Norwich Local Development Framework

Norwich City Centre Shopping Floorspace Monitor

July/August 2006

NORWICH City Council

Contents


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Executive Summary

This report presents the results of the City Council's survey of vacant shops and shopping floorspace in the pipeline in Norwich city centre. The survey was undertaken during July and August 2006.

Under the new statutory planning system, the City Council must monitor certain aspects of development and change within Norwich in order to assess progress on meeting development targets and gauge the effectiveness of planning policies.

This is one of a series of survey reports to be published twice yearly, which act as a general "health-check" for the central shopping area of Norwich. Such health-checks are recommended in Government policy as good monitoring practice for town centres (Planning Policy Statement 6 – Planning for Town Centres).

Key Findings

The survey recorded **231,116 sq.m** of shopping floorspace in central Norwich in just under 1100 shop units. **90.0%** of this floorspace is open for trading and **8.4%** is vacant (the remainder being accounted for by premises under refurbishment and new schemes under construction). Since 2001, total shopping floorspace has increased by **14.3%,** much of this due to the major new retail development at Chapelfield - which celebrated its first anniversary in September. Further additions to city centre shopping have taken place this year with the completion of a new retail unit within Castle Mall and the commencement of work to extend two large shop units in St Stephens Street. The substantial retail and

commercial development completed since 2001 has contributed to Norwich's growing importance as a regional shopping centre and visitor destination - the largest such centre in the East of England, reflected by its position of 8th in CACI's retail league table of UK shopping centres (April 2006). Norwich generates £1.17 billion of retail spending annually, well ahead of its nearest regional competitors. The city has also been placed 5th nationally in the retail destination rankings published by the Javelin Group in August 2006.

In the year prior to January 2006, the proportion of **vacant retail floorspace** in the city centre had risen from 3.7% to 8.6**%** but has fallen back to 8.4% in July. The number of **vacant shops** in the centre has fallen to 102 compared with 117 in January 2006. The percentage figure is inflated by the inclusion of a large retail unit at Riverside Retail Park (formerly part of Woolworths), which has been relet since the survey (to Currys). Discounting this unit, the shop vacancy rate in the city centre as a whole stands at around 6%, significantly lower than the national average of 8%.

The Replacement Local Plan (and Proposals Map) defines different shopping zones within the city centre, these being

- the **Primary Shopping Area** (the core shopping streets dominated by major "high street" multiple retailers together with the more recent developments of Castle Mall, Chapelfield and Riverside, also including the Provision Market);
- the **Secondary Shopping Areas** (areas of predominantly local independent and speciality shopping in which a broader range of uses and activities is encouraged, for example, St Benedicts/Pottergate and Upper St Giles) and
- the **Large District Centre** - the neighbourhood shopping centre of Anglia Square, Magdalen Street and St Augustines which serves the northern half of the city centre.

The definition of these areas for planning purposes is fixed and can only be varied through a formal review of policy in 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 parts of the centre, which will inform any future planning policy changes and retail area boundary reviews.

In the **Primary Shopping Area**, Chapelfield has continued to attract new tenants and vacancy rates within the new centre have fallen significantly compared with the situation in January, despite two recent shop closures as a result of national chains going into administration. The proportion of **vacant floorspace** in the Primary Area as a whole fell from **7.9%** in January 2006 to **7.2%** in July (currently there are 47 vacant shops as against 56 in January). This is again inflated by the inclusion of the vacant unit at Riverside and, without this factor vacancy rates would be around 4%.

As noted in the January report, the opening of **Chapelfield** resulted in a temporary increase in the number of empty shops in the Primary area during 2005 as premises affected by moves of retail outlets to Chapelfield (and other shifts in the distribution of retailing within the city centre) became available for re-let. Vacancy rates have now begun to fall again: some of the empty units recorded in January had been relet by the time of the July survey, or were reoccupied shortly thereafter (e.g. the former River Island premises in London Street), or in one case are being refurbished and extended prior to reoccupation by new tenants (14-18 St Stephens Street). Vacancy levels in **Castle Mall** have fallen only slightly compared with the situation in January, but the centre is benefiting from the addition of a substantial new retail store for **TK Maxx** and has recently announced a number of other lettings. Many recent shop closures can be attributed to trends in the retail sector nationally, with some national chains represented in both Chapelfield and Castle Mall having gone into receivership.

Outside the two large covered centres vacant shop units are distributed fairly evenly throughout the primary shopping area although there is a particular concentration of vacancy in the Back of the Inns area (which also includes Castle Street and White Lion Street).

In response to the perceived success of Chapelfield, commercial pressure has continued to introduce more **non-retail uses** – notably **banks, building societies** and **betting offices** – at various locations in the Primary shopping area. The City Council has recently refused planning permission for the change of use of two shop premises in the Haymarket to allow banks and building societies to open premises there, and one of these (Nationwide) is appealing against the Council's decision. This appeal will be an important test of Local Plan policy, which seeks to protect the vitality and viability of the Primary and Secondary areas by prioritising shopping and placing appropriate limits on non-retail uses.

In the **Secondary Shopping Areas** vacancy rates are continuing to decline: the overall shop vacancy rate had fallen from **6.8%** to **5.3%** during 2005 and fell again to **3.3%** in July 2006. The continuing reoccupation of shop units in the secondary areas – characterised by smaller independent and specialist retailers – is a very welcome trend. The zone of streets to the north of the Market Place (**The Norwich Lanes**) – which covers parts of both the Primary and Secondary areas - is benefiting from a partnership initiative to raise the trading profile of the area and progress environmental improvements. In **Wensum Street** the recent approval of two refurbishment schemes for long-term vacant shops will help to regenerate this historic part of the centre and build on the success of housing-led regeneration initiatives on nearby sites at Quayside and Fishergate.

The **Magdalen Street/Anglia Square/St. Augustines** area (defined in the Local Plan as a Large District Centre) experienced a further small

increase in the number of vacant shop units but in terms of floorspace the vacancy rate is broadly unchanged. Vacancy rates overall still stand at around **17.0%** despite the recent reoccupation of Looses, reported in the January 2006 survey as having closed down. Further progress has been made on the **Northern City Centre Area Action Plan**. An extensive public consultation exercise to present issues and options for the Plan area – centred on Anglia Square – took place over the summer of 2006. Further consultation on a preferred regeneration strategy will be undertaken from January 2007 and the final document will set the framework for a programme of new development and improvement (in partnership with the local community and key stakeholders) to assist in regenerating the wider area.

Promotion of regeneration schemes in the areas of the centre outside the defined retail areas has resulted in the gradual loss from these areas of freestanding retail businesses occupying older and/or smaller premises. This trend has continued in the six months to July 2006 with, for example, the move of Multiyork from Prince of Wales Road to the refurbished former **Courts Furnishers** showroom in St. Stephens Road and the demolition of **Clarks** showroom in Ber Street to make way for sheltered housing and smaller shop units. However, many key city centre development proposal sites identified in the Local Plan include an element of retail, commercial or leisure use in addition to new housing. Probably the most significant of these is **St. Anne's Wharf** at King Street which gained planning permission for redevelopment in March, providing 437 new apartments and 2,000 sq.m of retail floorspace and making provision for the long-awaited second pedestrian/cycle bridge link to Riverside.

Conclusions and Next Steps

It is clear, one year after Chapelfield opened, that the new shopping centre has delivered significant benefits to Norwich, achieving the regeneration of a large area of the centre and helping to sustain and build on the city's role as both the premier shopping destination in the

East of England and one of the top ten retail centres in the country. The city centre is adjusting well to the changes in shopping patterns brought about by Chapelfield: shop vacancy rates have remained low, retail rental values are being sustained and the temporary rise in vacancy recorded in January is beginning to fall back as shop units find new tenants. One of the great strengths of the city as a place to shop is the wide diversity of shopping attractions and the complementary balance between major high street retailers and small local independent and speciality shops together with the newly refurbished Provision Market and the popular seasonal specialist markets. The ongoing initiatives to enhance the Norwich Lanes, the secondary shopping areas and (in particular) the Northern city centre, will ensure that these areas continue to play a full part in improving Norwich’s shopping experience and promoting the wider regeneration of the centre.

The City Council will continue to examine change and development in the central shopping area through these six-monthly monitoring reports. As reported in the previous monitor, the City Council will be participating in a joint Study with Norfolk County Council and the neighbouring Districts during the Autumn to identify changes in shopping behaviour and spending patterns in the Norwich sub-area since the last such survey in 1997, and to quantify the need and capacity for new retail development over the period of the new plan – the Norwich Local Development Framework – up until 2021.

Norwich Local Development Framework

Norwich City Centre Shopping Floorspace Monitor

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NORWICH
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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. This is the second comprehensive survey report on city centre shopping to be produced this year and is a follow-up to a comparable survey undertaken in January 2006. It has significance as the second survey report following the opening of the new Chapelfield development in Norwich city centre and its publication coincides with the first anniversary of the opening of that scheme.

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 Annual 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. The first AMR for Norwich was published in December 2005 and another is programmed for the end of 2006.

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. For Norwich such a study (for the Norwich sub-region) will be commissioned during the Autumn as a joint initiative with Norfolk County Council and the neighbouring district planning authorities.

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 2006, the City Council has made further progress on the Norwich Local Development Framework, in particular completing an extensive public consultation exercise on issues and options for the Northern city Centre Area Action Plan The Area Action Plan covers the majority of the city centre to the north of the Inner Ring Road and includes the whole of the Large District Centre retail area defined in the Local Plan (Magdalen Street, Anglia Square and St. Augustines).

7 Work on a joint Core Strategy for the three constituent Districts in the Norwich area is expected to commence during the Autumn – 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.

8 Since January the following major developments in the city centre have been implemented:

- Completion of a new retail store for **TK Maxx** (2,168 sq.m) at Castle Mall;
- Refurbishment and rebuilding of the historic **Norwich Provision Market** (reopened in March 2006);
- Completion of traffic management and pedestrian priority measures and environmental enhancement works in **Westlegate** and **All Saints Green**;
- Refurbishment of the former **Courts Furnishers** in St Stephens Road and former **Co-op Depository** building at St Stephens Square for retail and residential use.

The City Council is continuing its integrated programme of environmental improvements to the network of streets and public

spaces in the centre as part of the city centre Spatial Strategy, together with a series of enhancement schemes to the local road network to improve conditions for 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.

Environmental improvements in **St. Peters Street** adjoining the Provision Market are well advanced and are due for completion in October 2006. Further enhancement works to **Dove Street**, **Bridewell Alley** and **Swan Lane** in the Norwich Lanes area are either already in progress or about to commence. The St. Peters Street scheme and two out of the three paving schemes in the Lanes area have been funded or part-funded from European Union project budgets (respectively the European "Liveable City" initiative and the "Spatial Metro" project) [1].

9 The July 2006 shop survey recorded a total of **231,116 sq.m** (2,487,790 sq.ft) of class A1 retail floorspace in Norwich city centre [2] of which **208,222 sq.m** (90.0%) was currently trading and **19,309** sq.m (8.4%) was vacant. The remaining 1.6% is accounted for by shop units under construction or undergoing refurbishment.

10 Even before Chapelfield opened, Norwich had been placed ninth nationally in Experian's "Retail Rankings" league table of shopping centres in both 2003 and 2004. The "Retail Footprint" UK retail league table, released by commercial analysts CACI in

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[1] Norwich is lead partner in both these projects which involve a number of other historic cities in the UK and continental Europe. Further information available at www.liveable-city.org and www.spatialmetro.org .

[2] See definitions in Appendix 2.

April 2006, showed Norwich at eighth position (ahead of Liverpool and Newcastle). The CACI ranking, based on the actual volume of retail spending in shopping centres, indicates that Norwich is now generating **£1.17 billion** of retail sales annually, compared with its nearest regional competitors, Cambridge (**£933m**) and Lakeside Thurrock (**£695m**). 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 improved performance against other centres, both in terms of its commercial vitality and the overall quality of its shopping experience. That Norwich has broken into the top five retail centres in the UK in one of these tables endorses the strategy of the City Council in promoting Norwich as a prestige shopping destination, while maintaining the breadth and diversity of the shopping offer in the city as a whole.

12 Since the previous shop survey in January, the Panel Report following the Examination in Public into the draft East of England Plan has been published. The Panel recognises the primacy of Norwich as a key centre of development and change, proposing a new policy for the city within the Regional Plan 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.

Definition of shopping zones in the city centre

13 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 neighbourhood shopping facilities at Anglia Square. 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 Local Plan policy) and will involve new retail, commercial and residential development, restoration of the historic environment and a major programme of environmental and transportation improvements.

14 The definition of these areas for planning purposes has been established by a statutory planning process and can only be varied through a formal review of policy in 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.

Change in Total Floorspace

TABLE 1
NORWICH CITY CENTRE
PROVISION OF A1 RETAIL FLOORSPACE (Totals)
square metres net[1]

Total floorspace	**ALL**	Trading	Vacant	Construction
July 2006:	**231,116**	**208,222**	**19,309**	**3,585**
January 2006:	**228,926**	**204,788**	**19,579**	**4,559**
July 2001[2]	**202,214**	**171,814**	**11,138**	**19,262**
Total shop units				
July 2006:	**1084**	**973**	**104**	**7**
January 2006:	**1093**	**971**	**117**	**5**
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 2006:		**8.4%**	**8.5%**	**9.6%**
January 2006:		**8.6%**	**8.7%**	**10.7%**
July 2001[2]:		**5.5%**	**6.1%**	**9.7%**
Overall retail floorspace change				
Since Jan 2006:		**INCREASED BY 0.9%**		
Since 2001:		**INCREASED by 14.3%**		

(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 the Adopted 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

15 Following the substantial increases in floorspace contributed by Chapelfield, the total amount of floorspace in the centre increased only marginally between January and July 2006 (by 0.9%), due principally to new development at St. Stephens Street and the addition of two temporary retail outlets at Barrack Street. The January survey had shown an increase in vacancy rates compared with January 2005 as established retailers sought more prominent trading locations, freeing up a number of existing retail premises for re-letting.

16 Between January 2005 and January 2006 the overall shop vacancy rate in the city centre rose from **3.7%** to **8.6%** in terms of floorspace but the July 2006 survey showed that it had fallen again to **8.4%.** As noted in the previous report, a high proportion of recorded shop vacancy is accounted for by a single large unit – at the Riverside retail park – where 5,574 sq.m (60,000 sq.ft) of space remains vacant after Woolworth's decision to contract their floorspace and re-let part of their Norwich store. This unit is shortly to be reoccupied by Currys, although this re-let had not taken place in time for the current survey. There was a further reduction in shop vacancy in the secondary areas as shown on page 29 (and also in Chapelfield, see page 21) but this has been offset to some extent by new vacancies in more peripheral parts of the centre (e.g. at Prince of Wales Road). Discounting the Riverside space the overall shop vacancy rate in the city centre is actually around 6.3%.

Primary Shopping Area

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

Total floorspace	ALL	Trading	Vacant	Construction
July 2006:	**173,746**	**160,546**	**12,719**	**481**
January 2006:	**174,400**	**158,106**	**13,876**	**2,418**
July 2001:	**143,375**	**123,379**	**2,398**	**17,598**
Total shop units				
July 2006:	**586**	**535**	**48**	**3**
January 2006:	**588**	**530**	**56**	**2**
July 2001:	**513**	**478**	**25**	**10**

Overall shop vacancy rate	Proportion of all floorspace	Proportion of available floorspace[1]	Proportion of shop units
July 2006:	**7.3%**	**7.3%**	**8.2%**
January 2006:	**7.9%**	**8.0%**	**9.5%**
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. Although shop vacancy overall rose from 1.3% to 7.9% between January 2005 and January 2006, since then it has fallen to 7.3%. Since Riverside forms part of the primary area for planning purposes the vacancy figures are inflated by the additional 5,574 sq.m of space within the Woolworth unit. Discounting that space, the vacancy rate in the primary shopping area is 3.7% - actually well within the parameters considered acceptable for a shopping area of the size and diversity of Norwich. (The national average vacancy rate for the UK shopping centres defined by Experian is currently in the region of 8%). For Norwich, floorspace vacancy rates in the primary area have rarely exceeded 4% in the past fifteen years and in recent years have been running at between 1% and 2%. It should be noted that such extremely low vacancy rates can show that a shopping area is actually “overheating”: in other words 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: a vacancy rate of around 5% is considered by the retail sector to be within “normal” limits for town centres.

18 The fact that the primary shopping area of Norwich has been able to absorb the effect of a new centre of the scale of Chapelfield with only a marginal increase in the vacancy rate above this five percent benchmark (and, if Riverside is factored out, some way below that level) is testament to the overall health and vitality of the primary shopping area in the face of changing

trading conditions. Retail rental levels in the primary area have remained consistently high and are currently still rising, which shows sustained demand from retailers for space in this part of the centre.

19 The rise in vacancy up to January 2006 had some effect on Castle Mall, where competition from Chapelfield coincided with a generally difficult period for high street retailers resulting in downsizing of national chains and several shop closures unrelated to local factors. At January 2006 the total number of vacant A1 retail units in Castle Mall had stood at ten (out of 80 shops and stalls). This had risen slightly to twelve (out of 83 shops and stalls) by July 2006, although it should be noted that the addition of an additional 2,168 sq.m (23,340 sq.ft) of space for **TK Maxx** has increased the amount of retail floorspace in the Castle Mall overall. The percentage of vacant units fell marginally from 8.6% in January 2006 to 8.4% in July 2006,. Castle Mall managers are positive about prospects for their own centre, which is continuing to attract a varied range of shops with an emphasis on quality and value complementing the prestige high fashion retail offer of Chapelfield and contributing to the diverse and distinctive shopping experience of the city centre as a whole. Recent lettings announced for Castle Mall (but not yet trading at the time of the survey) include **Galaxy Travel,** value fashion retailer **Peacocks** and antique dealer **Declan Kieley**.

20 In Chapelfield the vacancy level has fallen sharply since January 2006 from 7.3% to 3.5% as new units continued to be taken up. Within the main part of the scheme falling within the primary shopping area[3], six units remain to be let, down from eleven in

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[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

January 2006, all of them being on the lower (St. Stephens Street) level. Despite the take up of new units in the scheme since January 2006 one unit has already closed (**Silverscreen** video) and another has announced its impending closure (**Elle**). Neither of these store closures can be attributed to local trading conditions within Norwich in general or at Chapelfield in particular: both are due to trading difficulties experienced by the national retail chains concerned.

21 Aside from vacancies recorded within the two main covered shopping centres and at Riverside, there were 22 vacant shop units in streets elsewhere in the primary area, (down from 23 in January 2006), distributed as follows:

- London Street area – 3 units
- Gentlemans Walk/Market area – 3 units
- Back of the Inns area – 8 units
- Timberhill/Westlegate area – 3 units
- St Stephens area – 1 unit
- Other fringe streets – 4 units

together with five market stall pitches awaiting reoccupation following refurbishment of the Provision Market, (reduced from ten in January 2006). The largest of the vacant shops was the former River Island at 15 London Street (877 sq.m), which has been reoccupied, since this survey was undertaken, by sports retailer Pilch (recently acquired by Jarrolds).

22 The survey recorded six vacant units in the primary area (totalling 1,080 sq.m) previously occupied either as food and drink outlets

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.

(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 and the **Travel Information Centre** in Castle Meadow. 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 retail development site under Replacement Local Plan policy SHO6).

New Developments and Refurbishment

23 At the time of the July survey, the only significant development underway was the remodelling of the former **Boots** store at 14-16 St Stephens Street (787 sq.m), which will be incorporated in an expanded retail unit providing 2,210 sq.m of additional retail space in rear extensions and by conversion of first floor office space. The former **Power Discount** electrical retailer at 2 Rampant Horse Street – vacant since 2000 – has been let to sandwich chain **Subway** and refitting works to the shop commenced shortly after the July survey was completed.

24 The St. Stephens and Rampant Horse Street schemes are notable examples of developers and retailers seeking more favourable trading locations close to Chapelfield. The Subway unit in particular was previously in a rather peripheral location relative to the rest of the Primary area but is now directly opposite one of the major pedestrian approaches to Chapelfield and pedestrian flows have increased very substantially at this point over the past twelve months – no doubt a factor contributing to its attraction for this major fast food retailer. It can be expected

that this trend will continue as retailers adapt to changing patterns of shopping activity and pedestrian flow in the primary area consequent on the opening of the new centre.

Non-Retail Uses - Issues

25 Policies SHO10 and SHO11 of the City of Norwich Replacement Local Plan aim to support the shopping function of the primary and secondary shopping areas and to protect their retail vitality and viability, by limiting the allowable proportion of non-retail uses. For the purposes of Policy SHO10, the primary shopping area is subdivided into smaller groups of streets – the retail frontage zones – within which the proportion of A1 retail uses at ground floor level (calculated by measured frontage length) is not normally permitted to fall 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 85% in the main retail levels of each centre.

26 Policy SHO10 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. The policy allows exceptions in the case of A3 uses[4], where it can be shown that changes of use breaching the 85% threshold would deliver overriding benefits or otherwise enhance the character of

[4] The policy refers to Use Class A3 (food and drink) as defined under the 1987 Use Classes Order. Amendments to the Order in 2005 created three new use classes from the old Class A3: these being cafés and restaurants (A3), bars and restaurants (A4) and hot food takeaways (A5). In practice the City Council has applied the “exceptions test” of policy SHO10 to other uses within Class A, since A3, A4 and A5 uses may legitimately change to A2 without the need for further planning permission.

the street or area) which could not be achieved by retaining a retail use.

27 Norwich has a wide variety of eating 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.

28 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 three 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 next page).

29 Since the January survey a more detailed assessment of Chapelfield has been carried out and this report is compiled on the basis of more accurate information on retail floorspace and frontage length.

TABLE 3

PRIMARY AREA RETAIL FRONTAGE ZONES

showing incidence of non-retail uses (at end July 2006)

Frontage Zone (see Appendix 2 for definitions and plan)	**Total measured ground floor frontage (m)**	**Total non-retail frontage (m)**	**Percentage A1 retail**	**SHO10 Policy Threshold Exceeded?** **(min 85%)**
PR01 London Street West	955.6	161.9	83.1%	Yes
PR02 Gentleman's Walk/Market	937.8	150.8	83.9%	Yes
PR03 Back of the Inns	738.3	81.3	89.0%	No
PR04 Castle Mall	929.1	43.2	95.4%	No
PR05 Timberhill/Westlegate	548.6	97.3	82.3%	Yes
PR06 St Stephens Street	609.5	86.5	85.8%	No
PR07 Chapelfield	701.5	8.5	98.8%	No

30 The proportion of non-retail uses within shopping areas (expressed as the length of non-retail frontage within defined retail frontage zones) is controlled by Policies SHO10 and SHO11 of the Replacement Local Plan; these policies applying respectively to the Primary and Secondary areas of the centre. The report of the January 2006 survey indicated particular pressure to introduce more non-retail uses into shopping frontages within the Primary area in response to perceived changes in the retail focus of the centre (and in pedestrian flows) following the opening of Chapelfield. As part of this trend**, Halifax** have recently relocated to larger premises at 24-26 St Stephens

Street. **HSBC** and **Nationwide** have both been refused planning permission to move to former shop premises in the Haymarket: at the time of writing Nationwide had appealed against the Council's refusal of permission although the intentions of HSBC were unclear. Since the last survey there has been a further application for a betting office (use class A2) at **3 Westlegate**.

31 The appeal by Nationwide will be the first important test of the City Council's policy on non-retail uses in the primary area since the Plan was adopted. It is important to ensure that there is an appropriate balance between achieving diversity of uses in the city centre (an important element of national policy for town centres) and maintaining retail vitality and viability in key shopping streets.

Secondary Shopping Area

TABLE 4
SECONDARY SHOPPING AREAS
A1 RETAIL FLOORSPACE
square metres net

Total floorspace	ALL	Trading	Vacant	Construction
July 2006:	**18,089**	**17,391**	**591**	**107**
January 2006	**18,297**	**17,331**	**966**	**Nil**
July 2001	**19,352**	**17,353**	**1,964**	**35**
Total shop units				
July 2006:	**192**	**178**	**12**	**2**
January 2006	**195**	**178**	**17**	**Nil**
July 2001	**208**	**187**	**20**	**1**

Overall shop vacancy rate	Proportion of all floorspace	Proportion of available floorspace[1]	Proportion of shop units
July 2006:	**3.3%**	**3.4%**	**6.3%**
January 2006:	**5.3%**	**5.3%**	**8.7%**
July 2001:	**10.1%**	**10.2%**	**9.6%**

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

32 The latest survey records **18,089 sq.m** (194,710 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 6.5% 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

33 In contrast to the primary area, the secondary shopping streets exhibit a particularly low level of vacancy: shop vacancy rates declined significantly in the twelve months to January 2006 and are continuing to fall. In terms of floorspace, retail vacancy rates in July 2006 are less than a third of what they were in July 2001. Part of the reason for the high recorded level of vacancy in 2001 was the inclusion of a large retail unit on the Cathedral Retail Park, Westwick Street (the unit subsequently occupied by TK Maxx). It was expected at the time of the previous survey in January 2006 that TK Maxx would vacate this unit following the opening of their second Norwich branch at Castle Mall. In fact, the company have opted to keep their Westwick Street store trading in addition to the Castle Mall outlet.

34 A total of 12 shop vacancies were recorded in the secondary areas in July, totalling 591 sq.m (plus three additional vacant office units). The A1 retail vacancies are distributed as follows:

- St Benedicts area – 1 unit
- Upper St. Giles Street – 3 units
- Pottergate/Lower Goat Lane area – 2 units
- Elm Hill/Wensum Street area – 6 units (one in Elm Hill, 5 in Wensum Street)

35 There has been a reduction in shop vacancy levels across all of the defined secondary shopping streets (with a total of 12 units recorded as vacant as against 17 six months ago). Only Wensum Street has experienced no overall improvement in vacancy since January. However, with both 15-21 and 23-25 Wensum Street now subject to approved refurbishment/renovation schemes this area is expected to benefit from the major regeneration initiatives in progress at Quayside and Fishergate. The “Norwich Lanes” initiative is also helping to raise public awareness of the area north of the Market Place (Lower Goat Lane/Pottergate) and to raise its trading profile: although these surveys do not consider trading levels in detail, Pottergate has shown an improvement in vacancy levels since January and there are currently no empty units in Lower Goat Lane.

36 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

37 Two new retail developments have planning permission: a redevelopment of the former **Indoor Market** site at 21-23 St. Benedicts Street, providing three shops and nine residential units, and a proposed conversion of **23-25 Wensum Street** to provide two shops and four flats, approved in February 2006.

Large District Centre
(Magdalen Street/ St Augustine's Street/ Anglia Square)

TABLE 5
MAGDALEN STREET/ST AUGUSTINE'S STREET/ANGLIA SQUARE
A1 RETAIL FLOORSPACE
square metres net

Total floorspace	ALL	Trading	Vacant	Construction
July 2006:	**18,171**	**15,057**	**3,114**	**Nil**
January 2006:	**18,412**	**15,279**	**3,133**	**Nil**
July 2001:	**18,346**	**16,480**	**1,866**	**Nil**
Total shop units				
July 2006:	**134**	**110**	**24**	**Nil**
January 2006:	**138**	**115**	**23**	**Nil**
July 2001:	**148**	**118**	**30**	**Nil**
Overall shop vacancy rate		Proportion of all floorspace	Proportion of available floorspace[(1)]	Proportion of shop units
July 2006:		**17.1%**	**17.1%**	**17.9%**
January 2006:		**17.0%**	**17.0%**	**16.7%**
July 2001:		**10.2%**	**10.2%**	**20.3%**

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

38 The January survey recorded a total of **18,171 sq.m** (195,520 sq.ft) of retail floorspace in the area, a figure which has remained relatively constant since 2001.

Level and Distribution of Vacancy

39 Since January 2006 the number of vacant units in the Magdalen Street/Anglia Square area has risen by one to 24 (down from 30 in 2001). In terms of floorspace the vacancy rate has remained constant, now standing at 3,114 sq.m (33,506 sq.ft) which means that 17.1% of the total shopping floorspace available in the area is now vacant. Anglia Square's anchor foodstore (Budgens), which closed in 2005, still remains vacant accounting for 1,003 sq.m (10,800 sq.ft) of floorspace. Following the earlier closure of Looses (23-25 Magdalen Street) as a china and glass retailer, the shop has now been re-occupied as Looses Catering Equipment. A further three units recorded as vacant were previously occupied by financial services and restaurant uses.

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

- Anglia Square shopping centre – 7 units
- Magdalen Street – 9 units
- St Augustine's area – 8 units

New Development and Refurbishment

41 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. Currently there are three schemes in the area with planning permission involving shopping development, all of which affect historic buildings – conversion and refurbishment of

derelict property at **111 Magdalen Street**, 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 last report in January.

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

43 To identify and address many of these issues the City Council is involving the local community 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 Spring and Summer of 2006, the Council undertook consultation on issues and options for the area with local stakeholders, community groups and the general public (including Belfast-based property joint venture company **Lagmar**, who acquired Anglia Square in 2005). A further round of consultation on preferred options will follow in January 2007.

Rest of the centre

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

Total floorspace	ALL	Trading	Vacant	Construction
July 2006:	**18,901**	**15,229**	**3,672**	**Nil**
January 2006	**17,817**	**14,072**	**1,604**	**2,141**
July 2001	**21,141**	**14,602**	**4,910**	**1,629**
Total shop units				
July 2006:	**171**	**151**	**20**	**Nil**
January 2006	**173**	**149**	**21**	**3**
July 2001	**156**	**127**	**24**	**5**

Overall shop vacancy rate		Proportion of all floorspace	Proportion of available floorspace[(1)]	Proportion of shop units
July 2006:		**19.4%**	**24.1%**	**11.7%**
January 2006:		**9.0%**	**10.2%**	**12.1%**
July 2001:		**23.2%**	**25.1%**	**15.4%**

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

Definition

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

45 Total floorspace recorded in the remainder of the centre in January 2006 was **18,901 sq.m** (203,450 sq.ft); marginally higher than in January 2006 but (down 9%) from 2001. The increase in the past six months can be attributed to the inclusion of additional shopping floorspace not previously recorded at Barrack Street (the former Jarrolds site) where redundant warehousing is in temporary use as a shoe factory outlet shop and an “end of range” clearance shop Jarrolds’ city centre department store. The underlying trend remains for shopping floorspace to be lost from the peripheral areas of the centre and for shopping development to consolidate within the defined centres: this is expected to continue as many peripheral sites – including the Jarrolds site – come forward for redevelopment.

Level and Distribution of Vacancy

46 The July 2006 survey recorded 20 vacant shop units, comprising 3,672 sq.m (39,530 sq.ft) of floorspace – 19.4% of the total. This is a significant increase on the comparable rate for January 2006 (9%) but is still lower than the situation in 2001 (23.2%). The number of vacant units had actually fallen from 21 to 20 over the past six months, although a high proportion of the vacant shops recorded in the current survey are large units. They include the former Multiyork furniture store and “Bed World” on Prince of Wales Road (the former having recently relocated its branch to St. Stephens Road); the former “Richer Sounds” at 113 Ber Street; and the former Bennetts Electrical premises at 125-129 King Street. Although Bennetts had been vacant for some years, the premises were previously listed as under refurbishment (being subject to ongoing remedial works pending renovation as part of ongoing redevelopment proposals for the adjoining St. Anne's Wharf site).

47 The survey also recorded 19 additional vacant office and catering premises (use classes A2, A3, A4 and A5) in various parts of the centre (totalling 1,623 sq.m), which could be reoccupied as shops, although this is unlikely given their peripheral locations.

New Development and Shop Refurbishment

48 Since the January survey, the former **Courts Furnishers** on St. Stephens Road has been refurbished and reoccupied by **Multiyork** (see above) and **Subway**.

49 Following extended negotiations with prospective developers Wilson Bowden and a public inquiry in the summer of 2005, the major redevelopment proposals for **St. Anne's Wharf, King Street** have now been granted planning permission (as of March 2006). The approved scheme includes 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. This major site is key to completing the regeneration of King Street and the bridge to be provided from the site will provide the final link in the proposed pedestrian and cycle route connecting Riverside to the city centre.

50 A mixed use redevelopment including sheltered housing for the elderly and an additional retail unit has been approved at **91-101 Ber Street** (ex Clarks Motorcycles site). The former R O Clark showroom has been demolished prior to redevelopment. Further schemes are approved at **26-36 Rose Lane** (Gerald Giles Electrical) and **148-162 King Street**, both of these combining retail or mixed retail/commercial units with housing.

Conclusions

51 Shop vacancy rates in Norwich city centre have decreased slightly since January 2006, (down from 8.6% to 8.4% of all floorspace). As was the case in January, the total recorded vacancy rate is inflated by the inclusion of a large vacant retail unit at Riverside, which is soon to be re-occupied. Excluding the skewing effect of the Riverside unit the overall shop vacancy rate would be around 6% in the city centre as a whole and 3.7% in the primary shopping area. This is well below the average vacancy rate

52 Chapelfield celebrates its first anniversary in late September. Since the January report the scheme has continued to attract new retailers and the overall vacancy rate in the development has fallen from 7.3% to 3.5% over the past six months. Two shops (plus an A3 catering outlet not recorded in this exercise) have closed or are about to close, but these losses have come about as a result of national trading difficulties (rather than local circumstances). Chapelfield has contributed to boosting Norwich's relative position in the national retail rankings to 8th (CACI ranking) and 5th (Javelin Venuescore ranking). That Norwich has broken into the top five retail destinations in the UK according to at least one measure of national ranking endorses the strategy of the City Council in promoting the city as a prestige shopping destination but also demonstrates the breadth and diversity of the shopping offer in the city centre as a whole.

53 The January survey highlighted a sharp increase in vacancy in some primary shopping streets but also indicated that such an increase was not to be seen as unusual following the opening of

a large new retail development. The current survey shows the vacancy rate in the primary area to be already falling (albeit with some pockets of vacancy in and around Back of the Inns and White Lion Street. Recent lettings of shops in this area, the reoccupation by Pilch's of the large retail unit previously operated by River Island (London Street) and the reoccupation by Currys of vacant space at Woolworths (Riverside) will result in a considerable improvement in the situation.

54 Since the opening of Chapelfield, Castle Mall has seen an increase in overall retail floorspace trading with the addition of a substantial new store for TK Maxx. Although Castle Mall has shown only a marginal improvement in vacancy levels since January, indications are that the both the Mall and the Primary area as a whole are adjusting well to the effect of Chapelfield. During this period of major retail investment and change, 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.

55 The Norwich Area shopping study (planned for the Autumn) will help to inform the Council's future planning strategy for the city centre. The LDF's policies will ensure that core shopping development both effectively promotes the role of Norwich as the major regional shopping centre in the East of England and supports and enhances secondary shopping areas and local centres.

56 The secondary shopping areas have an important role to play in complementing the major attraction of the core. The July/August survey showed that vacancy rates in the secondary areas had fallen significantly. The 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.

57 The Magdalen Street/Anglia Square/St Augustine’s 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 the area, having suffered further losses to its shopping offer up to January 2006, has now stabilised (although vacancy levels are still high in many parts of the area). Consultation on issues and options for the Northern City Centre Area Action Plan during the summer has brought out a number of key issues of importance to local stakeholders including the need to promote further shopping development and improve the quality and retail focus of Anglia Square and its immediate environs. Further consultation on preferred options for the area will take place from January 2007.

Policy Implications

58 The City Council aims through its planning policies to sustain the vitality and viability of the central shopping area and support historic secondary shopping areas through appropriate investment and environmental improvement. This will in turn help to achieve key regeneration objectives in the emerging Community Strategy. Regular monitoring of vacancies forms part of an overall approach to monitoring the health of town centres recommended by central Government policy (PPS6), and is an essential element within the evolving strategies for heritage management and development being promoted by HEART. Information and intelligence disseminated through these reports helps to ensure that future Council investment is properly targeted to maintain a broad range of shopping facilities throughout the central area to serve all sectors of the shopping public.

Contact Information

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Appendix 1
Technical appendix: detailed floorspace/ vacancy schedules

NORWICH CENTRAL AREA SHOPPING FLOORSPACE MONITOR, JULY/AUGUST 2006
SUMMARY TABLE

	A1 Retail				Jul 06	Jan 06	Jul 01
	Vacant Floorspace		All f'space	Units	Vacancy	Vacancy	Vacancy
PRIMARY SHOPPING AREA	**Sq. M**	**Sq. Ft**	**Sq.M**		**as % total**	**as % total**	**as % total**
A1 Retail Floorspace in:							
Castle Mall	2,014	21,680	24,094	12	8.4%	8.6%	2.8%
Chapelfield	1,015	10,930	29,098	7	3.5%	7.3%	n/a
Riverside	5,574	60,000	17,693	1	31.5%	31.5%	n/a
Rest of Primary Area	3,329	35,830	102,861	28	3.2%	4.0%	1.5%
Total Primary Area	**11,932**	**128,440**	**173,746**	**47**	**6.9%**	**8.0%**	**1.7%**
Additional A1 f'space under development	3,478	37,440		5			
Additional A1 f'space with planning permission	Nil	Nil		Nil			
Sub Total	**15,410**	**165,880**	**173,746**	**52**			

	A1 Retail				Jul 06	Jan 06	Jul 01
	Vacant Floorspace		All f'space	Vacant	Vacancy	Vacancy	Vacancy
SECONDARY SHOPPING AREAS	**Sq. M**	**Sq. Ft**	**Sq.M**	**Units**	**as % total**	**as % total**	**as % total**
A1 Retail Floorspace in:							
St Benedicts	92	990	9,059	1	1.0%	3.1%	10.4%
Upper St Giles	118	1,270	664	3	17.8%	25.2%	8.6%
Pottergate/Lower Goat Lane	59	640	4,305	2	1.4%	0.8%	3.7%
London Street (East)	Nil	Nil	1,026	Nil	0.0%	0.0%	0.0%
Elm Hill/Wensum Street	322	3,470	1,552	6	20.7%	26.0%	29.1%
St. John Maddermarket	Nil	Nil	1,483	Nil	0.0%	3.2%	9.1%
Total Secondary Areas	**591**	**6,360**	**18,089**	**12**	**3.3%**	**5.3%**	**10.1%**
Additional A1 f'space under development	107	1,150		2			
Additional A1 f'space with planning permission	236	2,540		5			
Sub Total	**934**	**10,050**	**18,089**	**19**			

	A1 Retail				Jul 06	Jan 06	Jul 01
	Vacant Floorspace		All f'space	Vacant	Vacancy	Vacancy	Vacancy
MAGDALEN STREET/ANGLIA SQUARE (Large District Centre)	**Sq. M**	**Sq. Ft**	**Sq.M**	**Units**	**as % total**	**as % total**	**as % total**
A1 Retail Floorspace in:	3,114	33,520	18,171	24	**17.1%**	**17.0%**	**10.2%**
Additional A1 f'space under development	Nil	Nil		Nil			
Additional A1 f'space with planning permission	32	340		2			
Sub Total	**3,146**	**33,860**	**18,171**	**26**			

	A1 Retail				Jul 06	Jan 06	Jul 01
	Vacant Floorspace		All f'space	Vacant	Vacancy	Vacancy	Vacancy
OTHER STREETS IN THE CITY CENTRE	**Sq. M**	**Sq. Ft**	**Sq.M**	**Units**	**as % total**	**as % total**	**as % total**
A1 Retail Floorspace	3,672	39,530	18,901	19	**19.4%**	**9.1%**	**23.2%**
Additional A1 f'space under development	Nil	Nil		3			
Additional A1 f'space with planning permission	2,300	24,760		7			
Sub Total	**5,972**	**64,290**		**29**			

	A1 Retail				Jul 06	Jan 06	Jul 01
	Vacant Floorspace		All f'space	Vacant	Vacancy	Vacancy	Vacancy
CITY CENTRE TOTALS	**Sq. M**	**Sq. Ft**	**Sq.M**	**Units**	**as % total**	**as % total**	**as % total**
Vacant Retail Floorspace	19,309	207,850	228,907	102	**8.4%**	**8.6%**	**5.5%**
Additional A1 f'space under development	3,585	35,830		10			
Additional A1 f'space with planning permission	2,568	27,640		14			
TOTAL	**25,462**	**271,320**		**126**			

NORWICH CENTRAL AREA, JULY/AUGUST 2006
VACANT AND POTENTIAL SHOPPING ACCOMMODATION

The estimates of net retail space used in this report reflect a resurvey of the central shopping area undertaken in May/June 1993 in conjunction with Norfolk County Council and updated from planning application records and other sources thereafter.

A.	**PRIMARY SHOPPING AREA**			
		Net Retail Space		
1.	**Vacant Shop Units**	**Sq. M**	**Sq. Ft**	**Previous Use**
	10 Back-of-the-Inns	70	750	Clothes
	9-11 Bedford Street	120	1,290	Computers
	16 Bridewell Alley	36	390	Cards and Stationery
	Castle Mall			
	Unit 9-10 (LU36/37) White Lion Walk	246	2,650	Clothes
	Unit 13 (LU34) White Lion Walk	104	1,120	Books
	Unit 17 (LU30) White Lion Walk	510	5,490	Kitchenware
	Unit 44-45 (LU09-10) White Lion Walk	174	1,870	Sports Goods
	Unit 48 (LU06) White Lion Walk	112	1,210	Hi-Fi and Electrical
	Unit 75 (UU20) Castle Meadow Walk	83	890	Clothes
	Unit 76 (UU19) Castle Meadow Walk	83	890	Clothes
	Unit 88 (UU11) Castle Meadow Walk	255	2,740	Toys
	Unit 96-98 (UU01-03) Castle Meadow Walk	345	3,710	Furniture and Furnishings
	Unit 100-102 (K1) St John's Gallery	37	400	Sandwich Bar
	Unit 103-104 (K2) St John's Gallery	49	530	Hobby Shop
	Unit 105 (K4) St John's Gallery	16	170	Hobby Shop
	1 Castle Meadow	10	110	Snack Bar
	7 Castle Meadow (SU5 Castle House)	490	5,270	Unlet
	16a Castle Meadow	24	260	Hairdresser
	5 Castle Street	80	860	Travel Agent
	Chapelfield			
	Unit 6 (LG22) Lower Merchants Hall	169	1,820	Unlet
	Unit 12 (LG25) Lower Merchants Hall	173	1,860	Unlet
	Unit 37 (LG14) Lower Merchants Hall	102	1,100	Unlet
	Unit 40 (MSU2) Lower Merchants Hall	239	2,570	Video Tape Shop
	Unit 42 (LG32) Lower Merchants Hall	15	160	Unlet
	Unit 44 (LG20) Lower Merchants Hall	175	1,880	Unlet
	Unit 45 (LG19) Lower Merchants Hall	142	1,530	Unlet
	10 Davey Place	55	590	Shoe Repair
	39 Gentlemans Walk	33	360	Cycles
	39a Gentlemans Walk	89	960	Clothes
	15 London Street	877	9,440	Clothes
	2a Opie Street	20	220	Secondhand
	7-9 Orford Place	111	1,190	Charity Shop
	Provision Market			
	Stall 19	8	80	New Stall
	Stall 65	8	80	China Stall
	Stall 76	8	80	New Stall
	Stall 169	8	80	New Stall
	Stall 172	8	80	Newsagent Stall
	2 Queens Road	306	3,290	Computers
	2 Rampant Horse Street	232	2,500	Hi Fi and Electrical
	Riverside			
	Unit 7, Albion Way	5,574	60,000	Variety Store (part)
	39-41 St. Stephens Street	323	3,470	Clothes
	10 Timberhill	27	290	Photographer
	3 Westlegate	63	680	Clothes
	15 Westlegate	56	600	Optician
	1 White Lion Street	153	1,650	Computers
	5 White Lion Street	38	410	Snack Bar (A1)
	12 White Lion Street	76	820	Dry Cleaners
	Total vacant shopping floorspace (A1)	**11,932**	**128,440**	**47**
		11,932	**128,390**	**47**

A.	PRIMARY SHOPPING AREA continued …			
2.	**Vacant Class A non-retail space (potentially occupiable as A1 retail)**	**Net Floorspace**		**Previous Use**
	18 Bedford Street	178	1,920	Café Bar (A4)
	Castle Mall			
	Unit U1 (Food Court)	126	1,360	Takeaway (A4)
	Unit U5 (Food Court)	70	750	Restaurant and Takeaway (A3)
	Unit 57 (UU33) Castle Meadow Walk	224	2,410	Snack Bar (A3)
	17-19 Castle Meadow	147	1,580	Travel Centre (A2)
	14-18 Westlegate	335	3,610	Restaurant (A3)
	Total	**1,080**	**11,630**	**6 units**

3.	Floorspace under development (construction/ refurbishment/refitting)	Net Retail Space		Previous Use
		Sq. M	**Sq. Ft**	
	Chapelfield			
	Unit 3 (LG21b) Lower Merchants Hall	11	120	New
	10 St. Stephens Street	80	860	
	24-26 St. Stephens Street	390	4,200	Children's Clothes
	14-18 St Stephens Street			
	14-16 St. Stephens Street (existing floorspace to be retained - under refurb)	787	8,470	Chemist
	14-18 St Stephens Street (Rear extension at first and second floors to provide additional retail space, change of use of (vacant) offices to retail)	2,210	23,790	Office floorspace
	Total	**3,478**	**37,440**	**5 units**

4.	Floorspace with planning permission	Net Retail Space		Previous Use
		Sq. M	**Sq. Ft**	
	Nil	Nil	Nil	
	Total	**Nil**	**Nil**	**Nil**

B. SECONDARY SHOPPING AREAS

1.	Vacant Shop Units	Net Retail Space Sq. M	Net Retail Space Sq. Ft	Previous Use
	Church of St Simon and Jude, Elm Hill	186	2,000	Sports Goods
	12a Pottergate	21	230	Clothes
	14a Pottergate	38	410	Gifts
	30 St. Benedicts Street	92	990	Books
	76 Upper St Giles Street	34	370	Chemist
	88 Upper St Giles Street	17	180	Gifts
	90 Upper St Giles Street	67	720	Clothes
	17 Wensum Street	38	410	Clothes
	20 Wensum Street	17	180	Antiques
	21 Wensum Street	34	370	Furniture
	23 Wensum Street	29	310	Clothes
	25 Wensum Street	18	190	Longterm vacant
	Total vacant shopping floorspace (A1)	**591**	**6,360**	**12 units**

2.	Vacant Class A non-retail space (potentially occupiable as A1 retail)	Sq. M	Sq. Ft	Previous Use
	22a Wensum Street	17	180	Financial and Professional Services (A2)
	55 St. Benedicts Street	71	760	Property Letting Agency (A2)
	55-57 St. Benedicts Street	104	1,120	Insurance (A2)
	Total	**192**	**2,060**	**3 units**

3.	Floorspace under development (construction/ refurbishment/refitting)	Net Retail Space Sq. M	Net Retail Space Sq. Ft	Previous Use
	15 Lower Goat Lane	61	660	Clothes
	54a St. Benedicts Street	46	500	Toys and Games
	Total	**107**	**1,150**	**2 units**

4.	Floorspace with planning permission	Net Retail Space Sq. M	Net Retail Space Sq. Ft	Previous Use
	21-23 St. Benedicts Street (Redevelopment to provide three shops, 8 flats and 1 house)	236	2,540	Indoor Market (site of)
	23-25 Wensum Street (Refurbishment and extensions to provide two ground floor retail units (Class A1) and 2 no. two-storey houses	No net gain		Various
	Total	**236**	**2,540**	**5 units**

C.	MAGDALEN STREET/ANGLIA SQUARE LARGE DISTRICT CENTRE			
		Net Retail Space		
1.	Vacant Shop Units	Sq. M	Sq. Ft	Previous Use
	6-6a Anglia Square	151	1,630	Toys
	17-23 Anglia Square	1,003	10,800	Supermarket
	26 Anglia Square	79	850	Stationery
	1 Annes Walk	96	1,030	Charity Shop
	16 Botolph Way	240	2,580	Musical Instruments
	17 Botolph Way	120	1,290	Beds
	3 Magdalen Street	65	700	Secondhand
	5 Magdalen Street	390	4,200	Charity Shop
	27 Magdalen Street	25	270	Furniture
	52-56 Magdalen Street	314	3,380	Sports Goods
	86 Magdalen Street	21	230	Photographer
	148 Magdalen Street	24	260	Bakery
	149 Magdalen Street	35	380	Health Food
	157 Magdalen Street	31	330	Gifts
	161 Magdalen Street	25	270	Furniture
	9 Sovereign Way	141	1,520	Clothes
	13 St. Augustines Street	56	600	Art
	17 St. Augustines Street	31	330	Longterm Vacant
	19 St. Augustines Street	36	390	Sport and Leisure
	32 St. Augustines Street	30	320	Computer Goods
	33 St. Augustines Street	90	970	Longterm Vacant
	50 St. Augustines Street	28	300	Snack Bar
	59 St. Augustines Street	14	150	Shoes
	67 St. Augustines Street (1)	69	740	Clothes
	Total vacant shopping floorspace (A1)	**3,114**	**33,520**	**24 units**

(1) Scheme approved for refurbishment and part conversion to residential, retaining a single ground floor shop unit of 85 sq.m

2.	Vacant Class A space (potentially occupiable as A1 retail)	Sq. M	Sq. Ft	Previous Use
	98 Magdalen Street	49	530	Restaurant (A3)
	165 Magdalen Street	21	230	Office (A2)
	1b Sovereign Way	119	1,280	Office (A2)
	Total	**189**	**2,040**	**3 units**

3.	Floorspace under development (construction/ refurbishment/refitting)	Net Retail Space		
		Sq. M	Sq. Ft	
		Nil	Nil	Nil

4.	Floorspace with planning permission	Net Retail Space		
		Sq. M	Sq. Ft	Previous Use
	111 Magdalen Street (Renovation of existing building to provide one shop, one maisonette and one house)	17	180	Fish and Chips (A4)
	3 St Augustines Street (Change of use of ground floor from residential unit to shop)	15	160	Residential (C3)
	Total	**32**	**340**	**2 units**

D.	OTHER STREETS IN THE CITY CENTRE			
		Net Retail Space		
1.	Vacant Shop Units	Sq. M	Sq. Ft	Previous Use
	13-17 Bank Plain	120	1,290	Post Office
	16-20 Ber Street	175	1,880	Phones
	36 Ber Street	46	500	Unlet (New Unit)
	38 Ber Street	52	560	Unlet (New Unit)
	40 Ber Street	50	540	Unlet (New Unit)
	42 Ber Street	51	550	Unlet (New Unit)
	113 Ber Street	477	5,130	Hi-Fi and Electrical
	54 Bethel Street	70	750	Printing
	56 Bethel Street	34	370	Secondhand
	29 Cattle Market Street	62	670	Unlet (New Unit)
	Chapelfield			
	Unit 125 (MW03 Chapelfield Plain)	160	1,720	Unlet (New Unit)
	21 Charing Cross	11	120	Security Systems
	17 Colegate	50	540	Carpets
	125-129 King Street	1,120	12,060	Electrical
	Unit 8 Old Fishmarket, Mountergate	20	220	Print Bureau
	47-51 Pitt Street	262	2,820	Audio Equipment
	101 Prince of Wales Road	600	6,460	Furniture
	106 Prince of Wales Road	45	480	Computers
	111 Prince of Wales Road	182	1,960	Beds
	7-13 Rose Lane	85	910	Telecommunications
	Total vacant shopping floorspace (A1)	**3,672**	**39,530**	**20 units**

2.	Vacant Class A space (potentially occupiable as A1 retail)	Sq. M	Sq. Ft	Previous Use
		Nil	Nil	
	77-79 Barrack Street	120	1,290	Takeaway (A5)
	139 Ber Street	42	450	Takeaway (A5)
	2 Cathedral Street	40	430	Restaurant (A3)
	32-33 Cattle Market Street	20	220	Financial and Professional Services (A2)
	23 Charing Cross	38	410	Financial and Professional Services (A2)
	4 Eastbourne Place	22	240	Financial and Professional Services (A2)
	114 King Street	88	950	Unlet (New A3 Unit)
	116-118 King Street	90	970	Unlet (New A3 Unit)
	191 King Street	143	1,540	Public House (A4)
	73 Oak Street	163	1,750	Public House (A4)
	5 Orford Hill (Bell Hotel 1st Floor)	222	2,390	Financial and Professional Services (A2)
	27(a) Prince of Wales Road	70	750	Financial and Professional Services (A2)
	39-41 Prince of Wales Road	50	540	Financial and Professional Services (A2)
	43 Prince of Wales Road	60	650	Snack Bar (A3)
	46 Prince of Wales Road	93	1,000	Takeaway (A5)
	48 Prince of Wales Road	48	520	Financial and Professional Services (A2)
	54-56 Prince of Wales Road	144	1,550	Financial and Professional Services (A2)
	9 Rose Lane	60	650	Financial and Professional Services (A2)
	18 St. Georges Street	110	1,180	Public House (A4)
	Total	**1,623**	**17,470**	**19 units**

	OTHER STREETS IN THE CITY CENTRE			
3.	**Floorspace under development (construction/ refurbishment/refitting)**	**Net Retail Space**		
		Sq. M	**Sq. Ft**	**Previous Use**
	Total	**Nil**	**Nil**	**Nil**

4.	**Floorspace with planning permission**	**Net Retail Space**		
		Sq. M	**Sq. Ft**	**Previous Use**
	26-36 Rose Lane (Demolition and redevelopment to provide 4 retail units and 21 flats)	No net gain		Electrical Goods
	93-101 Ber Street (Demolition of 93-99 Ber Street and rear extensions to 101 Ber Street, conversion of upper floors of 101 Ber Street to 2 one bedroom flats (retaining retail unit on ground floor) and redevelopment of remainder of site to provide one additional retail unit, 14 one bedroom flats, 2 two bedroom flats (total 18 flats) to be used as social housing for the elderly).	165	1,780	Motorcycle Showroom (site of)
	148-162 King Street (Demolition and redevelopment by the erection of two and a half, three and four storey blocks to provide (18 two-bedroom, 3 one-bedroom and 1 three-bedroom) flats with two commercial/workshop/studio (Class A1/B1) units and associated car/cycle parking and amenity areas)	135	1,450	New Scheme
	St Anne's Wharf, King Street (Demolition and redevelopment to provide 437 residential units, 2128 sq m of A1,A2 , A3 and D2 uses (max.2000 sq m A1), provision of 305 car parking spaces, riverside walkway, public open space and hard and soft landscaping	2,000	21,530	New Scheme
	Total	**2,300**	**24,760**	**7 units**

NORWICH CENTRAL AREA SHOPPING FLOORSPACE
SURVEY OF JULY/AUGUST 2006

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	20,871	224,660	80	1,033	11,118	3	4.9%	3.8%
Gentlemans Walk/Market	24,017	258,530	52	465	5,010	4	1.9%	7.7%
Back of the Inns	9,022	97,120	74	482	5,190	7	5.3%	9.5%
Castle Mall - Levels 1 & 2	21,196	228,160	75	1,912	20,580	9	9.0%	12.0%
Timberhill/Westlegate	14,521	156,310	40	146	1,570	3	1.0%	7.5%
St Stephens Street	27,423	295,190	39	1,110	11,950	2	4.0%	5.1%
Chapelfield - Levels 1 & 2	28,552	307,340	76	1,015	10,930	7	3.6%	9.2%
Provision Market	1,375	14,800	101	40	430	5	2.9%	5.0%
Brazen Gate	4,170	44,890	2	-	-	-	0.0%	0.0%
Riverside	17,693	190,450	9	5,574	60,000	1	31.5%	11.1%
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	534	5,750	3	34.1%	21.4%
Castle Mall - Levels 3 & 4	2,898	31,190	8	102	1,100	3	3.5%	37.5%
Surrey Street	56	600	1	-	-	-	-	-
Chapelfield Dining Terrace	546	5,880	4	-	-	-	0.0%	0.0%
TOTAL PRIMARY AREA	**175,956**	**1,894,050**	**587**	**12,719**	**136,918**	**48**	**7.2%**	**8.2%**
SECONDARY SHOPPING AREAS								
Defined Retail Frontages								
St Benedicts Street	9,059	97,510	60	92	990	1	1.0%	1.7%
Upper St Giles Street	664	7,150	15	118	1,270	3	17.8%	20.0%
Pottergate/Lower Goat Lane	4,305	46,340	61	59	640	2	1.4%	3.3%
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/Wensum Street	1,552	16,710	32	322	3,470	6	20.7%	18.8%
TOTAL SECONDARY AREAS	**18,089**	**194,710**	**192**	**591**	**6,370**	**12**	**3.3%**	**6.3%**
LARGE DISTRICT CENTRE								
Defined Retail Frontage								
Magdalen Street South/Anglia Square	14,443	155,470	81	2,645	28,470	12	18.3%	14.8%
Frontages for Non Retail Uses*								
Magdalen Street North	1,653	17,790	28	115	1,240	4	7.0%	14.3%
St Augustines Street	2,075	22,340	25	354	3,810	8	17.1%	32.0%
TOTAL LARGE DISTRICT CENTRE	**18,171**	**195,600**	**134**	**3,114**	**33,520**	**24**	**17.1%**	**17.9%**
OTHER STREETS IN THE CENTRE								
Other Streets in the Centre	18,901	203,460	171	3,672	39,530	20	19.4%	11.7%
CITY CENTRE TOTAL	**231,117**	**2,487,820**	**1,084**	**20,096**	**216,338**	**92**	**8.7%**	**8.5%**

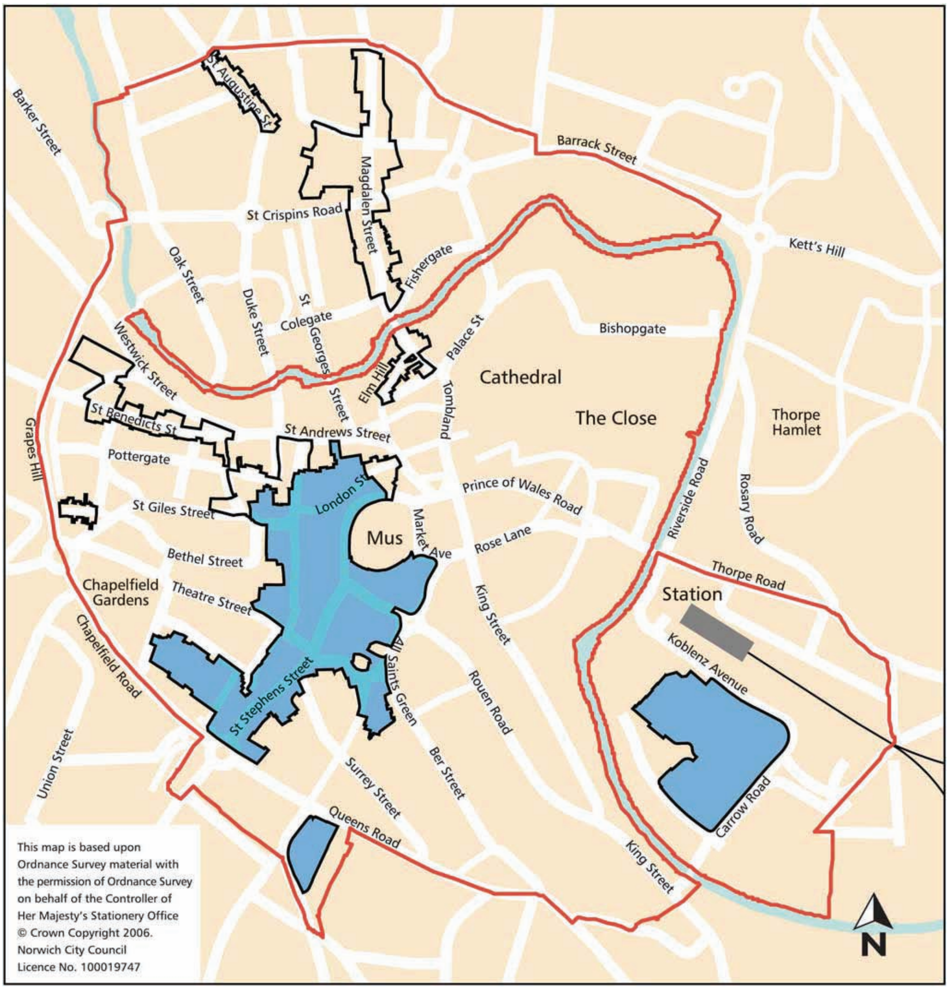
* The City of Norwich Replacement Local Plan (Second Deposit Version) distinguishes between ***Defined Retail Frontages*** where changes of use are only permitted if the proposal will not result in the proportion of frontage in A1 retail use falling below a certain threshold (proportion varies according 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/AUGUST 2006						
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**	**12,274**	**132,120**	**7**	**5.4%**	**0.6%**
	CONVENIENCE GOODS					
03	Supermarkets, general & specialist grocers	12,851	138,330	37	5.6%	3.4%
	(includes food halls in larger stores)					
04	Butchers	111	1,190	6	0.0%	0.6%
05	Fishmongers	66	710	5	0.0%	0.5%
06	Greengrocers	56	600	5	0.0%	0.5%
07	Bakers	368	3,960	4	0.2%	0.4%
08	Wines and Spirits	439	4,730	2	0.2%	0.2%
09	Confectionery/Tobacco/News	1,203	12,950	27	0.5%	2.5%
	TOTAL CONVENIENCE GOODS	**15,094**	**162,470**	**86**	**6.6%**	**7.9%**
	DURABLE GOODS					
02	General Household Goods	5,500	59,200	11	2.4%	1.0%
	(not classifiable elsewhere - includes catalogue					
	showrooms and general markets)					
10	Shoes	5,268	56,710	40	2.3%	3.7%
11	Clothes	39,650	426,800	173	17.3%	16.0%
13	Fabrics	1,569	16,890	20	0.7%	1.8%
14	Furniture/Carpets	7,233	77,860	35	3.2%	3.2%
15	Antiques Crafts and Gifts	5,957	64,120	58	2.6%	5.4%
16	Art and Graphics	1,570	16,900	32	0.7%	3.0%
17	Home Entertainment(Electrical/Records)	6,979	75,120	42	3.0%	3.9%
18	Office and Computer Goods	2,840	30,570	34	1.2%	3.1%
19	DIY/Household	3,831	41,240	25	1.7%	2.3%
20	Books and Stationery	9,641	103,780	37	4.2%	3.4%
21	Photographic and Optical	1,107	11,920	16	0.5%	1.5%
22	Chemists/Cosmetics	8,865	95,430	30	3.9%	2.8%
23	Cycles and Motor Accessories	197	2,120	3	0.1%	0.3%
24	Jewellery	2,561	27,570	49	1.1%	4.5%
25	Sport and Leisure	8,264	88,960	33	3.6%	3.0%
26	Garden Goods	316	3,400	12	0.1%	1.1%
27	Pets and Pet Care	32	340	2	0.0%	0.2%
28	Toys and Games	4,767	51,310	13	2.1%	1.2%
29	Secondhand/Charity	2,074	22,330	21	0.9%	1.9%
	TOTAL DURABLE GOODS	**118,221**	**1,272,570**	**686**	**51.6%**	**63.3%**
	SERVICE USES*					
30	Personal Care (e.g. Hairdressers)	4,970	53,500	92	2.2%	8.5%
31	Clothes Care (e.g. Shoe repair)	332	3,570	11	0.1%	1.0%
32	Sandwich Bars etc. (Use Class A1)	4,272	45,980	47	1.9%	4.3%
36	Travel Agents etc.	2,357	25,370	17	1.0%	1.6%
38	Post Offices	237	2,550	1	0.1%	0.1%
39	Medical Services	778	8,370	10	0.3%	0.9%
41	Media Services (e.g. Copy bureaux)	686	7,380	9	0.3%	0.8%
	TOTAL SERVICE USES IN A1	**13,632**	**146,720**	**187**	**6.0%**	**17.3%**
	VACANT PREMISES					
00	Vacant ceased trading/to let/for sale	19,309	207,850	**104**	8.4%	9.6%
	Vacant refitting or rebuilding	1,375	14,800	**6**	0.6%	0.6%
	Subtotal Existing Retail Floorspace	**228,906**	**2,464,000**	**1,083**		
	New A1 Floorspace Under Construction	2,210	23,790	**1**	+1.0%	+0.1%
	TOTAL FLOORSPACE ALL TYPES	**231,116**	**2,487,790**	**1,084**	**100.0%**	**100.0%**

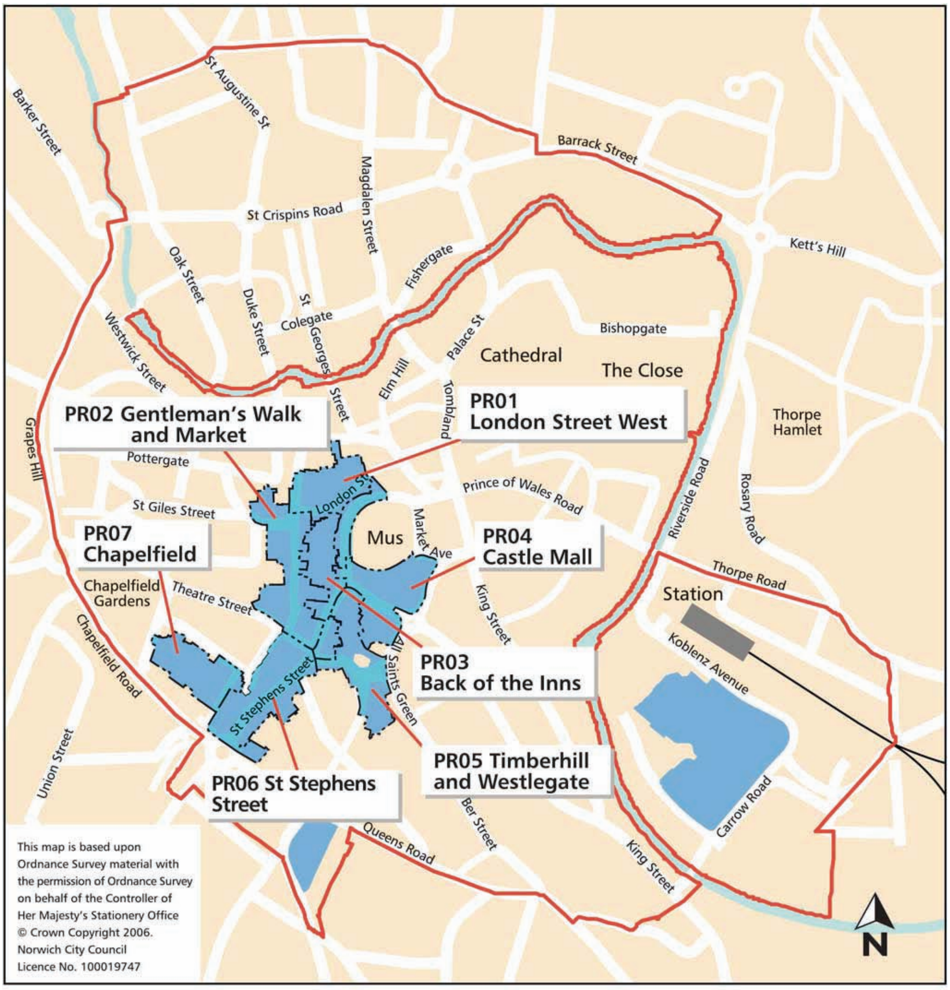
**This listing is confined to businesses which are classified as A1 retail in the Town and Country Planning (Use Classes) Orders. A2 Financial and Professional Services (Banks, Building Societies etc), A3 (restaurants), A4 (pubs and bars), A5 (hot food takeaways) and other quasi-retail uses such as car 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.*

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/August 2006

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Information correct at time of publication.
Published by Norwich City Council, December 2006.