

Draft Policy LP07 – Retail Development Policy

Link to draft policy and comments in full received from the draft consultation stage:

<https://west-norfolk.objective.co.uk/portal/lpr2019/lpr2019?pointId=s1542883274323#section-s1542883274323>

Consideration of issues:

Only one substantive comment is raised which suggests an additional point be added to the policy to add support for retail facilities to be provided on larger residential schemes. It is considered that this would assist in building sustainable communities and is recommended to be accepted.

The resulting changes recommended to the policy and supporting text are set out below.

Officer Recommendations to Task Group:

The Task Group is recommended to:

Amend Policy LP07 by adding: “4. The provision of local scale retail and service provision as part of the development of larger residential-led schemes will be supported where these are designed to provide facilities for local residents, are of small scale (individual units not exceeding 500 sq. m.) because these assist in reducing the need to travel to such services and hence the sustainability of the development, without undermining the viability of the town centres.” and supporting text as follows “5.2.8 The policy makes provision for the creation of local services and facilities including appropriate scale retail provision in locations well related to new residential development, as an aid to reducing the need to travel to such services. Such provision is incorporated in many of the specific urban expansion areas and the approach for consistency is reflected in the retail development policy.”

Policy Recommendation:

Policy LP07 – Retail Development Policy

1. The Council attach a high priority to the need to support and maintain King's Lynn, Downham Market and Hunstanton as retail centres. This will be achieved by a combination of measures to improve attractiveness (by increased accessibility, environmental enhancements, events and promotions), as well as strongly supporting proposals to redevelop and invest in the town centres including, where necessary, the use of compulsory purchase powers to consolidate land.
2. New retail uses will be expected to be located in these town centres unless an alternative location is demonstrated to be necessary. If there are no suitable sites in the town centre, an edge of centre location will be expected. Other locations will only be acceptable where it is demonstrated either that there are no suitable sites in the town centre and edge of centre, or the format or nature of the proposed use would not be appropriate in a town centre location (e.g. bulky goods and trade, rural retail services, etc.).
3. The Council will strongly resist proposals for out of centre retail uses that either individually or cumulatively would undermine the attractiveness and viability of the town centres. Retail impact assessments will be required for individual schemes having a gross floorspace greater than 2,500 square metres, although in the case of the Hardwick area in King's Lynn (where there is already a significant accumulation of out of town centre retailing) greater weight will be attached to the cumulative impact of new development on the town centre. New retail uses in this area will not be subject to a floorspace threshold and will only be approved where they meet the sequential test set out in the NPPF and will not individually or cumulatively undermine the viability of the town centre.
4. The provision of local scale retail and service provision as part of the development of larger residential-led schemes will be supported where these are designed to provide facilities for local residents and are of small scale (individual units not exceeding 500 sq. m.) because these assist in reducing the need to travel to such services and hence the sustainability of the development, without undermining the viability of the town centres.

Supporting text:

LP07 Retail Development Policy (previously DM10)

Introduction

5.2.1 Planning policies and decisions should support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management and adaptation.

5.2.2 Planning policies should:

- define a network and hierarchy of town centres and promote their long-term vitality and viability – by allowing them to grow and diversify in a way that can respond to rapid changes in the retail and leisure industries, allows a suitable mix of uses (including housing) and reflects their distinctive characters;
- define the extent of town centres and primary shopping areas, and make clear the range of uses permitted in such locations, as part of a positive strategy for the future of each centre;
- retain and enhance existing markets and, where appropriate, re-introduce or create new ones;
- allocate a range of suitable sites in town centres to meet the scale and type of development likely to be needed, looking at least ten years ahead. Meeting anticipated needs for retail, leisure, office and other main town centre uses over this period should not be compromised by limited site availability, so town centre boundaries should be kept under review where necessary;
- where suitable and viable town centre sites are not available for main town centre uses, allocate appropriate edge of centre sites that are well connected to the town centre. If sufficient edge of centre sites cannot be identified, policies should explain how identified needs can be met in other accessible locations that are well connected to the town centre; and
- recognise that residential development often plays an important role in ensuring the vitality of centres and encourage residential development on appropriate sites.

5.2.3 This policy seeks to ensure that the Borough's town centres continue to be the hub of retail and service provision for the local population, which in turn aids investment to preserve their unique historic architecture and significant streets, spaces and market places.

Relevant Local and National Policies

- National Planning Policy Framework: Ensuring the vitality of town centres
- Strategic Policy LP06: Economy

Policy Approach

5.2.4 Local planning authorities should apply a sequential test to planning applications for main town centre uses which are neither in an existing centre nor in accordance with an up-to-date plan.

5.2.5 Main town centre uses should be located in town centres, then in edge of centre locations; and only if suitable sites are not available (or expected to become available within a reasonable period) should out of centre sites be considered.

5.2.6 When considering edge of centre and out of centre proposals, preference should be given to accessible sites which are well connected to the town centre. Applicants and local planning authorities should demonstrate flexibility on issues such as format and scale, so that opportunities to utilise suitable town centre or edge of centre sites are fully explored.

5.2.7 This sequential approach should not be applied to applications for small scale rural offices or other small scale rural development.

5.2.8 The policy makes provision for the creation of local services and facilities including appropriate scale retail provision in locations well related to new residential development, as an aid to reducing the need to travel to such services. Such provision is incorporated in many of the specific urban expansion areas and the approach for consistency is reflected in the retail development policy.

Sustainability Appraisal:

LP07 Retail Development

This policy is very similar, to the equivalent policy considered in the SADMP process and the sustainability appraisal of that. The proposed policy was assessed as having a positive effect.

Appendix 1: Summary of Comments & Suggested Response:

Consultee	Nature of Response	Summary	Consultee Suggested Modification	Officer Response / Proposed Action
Miss Jill Davis	Comment	Why not just rename Hardwick Road as the High Street - problem solved! The existing town centre can then be designated as an out of town shopping centre and developers will flock in, especially if free parking is on offer!!!!	None.	Comment noted. No change required.
Partner Maxey Grounds & Co	Object	This policy makes no provision for the creation of local services and facilities including appropriate scale retail provision in locations well related to new residential development, as an aid to reduction in the need to travel to such services. Such provision is incorporated in many of the specific urban expansion areas and the approach should for consistence be taken into the retail development policy by the addition of a point 4 as below	Add point 4 to the policy: "4. The provision of local scale retail and service provision as part of the development of larger residential led schemes will be supported where these are designed to provide facilities for local residents, are of small scale (individual units not exceeding 500 sq. m.) because these assist in reducing the need to travel to such services and hence the sustainability of the development, without undermining the viability of the town centres."	Agree - the point made is a valid one - add this to Policy LP07: "4. The provision of local scale retail and service provision as part of the development of larger residential led schemes will be supported where these are designed to provide facilities for local residents, are of small scale (individual units not exceeding 500 sq. m.) because these assist in reducing the need to travel to such services and hence the sustainability of the development, without undermining the viability of the town centres." and supporting text as follows "5.2.8 The policy makes provision for the creation of local services and facilities including

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				<p>appropriate scale retail provision in locations well related to new residential development, as an aid to reducing the need to travel to such services. Such provision is incorporated in many of the specific urban expansion areas and the approach for consistency is reflected in the retail development policy.”</p>
<p>Town Clerk Hunstanton Town Council</p>	<p>Comment</p>	<p>The town centres of King's Lynn, Downham Market and Hunstanton will not thrive unless measures are taken to make them more accessible. There is strong resentment to having to pay for relatively short term parking (under 2 hours) when it is possible to park for free in the Hardwick area or the rural trading oases eg those at Creake Abbey, Burnham Deepdale, Drove Orchards, Thornham. King's Lynn is failing to achieve its potential as Sub Regional Centre because it is not readily accessible to private cars or to public transport.</p>		<p>Comment noted. A Transport Study and Strategy is being prepared for King's Lynn. Neighbourhood Plans are being prepared for Downham Market and Hunstanton which can address some of these issues. The way car parks are managed is not within the scope of the local plan.</p>