centre
(Magdalen Street/St Augustines Street/Anglia Square)

TABLE 5
MAGDALEN STREET/ST AUGUSTINES STREET/ANGLIA SQUARE
A1 RETAIL FLOORSPACE
square metres net

Total floorspace	ALL	Trading	Vacant	Construction
July 2007:	**18,126**	**15,030**	**3,057**	**39**
January 2007:	**18,290**	**14,723**	**3,525**	**42**
July 2001:	**18,346**	**16,480**	**1,866**	**Nil**
Total shop units				
July 2007:	**136**	**111**	**23**	**2**
January 2007:	**137**	**111**	**24**	**2**
July 2001:	**148**	**118**	**30**	**Nil**
Overall shop vacancy rate		Proportion of all floorspace	Proportion of available floorspace(1)	Proportion of shop units
July 2007:		**16.9%**	**16.9%**	**16.9%**
January 2007:		**19.3%**	**19.3%**	**17.5%**
July 2001:		**10.2%**	**10.2%**	**20.3%**

. (1) Not counting space which is under construction or refurbishment.

34 The July survey recorded a total of **18,126 sq. m** (195,110 sq. ft) of retail floorspace in the area, a figure which has remained relatively constant since 2001.

Level and distribution of vacancy

35 The number of vacant units in the Magdalen Street/St Augustines Street/Anglia Square area has fallen since the January 2007 survey from 24 to 23. In terms of floorspace the vacancy rate has also fallen, now standing at 3,057 sq. m (32,893 sq. ft) which means that 16.9% of the total shopping floorspace available in the area is now vacant, down from 19.3% in January 2007. Anglia Square's anchor foodstore (Budgens), which closed in 2005, remains vacant accounting for 1,003 sq. m (10,800 sq. ft) of floorspace. The re-occupation of the former Looses Catering Equipment (23-25 Magdalen Street) by a second-hand furniture retailer has been a key factor behind the decrease in vacant floorspace. A further four units recorded as vacant were previously occupied by financial services and restaurant uses, down from five in January 2007.

36 The A1 retail vacancies in the area are distributed as follows:

- Anglia Square shopping centre – 7 units
- Magdalen Street – 9 units
- St Augustines area – 7 units

New development and refurbishment

37 Several small-scale redevelopment and refurbishment schemes have been undertaken in the Magdalen Street area since 2001. Many of these involve historic buildings and have harnessed funding from the Heritage Economic Regeneration Scheme (HERS), a joint initiative between Norwich City Council and English Heritage, which has now been completed. Work is currently underway on the conversion and refurbishment of a derelict property at 111 Magdalen Street, to provide one shop and two residential units. There are also two other schemes in the area with planning permission involving shopping development, and which affect historic buildings. These are the

restoration of 67 St Augustines Street for residential and retail purposes, and conversion of the ground floor of 3 St Augustines Street from residential back to shop use. There have been no further applications for new shopping development since the report in July 2006.

38 However, there remain problems in the area resulting from its gradual decline over many years: in particular a dated and poorly-designed shopping centre, the loss of office employment and other social and environmental issues.

39 To identify and address many of these issues the city council is involving the local community and stakeholders, including the county council, landowners and developers, in preparing a *Northern city centre area action plan,* which will cover the whole of the centre between the River Wensum and the line of the city wall between Oak Street and Barrack Street. This initiative forms a key part of the council's emerging local development framework for Norwich and it will entail preparing a statutory development plan and programme of action, which will include extensive improvements to parts of the large district centre through redevelopment and refurbishment. Over the summer of 2006, the council undertook consultation on issues and options for the area with local stakeholders, community groups and the general public. Consultation on the preferred options is planned for the autumn of 2007.

Rest of the centre

TABLE 6
REST OF CITY CENTRE
A1 RETAIL FLOORSPACE
square metres net

Total floorspace	ALL	Trading	Vacant	Construction
July 2007:	**18,228**	**14,784**	**3,279**	**165**
January 2007	**18,086**	**14,528**	**3,218**	**340**
July 2001	**21,141**	**14,602**	**4,910**	**1,629**
Total shop units				
July 2007:	**172**	**153**	**18**	**1**
January 2007	**174**	**152**	**20**	**2**
July 2001	**156**	**127**	**24**	**5**
Overall shop vacancy rate		Proportion of all floorspace	Proportion of available floorspace(1)	Proportion of shop units
July 2007:		**18.0%**	**18.2%**	**10.5%**
January 2007:		**17.8%**	**18.1%**	**11.5%**
July 2001:		**23.2%**	**25.1%**	**15.4%**

. (1) Not counting space which is under construction or refurbishment.

Definition

40 The above table refers to all streets in the city centre which are located outside the defined retail areas.

41 Total floorspace recorded in the remainder of the centre in July 2007 was **18,228 sq. m** (196,133 sq. ft); slightly up from January 2007.

Level and distribution of vacancy

42 The July 2007 survey recorded 18 vacant shop units, comprising 3,279 sq. m (35,282 sq. ft) of floorspace – 18.0% of the total. This vacant retail floorspace has increased slightly from 17.8% to 18.0% over the past six months but is a decrease on the comparable rate for July 2006 (19.4%) and is lower than the situation in 2001 (23.2%). The number of vacant units has fallen by two over the past six months, and a high proportion of the vacant shops recorded in the current survey are large units. They include the former Multiyork furniture store on Prince of Wales Road (following their relocation to St. Stephens Road), and the former Bennetts Electrical premises at 125-129 King Street.

43 The survey also recorded 16 additional vacant office and catering premises (use classes A2, A3, A4 and A5) in various parts of the centre (totalling 923 sq. m), which could be reoccupied as shops, although this is unlikely given their peripheral locations.

New development and refurbishment

44 The most significant schemes involving shopping development to be given planning consent are at St. Anne's Wharf, King Street and at the former Jarrold Printer's site, Barrack Street. The approved major redevelopment proposals for St Anne's Wharf, King Street were given planning consent in March 2006 and include 437 residential apartments and 2,128 sq.m of commercial floorspace in use classes A1, A2, A3 and D2, of which a maximum of 2,000 sq. m would be retail. However no development progress to date has been made. The proposals for the former Jarrold Printer's site, Barrack Street include 200 residential units, a 60 bed hotel and 20,500 sq. m of commercial floorspace in use classes A1, A3 and B1, of which a maximum of 999 sq. m would be retail.

45 A mixed-use redevelopment including sheltered housing for the elderly and an additional retail unit at 95-101 Ber Street (ex Clarks Motorcycles site) is currently under construction. Further schemes are approved at 26-36 Rose Lane (former Gerald Giles Electrical) and 148-162 King Street, both of these combining retail or mixed retail/commercial units with housing. In addition a gallery extension at 51-51A St Giles has been approved.

Conclusions

46 Shop vacancy rates in Norwich city centre have remained largely unchanged since January 2007, (up from 5.1% to 5.3% of available floorspace). In the primary shopping area, vacancy rates rose from 2.3% to 2.9%.

47 Since the January 2007 report activity in Chapelfield has remained stable with the overall vacancy rate in the development unchanged at 1.9%. One unit remains unlet following the closure of a shop as a result of national trading difficulties (rather than local circumstances).

48 Between July 2006 and January 2007, Castle Mall had shown improvement with vacancy rates falling from 8.4% to 3.9%, approaching the 2001 level of 2.8%. However since January the vacancy rate has risen to 6.2%. Changes in shopping patterns in the city centre occurred following the opening of Chapelfield. As the market responds to this, some parts of the primary shopping area and secondary shopping areas nearby, are still adjusting and there are pockets of higher vacancy rates in the city centre. The situation will continue to be closely monitored through these survey reports. Since the opening of Chapelfield, the city council has been mindful of the need to maintain the retail vitality, viability and diversity of the city centre, and will continue to exercise its planning powers to achieve this in the most appropriate way. The recent appeal at 10 Haymarket has demonstrated the robustness of the council's retail planning policies.

49 The *Greater Norwich retail and town centres study* (commissioned in December 2006) will be essential evidence to inform the three councils' J*oint core strategy* and planning strategy for the city centre. The LDF's policies will ensure that shopping development in the retail core both effectively promotes the role of Norwich as the pre-eminent regional shopping centre in the East of England and supports and enhances secondary shopping areas and local centres. Through our New Growth Points status we are expecting significant government funding for a range of essential infrastructure to help prepare the Norwich sub-region for high levels of housing and jobs growth.

50 The secondary shopping areas have an important role to play in complementing the major attraction of the core. The July survey showed that vacancy rates in the secondary areas had remained largely unchanged falling from 4.3% to 4.2% and is still considerably less than the 2001 level of 10.1%. The ongoing initiatives being promoted for the Norwich Lanes are helping to ensure that shoppers and visitors become more aware of, and can fully appreciate, the varied attractions of these historic independent shopping streets with their own distinctive identity.

51 The Magdalen Street/St Augustine's Street/Anglia Square area will become a focus for major investment and regeneration in the context of the *Northern city centre area action plan*. The survey shows that vacancy rates in the area have fallen from 19.3% to 16.9% over the past six months, with the re-occupation of 23-25 Magdalen Street a key contributor. Consultation on issues and options for the *Northern city centre area action plan* during 2006 confirmed a number of important issues for stakeholders including the need to promote further shopping development and improve the quality and retail focus of Anglia Square and its immediate environs. Consultation on the preferred option for the area is planned for the autumn.

Contact information

Further information can be obtained by writing to planning services, Norwich City Council, City Hall, Norwich, NR2 1NH or by contacting the planning policy and projects team by telephone or email.

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Appendix 1

Technical appendix – street by street vacancies listing

NORWICH CENTRAL AREA SHOPPING FLOORSPACE
SURVEY OF JULY 2007

TABLE 1 - VACANT A1 FLOORSPACE TOTALS BY RETAIL AREA
As defined in the City of Norwich Replacement Local Plan (Adopted Version), November 2004

PRIMARY SHOPPING AREA	All Retail Floorspace (Net)			Vacant Retail Floorspace (inc rebuilding and refitting)			Percentage Vacant	
Defined Retail Frontages	**Sq M**	**Sq Ft**	**Units**	**Sq M**	**Sq Ft**	**Units**	**Space**	**Units**
London Street West	20,633	222,100	76	496	5,340	6	2.4%	7.9%
Gentlemans Walk/Market	24,017	258,530	52	870	9,360	5	3.6%	9.6%
Back of the Inns	8,893	95,730	71	492	5,300	7	5.5%	9.9%
Castle Mall - Levels 1 & 2	21,364	229,970	83	1,371	14,760	12	6.4%	14.5%
Timberhill/Westlegate	14,521	156,310	40	217	2,340	4	1.5%	10.0%
St Stephens Street	27,033	290,990	38	926	9,970	2	3.4%	5.3%
Chapelfield - Levels 1 & 2	28,575	307,590	77	556	5,980	3	1.9%	3.9%
Provision Market	1,368	14,730	100	38	410	3	2.8%	3.0%
Brazen Gate	4,170	44,890	2	-	-	-	0.0%	0.0%
Riverside	17,693	190,450	10	1,983	21,350	2	11.2%	20.0%
Frontages for Non Retail Uses*								
Red Lion Street	1,227	13,210	7	-	-	-	-	-
Queens Road	821	8,840	5	306	3,290	1	37.3%	20.0%
Castle Meadow	1,568	16,880	14	649	6,990	2	41.4%	14.3%
Castle Mall - Levels 3 & 4	2,898	31,190	10	139	1,500	2	4.8%	20.0%
Surrey Street	56	600	1	-	-	-	-	-
Chapelfield Dining Terrace	546	5,880	4	-	-	-	0.0%	0.0%
TOTAL PRIMARY AREA	**175,383**	**1,887,890**	**590**	**8,043**	**86,590**	**49**	**4.6%**	**8.3%**
SECONDARY SHOPPING AREAS								
Defined Retail Frontages								
St Benedicts Street	9,199	99,020	62	443	4,770	5	4.8%	8.1%
Upper St Giles Street	637	6,860	14	118	1,270	3	18.5%	21.4%
Pottergate/Lower Goat Lane	4,254	45,790	61	45	480	1	1.1%	1.6%
London Street (East)	1,026	11,040	9	-	-	-	0.0%	0.0%
Frontages for Non Retail Uses*								
St John Maddermarket	1,483	15,960	15	-	-	-	0.0%	0.0%
Elm Hill/St. Andrews Street/Wensum Street	1,552	16,710	32	476	5,120	9	30.7%	28.1%
TOTAL SECONDARY AREAS	**18,151**	**195,380**	**193**	**1,082**	**11,640**	**18**	**6.0%**	**9.3%**
LARGE DISTRICT CENTRE								
Defined Retail Frontage								
Magdalen Street South/Anglia Square	14,412	155,130	82	2,623	28,230	12	18.2%	14.6%
Frontages for Non Retail Uses*								
Magdalen Street North	1,670	17,980	29	127	1,370	4	7.6%	13.8%
St Augustines Street	2,044	22,000	25	307	3,300	7	15.0%	28.0%
TOTAL LARGE DISTRICT CENTRE	**18,126**	**195,110**	**136**	**3,057**	**32,900**	**23**	**16.9%**	**16.9%**
OTHER STREETS IN THE CENTRE								
Other Streets in the Centre	18,228	196,210	172	3,444	37,070	19	18.9%	11.0%
CITY CENTRE TOTAL	**229,888**	**2,474,590**	**1,091**	**15,626**	**168,200**	**109**	**6.8%**	**10.0%**

* The City of Norwich Replacement Local Plan (Second Deposit Version) distinguishes between ***Defined Retail Frontages*** where changes of use are only permitted if the proposal will not result in the proportion of frontage in A1 retail use falling below a certain threshold (proportion varies according to location) and ***Frontages for Non-Retail Uses*** where non-retail uses are generally accepted where compatible with surrounding uses. See Policies SHO10 and SHO11 for details.

NORWICH CENTRAL AREA SHOPPING FLOORSPACE						
SURVEY OF JULY 2007						
TABLE 2 - A1 FLOORSPACE TOTALS BY CATEGORY						
					% of existing f'space	
Code		**Sq M Net**	**Sq Ft Net**	**Units**	**Space**	**Units**
01	**DEPARTMENT STORES**	**49,001**	**527,460**	**7**	**21.4%**	**0.6%**
02	**Large Multiple and Variety Stores**	**11,774**	**126,740**	**6**	**5.1%**	**0.6%**
	CONVENIENCE GOODS					
03	Supermarkets, general & specialist grocers	12,938	139,270	40	5.7%	3.7%
	(includes food halls in larger stores)					
04	Butchers	111	1,190	6	0.0%	0.6%
05	Fishmongers	58	620	5	0.0%	0.5%
06	Greengrocers	56	600	6	0.0%	0.6%
07	Bakers	368	3,960	4	0.2%	0.4%
08	Wines and Spirits	305	3,280	2	0.1%	0.2%
09	Confectionery/Tobacco/News	1,076	11,580	25	0.5%	2.3%
	TOTAL CONVENIENCE GOODS	**14,912**	**160,500**	**88**	**6.5%**	**8.1%**
	DURABLE GOODS					
02	General Household Goods	4,196	45,170	9	1.8%	0.8%
	(not classifiable elsewhere - includes catalogue					
	showrooms and general markets)					
10	Shoes	4,981	53,620	42	2.2%	3.9%
11	Clothes	45,697	491,890	172	20.0%	15.8%
13	Fabrics	1,498	16,120	18	0.7%	1.7%
14	Furniture/Carpets	8,140	87,620	40	3.6%	3.7%
15	Antiques Crafts and Gifts	5,646	60,780	57	2.5%	5.2%
16	Art and Graphics	1,474	15,870	32	0.6%	2.9%
17	Home Entertainment(Electrical/Records)	9,545	102,740	40	4.2%	3.7%
18	Office and Computer Goods	2,794	30,080	34	1.2%	3.1%
19	DIY/Household	3,021	32,520	22	1.3%	2.0%
20	Books and Stationery	9,874	106,290	36	4.3%	3.3%
21	Photographic and Optical	1,067	11,490	16	0.5%	1.5%
22	Chemists/Cosmetics	9,051	97,430	32	4.0%	2.9%
23	Cycles and Motor Accessories	230	2,480	5	0.1%	0.5%
24	Jewellery	2,552	27,470	51	1.1%	4.7%
25	Sport and Leisure	8,761	94,310	33	3.8%	3.0%
26	Garden Goods	316	3,400	12	0.1%	1.1%
27	Pets and Pet Care	40	430	3	0.0%	0.3%
28	Toys and Games	4,788	51,533	14	2.1%	1.3%
29	Secondhand/Charity	2,037	21,930	20	0.9%	1.8%
	TOTAL DURABLE GOODS	**125,708**	**1,353,173**	**688**	**55.0%**	**63.3%**
	SERVICE USES*					
30	Personal Care (e.g. Hairdressers)	5,269	56,720	98	2.3%	9.0%
31	Clothes Care (e.g. Shoe repair)	305	3,280	10	0.1%	0.9%
32	Sandwich Bars etc. (Use Class A1)	4,140	44,560	44	1.8%	4.0%
36	Travel Agents etc.	1,351	14,540	16	0.6%	1.5%
38	Post Offices	237	2,550	1	0.1%	0.1%
39	Medical Services	898	9,670	11	0.4%	1.0%
41	Media Services (e.g. Copy bureaux)	627	6,750	10	0.3%	0.9%
42	Funeral Services			1		0.1%
	TOTAL SERVICE USES IN A1	**12,827**	**138,070**	**191**	**5.6%**	**17.6%**
	VACANT PREMISES					
00	Vacant ceased trading/to let/for sale	11,998	129,150	**96**	5.2%	8.8%
	Vacant refitting or rebuilding	2,529	27,220	**11**	1.1%	1.0%
	Subtotal Existing Retail Floorspace	**228,749**	**2,462,310**	**1,087**		
	New A1 Floorspace Under Construction	1,138	12,250	**4**	+0.5%	+0.4%
	TOTAL FLOORSPACE ALL TYPES	**229,887**	**2,474,560**	**1,091**	**100.0%**	**100.0%**

**This listing is confined to businesses which are classified as A1 retail in the Town and Country Planning (Use Classes) Orders. A2 Financial and Professional Services (Banks, Building Societies etc), A3 Food and Drink (pubs, restaurants, hot food takeaways) and other quasi-retail uses such as car sales and amusement centres are excluded. Premises selling cold food to take away are regarded as shops provided that they do not include a significant restaurant area.*

PERMISSIONS GRANTED FOR RETAIL DEVELOPMENT/PROPOSALS AFFECTING RETAIL PREMISES
6 January - 2 July 2007

New Retail or Change of Use to A1

				Retail Floorspace Gains		Retail Floorspace Losses	
Application No	**Location**	**Approval Date**	**Proposal**	**Floorspace (sq.m)**	**Floorspace (sq.ft)**	**Floorspace (sq.m)**	**Floorspace (sq.ft)**
06/00724/F	Site Off Barrack Street	21-Mar-2007	Redevelopment of site comprising of 20,500 sq. m. offices (Class B1) gross floor area of which up to 1,500 sq. m. for shop units (Class A1 and A3); 200 residential units; 60 bed hotel; 637 car parking	999	10750		
07/00350/U	20 St John Maddermarket	10-May-2007	Change of use from meeting/consulting rooms (D1) to furniture/soft furnishings shop (A1).	40	430		

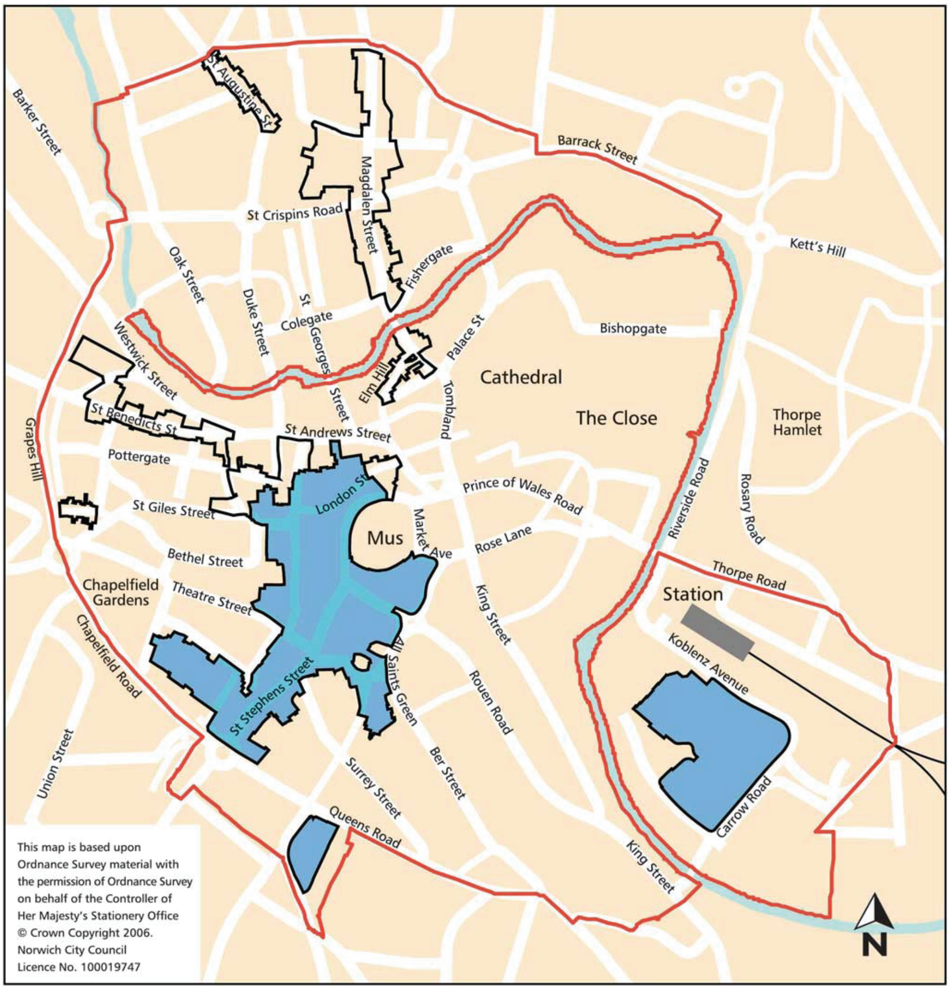
Other Changes affecting A1

				Retail Floorspace Gains		Retail Floorspace Losses	
Application No	**Location**	**Approval Date**	**Proposal**	**Floorspace (sq.m)**	**Floorspace (sq.ft)**	**Floorspace (sq.m)**	**Floorspace (sq.ft)**
07/00007/F	1 Woolgate Court, St Benedicts Street	28-Feb-2007	Alteration to existing shopfront to incorporate solar shading louvres and reposition entrance door. Installation of solar photovoltaic panels on roof.	n/a	n/a	n/a	n/a
07/00059/F	30-30A St Benedicts Street	14-Mar-2007	Alterations to shopfront.	n/a	n/a	n/a	n/a
07/00138/F	99-101 Prince of Wales Road	4-Apr-2007	Provision of new aluminium shop fronts and conversion of existing single retail unit (Class A1) into five individual units (three retail units Class A1 and two units Class A2, Financial and Professional.			257	2770
07/00039/F	85A Upper St Giles Street	5-Apr-2007	Erection of a single-storey extension to shop at rear and installation of an external staircase, creation of a new separate entrance to upper floor on front elevation.	1	10		
07/00174/F	14-18 St Stephens Street	20-Apr-2007	Installation of 2 No. new glazed shopfronts.	n/a	n/a	n/a	n/a
07/00257/F	10 Haymarket	4-May-2007	Alterations to front elevation including installation	n/a	n/a	n/a	n/a
07/00312/F	51-51A St Giles Street	11-May-2007	Proposed alterations and extensions to create 5 no. one bedroom apartments and gallery/workshop extension	57	610		
07/00298/U	13 St Giles Street	11-May-2007	Change of use from A1 retail to A2 financial and professional service			132	1420
07/00343/U	96-97 Castle Mall	16-May-2007	Change of use from shop (Class A1) to Restaurant/Café (Class A3).			222	2390
07/00292/F	34 St Stephens Street	4-Jun-2007	Installation of new shop front.	n/a	n/a	n/a	n/a

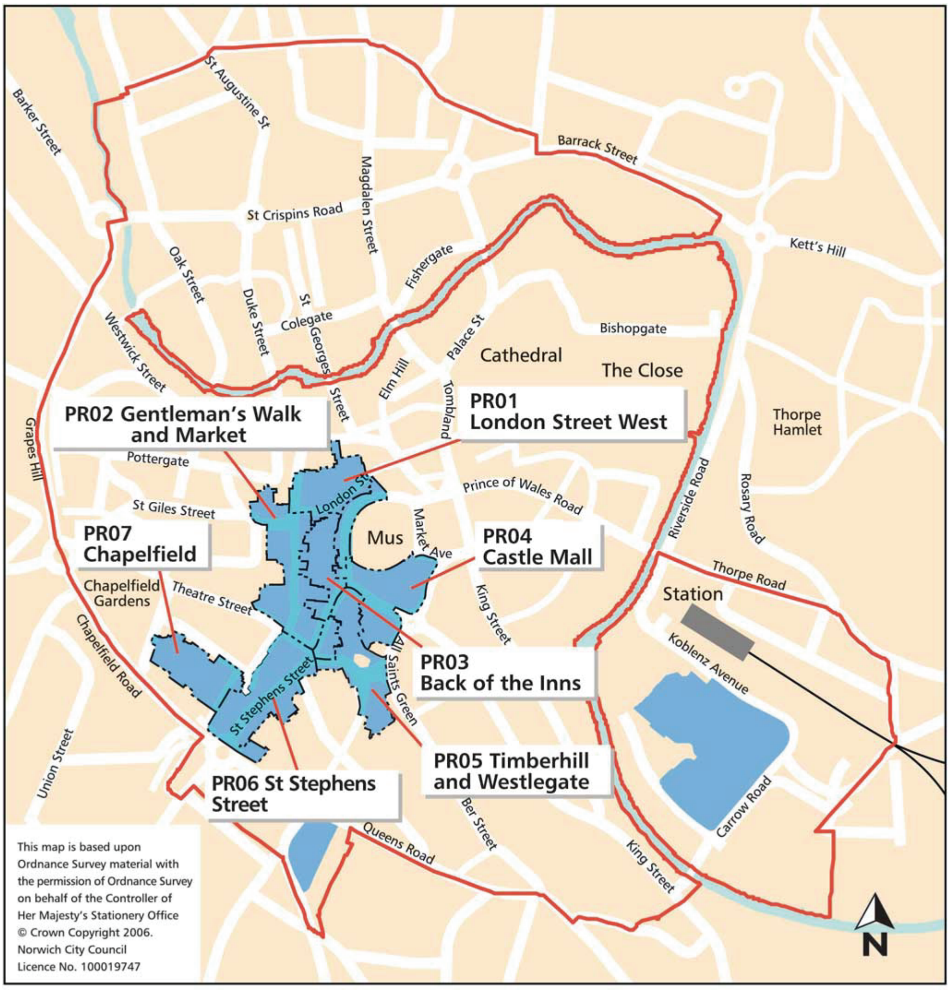
Appendix 2

Definition of shopping areas within Norwich city centre

Primary shopping area



Primary area frontage groups



Secondary shopping areas

Large district centre

(Magdalen Street/Anglia Square/St Augustines Street)

Appendix 3

Relevant local plan policies for city centre shopping

SHO4

Retail development in the King Street area at St Anne's Wharf and adjoining sites (as identified on the Proposals Map) [Site SHO 4.1 – 3.8ha] will be permitted up to a maximum of 2,000 square metres net retail floorspace, together with appropriate tourism facilities and food and drink uses in addition. Development should be primarily in the form of small speciality or local shop units and will be associated with an appropriate mix of uses including housing.

SHO5

Retail development will be accepted as part of a mixed use development on the land adjoining Anglia Square and fronting Pitt Street, Edward Street and Botolph Street (including demolition of the former Broadside Warehouse) [Site SHO5.1 – 1.6ha]. The net additional retail floorspace proposed will not exceed 4,900 square metres and will provide for a retail link between Anglia Square and St Augustine's Street. Proposals should provide for additional employment development and housing within the overall scheme (in accordance with policy CC7).

SHO6

Retail development will be permitted as part of a mixed use development in the area between Westlegate and Timberhill, if redevelopment of the area is proposed [Site SHO6.1 – 0.13ha] provided that the net additional retail floorspace does not exceed 1,500 square metres. The form of development must provide for a pedestrian link between Timberhill (Castle Mall entrance) and Westlegate.

SHO7

Within the city centre retail area defined on the proposals map and within the large district centre retail area of Anglia Square (also defined on the proposals map) the expansion or extension of retail units or conversion of other premises to retail use within the city centre retail area defined on the proposals map and within the large district centre retail area of Anglia Square (also defined on the proposals map) the expansion or extension of retail units or conversion of other premises to retail use will be permitted where:

(i) the increase in net retail floorspace does not exceed 500 square metres

(ii) good, safe pedestrian access between the unit and the main retail part of the centre is available

(iii) the proposals are in keeping with the appearance and character of the retail frontage and of the sub-area of the city centre.

This policy will also apply to any site within walking distance of the defined centre, provided the pedestrian access does not involve

crossing a major traffic route or a change in level, which would not be easily accessible by people in wheelchairs.

SHO8

Retail developments of 1,000 square metres net or above in the city centre will be expected to contribute to the enhancement of the Shopmobility scheme. Sites which provide car parking for short-stay use (over 300 spaces) will also be expected to include provision for the hiring and return of wheelchairs for the scheme.

SHO9

Retail development in the city centre will only be permitted where it makes provision for:

- the enhancement of public areas outside the development site where such measures are necessary to complete an acceptable overall scheme and this cannot be achieved satisfactorily within the form of the development itself
- appropriate uses of upper floors, including residential uses where not detrimental to the amenity of occupiers due to late night or noisy uses, and
- where development is for more that 1,000 square metres net, the provision of off-site public facilities reasonably required in connection with the development.

In particular the council will permit:

- outdoor sitting areas for cafes, restaurants and bars
- outdoor play facilities for children
- enhanced pedestrian and cycle circulation within the centre (see policy TRA14 and TRA15)

- provision of litter facilities, which utilise appropriate locations without undue prominence, and public toilets
- street design initiatives, especially within the pedestrian priority areas
- appropriate signing, including signs for visitors, subject to policy TRA27.

SHO10

Within the primary retail area non-retail uses in classes A2 and A3, will be permitted where they would not have a harmful impact on the vitality and viability of the area and on the individual street and where the proportion of Class A1 retail uses at ground floor level within the measured defined retail frontage would not fall below 85% (taking account of other committed proposals not yet implemented) as a result.

Class A3 uses will be permitted in excess of 15% where they would have a beneficial effect on the vitality, viability and appearance of the area.

The beneficial use of upper floors or of premises without frontage onto a defined retail frontage zone, including residential use will be permitted where it is compatible with surrounding uses.

SHO11

Within the secondary retail areas and the major district centre of Magdalen Street, Anglia Square and St Augustine’s, uses in classes other than A1 will be permitted where they would not have a harmful impact on the vitality and viability of the area and on the individual street and where:

- In Upper St Giles, Pottergate/St John Maddermarket, London Street (east), the proportion of Class A1 retail uses at ground floor level within the defined retail frontage zone would not fall below 70% (taking account of other committed proposals not yet implemented) as a result.
- In St Benedicts Street, the proportion of Class A1 retail uses at ground floor level within the defined retail frontage zone would not fall below 40% (taking account of other committed proposals not yet implemented) as a result.
- In Magdalen Street, Anglia Square and St Augustine's, the proportion of Class A1 retail uses at ground floor level within the defined retail frontage zone would not fall below 70% (taking account of other committed proposals not yet implemented) as a result.

Residential use at ground floor level within the defined retail frontage will not be permitted but is acceptable at ground floor level outside the defined retail frontage.

The beneficial use of upper floors or of premises without frontage onto a defined retail frontage, including residential use will be permitted where it is compatible with surrounding uses.

Norwich local development framework

Norwich city centre shopping floorspace monitor

July 2007

If you require this document in another format or language, please contact:

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