

Report to Planning Applications Committee
Date 6 February 2014
Report of Head of Planning Services
Subject 13/01928/F Land and Buildings rear of and Including 293 -
293A Aylsham Road Norwich

Item
4(1)

SUMMARY

Description:	Demolition of existing buildings and redevelopment of site to construct a new foodstore with associated landscaping and car parking. Reconfiguration of site access and highway works to accommodate.
Reason for consideration at Committee:	Major Development; Objections; Contrary to policy.
Recommendation:	Approve
Ward:	Catton Grove
Contact Officer:	Rob Parkinson Senior Planning Officer 01603 212765
Valid Date:	26th November 2013
Applicant:	Mr Michael Goff, Goff Petroleum.
Agent:	Mr Mark Camidge, Chaplin Farrant.

INTRODUCTION

The Site

Location and Context

1. The site is located to the north of the city centre and is relatively flat. It has a frontage to Aylsham Road (A140) and is surrounded by residential, commercial, retail and entertainment uses. The site has been used for storage and distribution of heating oil since the 1960s. The rear part of the site accommodates fuel storage tanks, parking for a fleet of delivery vehicles and administrative and support facilities. Management functions and fleet servicing are also carried out on the site.
2. The part of the site with a frontage to Aylsham Road has been used variously as a car showroom and bath store but currently stands empty, and in recent years the area to the south of the showroom has been used for car and van sales / hire.

Constraints

3. The site is located to the east of the Mile Cross conservation area and St Catherine's Church (Grade II* listed). The A140 is part of the Major Road Network and the parade of shops to the north are a defined District Centre. The churchyard is a defined Urban Greenspace contributing to the open nature of townscape in this part of the area.

Planning History

08/00823/O - Proposed mixed use development comprising 88 No. residences and 8,000 sq.ft. A2/B1 office space. (APPROVED - 31/03/2009)

11/00877/RM - Reserved matters of appearance, landscaping, layout and scale for previous planning permission 08/00823/O 'Proposed mixed use development comprising 88 No. residences and 8,000 sq. ft. A2/B1 office space.' Revised details. (APPROVED - 05/04/2012)

12/00441/D - Details of condition 11 - site contamination, of previous planning permission 08/00823/O 'Proposed mixed use development comprising 88 No. residences and 8,000 sq.ft. A2/B1 office space'. (APPROVED - 21/09/2012)

12/02192/F - Demolition of existing buildings and redevelopment of site with construction of new foodstore (3,437sq.m. gross internal floorspace, A1 Use Class) at rear with 206 car parking spaces, relocated electrical sub-station and associated sprinkler tank unit, landscaping and servicing. Includes reconfiguration and enlargement of site access to north, and highway works to facilitate, and removal of existing access gates to south. (WITHDRAWN - 21/03/2013)

The Proposal

4. To demolish all the buildings on the site south of the Smith and Pinching offices, including the existing car sales yard, the former bath centre showroom, and the two-storey garages at the rear of the site currently adjoining residential gardens. In its place, a single-storey supermarket is to be built on the site frontage, rising to two storeys towards the rear (the higher element being for staff offices). The store is served by a revised access drive in the place of the existing drive to the site and Smith and Pinching, and a new customer access to the car park at the south, adjacent to the existing brick wall adjoining the neighbouring takeaway. 200 car parking spaces are proposed behind and to the south of the store, highways works are proposed, and a service yard and new electricity substation are positioned behind. The supermarket is a foodstore; according to the submitted Planning and Retail Statement the scheme is proposing 3,435sq.m. gross floorspace with a maximum of 2,117sq.m. net retail floorspace, of which 20% (approximately 423sq.m. net) is used for comparison goods.

Representations Received

5. The applicant conducted a pre-application stage community consultation event in 2012 prior to the submission of the previous application (ref 12/02192/F since withdrawn). The current application has changed the layout of the site and the applicant undertook a proportionate additional consultation to advertise the local changes. This meets the expectation of the Council's guidance Statement of Community Involvement.
6. Advertised on site and in the press. Adjacent and neighbouring properties have been notified in writing. 5 letters of objection and 7 letters of support have been received. In addition, a publicity initiative by the applicant has generated 36 separate letters of support received on pro-forma postcards. All representations have been considered, as summarised in the table below.

Issues Raised	Response
Objections	
The gross floorspace would exceed the limit proposed in the emerging Local Plan Site Allocations policy, by 935 sq.m.	See paragraphs 37-39, 49-54.
The area for comparison goods sales would exceed the limit proposed in the emerging Local Plan Site Allocations policy, by 423 sq.m.	See paragraph 40-42, 49-54.
The emerging policy, if adopted, would require a Development Brief to account for servicing and access arrangements and a comprehensive development plan for the allocation site as a whole, including public consultations to inform the Brief. The Council cannot be sure that this application will accord with the scope of the policy and deliver comprehensive development. As such the proposal represents a piecemeal approach which does not accord with emerging policy which should be afforded 'significant weight' and as such this scheme is premature.	See paragraph 25, 49-54. The scheme has followed those aspirations of the emerging policy and ensures the accesses include a potential route for access to the north. The remainder of the allocation is largely in separate ownership or existing use making simultaneous development unlikely.
The submitted impact assessment does not sufficiently consider the implications of this scheme on the town centre vitality and viability. The approach is too convenience-retail based: There is no quantitative assessment of the impact of the comparison goods expenditure in the proposed store; and the assessment only considers trade diversion from individual stores. No aggregate impact is considered on a centre or centres as a whole.	See paragraph 43-48. The comparison floorspace proposed above that proposed in the policy allocation is relatively minor, and the impact on the town centre will be negligible. The extent of comparison goods can be controlled by conditions.
The baseline information used in the submitted Retail Impact Assessment is founded on the 2007 Retail Study by GVA Grimley, commissioned by the GNDP. This is considered out-of-date and, significantly, pre-dates the recession and change in retail trading patterns, and insufficient evidence is available to provide a robust assessment of the development against policy, and consequently the impact of the development cannot be assessed adequately.	See paragraph 28-31, 35-54. This is noted but the characteristic of the site do suggest the main trade would be from diverted car-based journeys or providing a necessary facility for a large catchment residential area.
The submitted Retail Impact Assessment has not accounted for the recent addition of floorspace (e.g. Aldi, Plumstead Road, Aldi Sprowston Road) or intention to provide more floorspace (e.g. Morrisons at Neatmarket, Hall Road) at various centres or locations around the city since 2007.	See paragraph 28-31, 35-54. This is noted but the LPA has maintained a monitor of the retail developments since the 2007 report and has assessed the scale of the new floorspace as being comparable and able to be accommodated without significant

	detrimental impact to this or other centres.
Transport impacts could be significant, congestion could increase and accidents at the Woodcock Road junction in particular could increase. Only recently the Woodcock Road / Aylsham Road junction was redesigned but still cause long traffic delays which this will only exacerbate.	See paragraph 73-79. The highways works should improve the safety of vehicles in the area and act to slow speeds. There will be an increase in traffic volumes over what exists but the increase can be accommodated and the access to the store is in the safest possible location for this particular use.
There is no need for an additional supermarket as many stores are in walking distance already and Asda within driving distance. In addition, the smaller businesses will experience impacts on their trade (e.g. the many bakeries already in the area), and cause a loss of community feeling in the Aylsham Road area.	See paragraph 32-34. Stores within walking distance are considered too small to serve everyday shopping needs. The supermarkets are too far away and difficult to access by public transport and residents should not have to drive to use such facilities, especially in a residential catchment population that has very low car ownership.
The site would be better used for housing. The original permission for housing and offices would be appropriate.	See paragraph 25, 55. The site is now proposed in emerging policy for a new supermarket as has always been anticipated in some form at the district centre since 2004. Housing will still be possible on the site to the rear / north.
Jobs created will not be as many as proposed by the application.	See paragraph 26-27. Even part-time jobs would exceed the small number of staff at the current facility and further office / industry / employment uses would perhaps be better located to employment areas or city centre.
The church congregation could experience difficulties accessing the site for services and the various activities at the church hall, due to traffic congestion, causing a loss of community and people using facilities elsewhere.	See paragraph 25, 32-34, 73-80. Accessibility for pedestrians and cyclists should be improved and the supermarket car park will include overflow parking for local users of the district centre.
The Statement of Community Involvement did not receive enough feedback to advise a proper submission and many local businesses and services were not consulted.	See paragraph 5-6. Local people were consulted and had the opportunity to comment on the proposals at pre-application and formal application.
The design of the supermarket building should be more sympathetic to the church opposite.	See paragraph 59-69.
A bridge should be provided to help people cross Aylsham Road.	See paragraph 73-80, 88.

Observations	
The development should ensure that it improves the crossing facilities across Aylsham Road to promote links with the library and improve access to the bus stop.	See paragraph 73-80, 88. A new crossing and improved existing refuge will be provided.
The level of parking proposed may be too low for local services to benefit from.	See paragraph 72-85. There will be peak use at certain times but the proposals include an excess over the maximum policy parking threshold and the excess is designed to provide for visitors to the wider centre.
Support	
The current site is an eyesore and the works would improve the appearance of the area, particularly on the main road into the City.	See paragraph 59-69.
The jobs created would benefit the area, particularly in this less prosperous area.	See paragraph 26-27.
The supermarket would meet the needs for people in the area and provide more fresh produce; the Lidl is cheap but does not have the range of goods required, Asda is too far and inaccessible, being dangerous on foot and difficult by bus, and the site would be beneficial for the elderly and infirm.	See paragraph 32-34.
Using the proposed supermarket would also encourage use of other shops in the area.	See paragraph 32-34, 41-43.
The site has good links via public transport.	See paragraph 26-27, 75, 88.
The proposed screening at the front of the site is sensitive.	See paragraph 63, 66-69.
The proposed operator is too far away at present and needs two buses to reach it, and offers a good retail experience; a British supermarket should be provided and would be well supported. More competitive prices are needed.	See paragraph 16-24. It is important to note that the brand of applicant / operator of the store is neither a material consideration nor necessarily the same operator who would build and use the site as permission 'runs with the land'.
The servicing and loading will be no different to the existing situation but loading at the back is preferable.	See paragraph 76-80.
The new layout is more in keeping with the area, and if social housing cannot be provided here then this is the next best use for the site.	See paragraph 59-69.

Consultation Responses

- County Council as Highways Authority** – Following discussions with the County Council and Highway Authority and the City Council Transport Planner it has been resolved that for a supermarket of this scale, in this location, the transport impacts are just acceptable. Although the highways arrangements have only recently been upgraded and redesigned at the Woodcock Road / Mile Cross Road / Aylsham Road junction, there is considered sufficient capacity in the junction to account for the increase in traffic volumes.

8. **Environment Agency** – The submitted Flood Risk Assessment has demonstrated that the proposed development will not increase flood risk elsewhere, but conditions should be used (as suggested) to clarify the finer details of the drainage system and ensure sustainable drainage measures are compatible with the hydro-geological and known contamination constraints at the site, and ensure appropriate management of the SUDs system. There is a lot of contamination on site from its previous uses; a significant contamination remediation programme will be required by conditions.
9. **Anglian Water** – Confirmation should be sought from the Environment Agency to ensure the proposed drainage / surface water management scheme is acceptable, and then should be confirmed by planning condition.
10. **English Heritage** – No objection to the application following the revisions from the previous application's proposals. The site is a significant location and development has the potential to enhance the setting of the conservation area and St Catherine's Church. The supermarket building needed to be brought closer to the road and the entrance arranged so that it can make a positive contribution to the streetscape (unlike the previously-proposed expanse of car parking). The current application brings interest and modulation to the street elevation by using glazing, varied cladding and a set-back roof. More soft landscaping and planting should be provided at the building's frontage to soften it and create a visual link with the churchyard across the street, to avoid looking too 'hard'.
11. **Environmental Health (Pollution Control)** – (18.12.13) Despite the contamination identified as a risk to groundwaters, the proposals will not present a contamination risk to human health. Given the proximity of residential neighbours, particularly to the east and south, the noise associated with the use will need to be very carefully controlled. Conditions will be required for agreeing the type and location and noise characteristics of plant and machinery.
12. **Norfolk Historic Environment Service (Archaeology)** – No comment; the site is not of significant archaeological interest to require surveys or pre-commencement conditions.
13. **Norfolk Police (Architectural Liaison)** – The car park barrier is welcome, but should be relocated closer to the site entrance to prevent gathering and anti-social behaviour when the store is closed. Car park security is lacking in places, and the cycle store on the east side of the building does not benefit from natural security surveillance. Some general advice is offered. The police advise they may seek Section 106 contributions in the future.
14. **Norfolk Fire & Rescue Service** – No objection, provided the scheme can provide a sprinkler system and be able to provide appropriate hydrant connections within 90m.

ASSESSMENT OF PLANNING CONSIDERATIONS

Relevant Planning Policies

National Planning Policy Framework (NPPF) (March 2012):

Paragraph 14 – Presumption in favour of sustainable development

Paragraphs 203-206 – Planning conditions and obligations

Section 1 – Building a strong, competitive economy

Section 2 – Ensuring the vitality of town centres

Section 4 – Promoting sustainable transport

Section 6 – Delivering a wide choice of high quality homes

Section 7 – Requiring good design

Section 10 – Meeting the challenge of climate change, flooding and coastal change

Section 11 – Conserving and enhancing the natural environment
Section 12 - Conserving and enhancing the historic environment

Saved Policies of the Adopted Norfolk Structure Plan (October 1999):

T.2 - Transport - New Development

Policies of the Joint Core Strategy for Broadland, Norwich and South Norfolk (Adopted January 2014*) (*previous interim adoption March 2011)

Policy 1 – Addressing climate change and protecting environmental assets
Policy 2 – Promoting good design
Policy 3 – Energy and water
Policy 4 – Housing delivery
Policy 5 – The economy
Policy 6 – Access and transportation
Policy 12 – Remainder of Norwich area
Policy 19 – The hierarchy of centres
Policy 20 – Implementation

Relevant saved policies of the adopted City of Norwich Replacement Local Plan (2004):

NE4 – Street trees to be provided by developers
NE8 - Management of features of wildlife importance and biodiversity
NE9 - Comprehensive landscaping scheme and tree planting
HBE7 – Evaluation of standing archaeology and significant buildings
HBE8 - Development in Conservation Areas
HBE9 – Development affecting Listed Buildings
HBE12 - High quality of design in new developments
EP1 - Contaminated land
EP16 - Water conservation and sustainable drainage systems
EP17 –Protection of watercourses from pollution from stored material, roads & car park
EP18 - High standard of energy efficiency in new developments
EP22 - High standard of amenity for residential occupiers
EMP3 – Protection of business units and land reserved for their development
SHO1 – Limit on major non-food shopping development
SHO3 – Locational conditions for new retail development – sequential test
SHO9 – Retail development contributions to enhancement of public facilities in the area
SHO12 – Retail development in District or Local Centres
SHO14 – Improvements to safety and attractiveness of District and Local Centres
HOU13 – Proposals for new housing development on other sites
SR3 – Urban Greenspace
TRA3 – Modal shift measures in support of NATS
TRA5 - Approach to design for vehicle movement and special needs
TRA6 - Parking standards - maxima
TRA7 - Cycle parking standards
TRA8 - Servicing provision
TRA10 – Contribution by developers for works required for access to the site
TRA11 – Contributions for transport improvements in the wider area
TRA12 – Travel Plans for employers and organisations in the city
TRA14 - Enhancement of the pedestrian environment and safe pedestrian routes
TRA15 - Cycle network and facilities
TRA18 - Major road network

Supplementary Planning Documents and Guidance

Trees and Development (Adopted September 2007)
Statement of Community Involvement (March 2010)

Other Material Considerations

The Localism Act 2011 – s143 Local Finance Considerations
Written Ministerial Statement: Planning for Growth March 2011

Emerging policies of the forthcoming new Local Plan (submission document for examination, April 2013):

Site Allocations Development Plan Document – Pre-submission policies (April 2013).

R23: Land at Aylsham Road

Development Management Policies Development Plan Document – Pre-submission policies (April 2013).

DM1 Achieving and delivering sustainable development

* **DM2** Ensuring satisfactory living and working conditions

* **DM3** Delivering high quality design

* **DM6** Protecting and enhancing the natural environment

DM7 Trees and development

* **DM8** Planning effectively for open space and recreation

DM9 Safeguarding Norwich's heritage

* **DM11** Protecting against environmental hazards

* **DM12** Ensuring well-planned housing development

* **DM16** Employment and business development

** **DM18** Promoting and supporting centres

* **DM20** Protecting and supporting city centre shopping

* **DM25** Retail warehousing

* **DM28** Encouraging sustainable travel

DM29 Managing car parking demand in the city centre

* **DM30** Access and highway safety

* **DM31** Car parking and servicing

DM33 Planning obligations and development viability

and **Retail Topic Paper** - submitted to the Planning Inspectorate for examination for use in support of the emerging Development Management and Site Allocations and Site Specific Policies Development Plan Documents, April 2013.

Procedural Matters Relating to the Development Plan and the NPPF

The Joint Core Strategy and Replacement Local Plan (RLP) have been adopted since the introduction of the Planning and Compulsory Purchase Act in 2004. With regard to paragraphs 211 and 215-216 of the National Planning Policy Framework (NPPF), both sets of policies have been subjected to a test of compliance with the NPPF. The 2011 JCS policies are considered compliant, but some of the 2004 RLP policies are considered to be only partially compliant with the NPPF, and as such those particular policies are given lesser weight in the assessment of this application. The Council has also reached submission stage of the emerging new Local Plan policies, and considers most of these to be wholly consistent with the NPPF. Where discrepancies or inconsistent policies relate to this application they are identified and discussed within the report; varying degrees of weight are apportioned as appropriate.

*In the case of DM2, DM3, DM6, DM8, DM11, DM12, DM16, DM20, DM25, DM28, DM30 and DM31, only limited weight is apportioned to their use given that objections to the draft policy were raised at public consultation. In the case of DM3 and DM30 only very limited weight can be applied to these emerging policies due to the nature of objections received to their draft status, however, their objectives are suitably covered through existing saved adopted policies HBE8, HBE12, TRA5, TRA6, TRA7, TRA8, TRA14 and TRA18 of the Replacement Local

Plan, and saved policy T2 of the adopted Norfolk Structure Plan.

** In the case of policy DM18, no weight at all has been applied to its draft content due to objections being received which if followed-through could materially alter the content of the policy as drafted. However, for background purposes the policy concerns promoting retail and town centre uses in the district centres where the scale would be appropriate to the centre's position in the retail hierarchy. It aims to deliver development that is sequentially suitable (i.e. sited in the right places at the most appropriate level of the hierarchy) and provided at a scale appropriate to the centre in which they would be located and the catchment they would serve.

Principle of Development

National planning policy context

15. The National Planning Policy Framework (NPPF) does seek to promote competition amongst retailers and promote economic growth, but expects growth to be directed to sustainable and accessible locations, with retail proposals being proportionate and of an appropriate scale to the centre.
16. Accordingly, any proposed development for a main town centre use (like retail) needs to be subject to a sequential test if it is not in an existing centre and not in accordance with an up-to-date Local Plan (NPPF paragraph 24). Stores should be directed to town centres and edge-of-centre sites before out-of-centre areas are considered, and all sites should be shown to be accessible and well connected to the centre / town centre. In instances where developments are proposed that might be larger than anticipated, for example, the NPPF does expect both applicants and local planning authorities to be flexible on issues such as format and scale (NPPF paragraph 24).
17. An impact assessment is required by the NPPF (paragraph 26) to look at the impact of a proposal on existing, committed and planned investment in a centre(s) in the catchment area of the proposal, and impacts on the town centre, considering the impact over at least 5 years. LPAs are expected to refuse an application where a proposal would have a 'significant adverse impact' on either or both district/local centres and/or the town centre (NPPF para 27).
18. It is worth noting that the NPPF has removed any requirement to consider the 'need' for retail development to be justified, as used to be present in its predecessor national policy.

Local development plan planning policy context

19. Using terminology of Greater Norwich, the Aylsham Road / Woodcock Road cluster of shops adjacent to the site (to the north) is defined as a District Centre. The Joint Core Strategy (JCS) Policy 19 expects retail development to be directed to defined centres, and the scale of development to be proportionate or appropriate to the 'form and functions' of the centre's position in the retail hierarchy. The Aylsham Road district centre is in the third tier of centre in Greater Norwich, on a par with the level of services expected to serve the likes of large villages such as Long Stratton and Acle, and centres in the Norwich urban area such as Bowthorpe, Plumstead Road and Dussindale which already contain their own large convenience foodstores. The policy expects such district centres to meet the daily needs of their local resident populations, and are areas which are considered for additional improvements as shopping destinations.
20. JCS Policy 12 also promotes regeneration and neighbourhood-based renewal of tired suburbs, and requires development to improve townscape and retain the best of local

character, particularly on major routes from the urban edge to the city centre, to promote local jobs, improve local services, and protect and enhance district centres. The same policy identifies a specific 'Northern Wedge' area (from the north city centre to Mile Cross and New Catton) as needing physical and social regeneration.

21. Within the existing City of Norwich Replacement Local Plan (adopted 2004), saved policy SHO12 supports appropriate development and expansion within and adjacent to district centres, subject to being at an appropriate scale in relation to the retail hierarchy and demonstrating that proposals would have no detrimental impact on existing centres or on committed proposals for retail development (this is essentially the impact test principle also in the NPPF, the JCS and emerging policy DM18).
22. The supporting text to RLP policy SHO12 makes reference to the potential for expansion of the district centre but does not propose a scale of development considered acceptable; this was envisaged either through development along the Aylsham Road frontage, to link the present district centre with the Lidl store at Copenhagen Way, or through expanding the existing district centre by utilising adjacent industrial backland at Arminghall Close. This latter proposal is shown as the preferred option on the adopted Local Plan proposals map, but is not specifically reflected in any site-specific policy in the plan. Nevertheless, the original intention to develop in this location is clear and is considered for the purposes of this decision to be contrary to the aims of the existing adopted Local Plan.
23. Further criteria for retail development at the Aylsham Road centre as set out in policy SHO12 are the need to demonstrate no significant detrimental impact on vitality and viability of existing centres and proposed enhancements thereof, no significant detrimental impact on landscape, townscape, residential amenity of quality of the built environment, and the development will need to achieve safe and attractive pedestrian and cycle movement and satisfactory access, parking and servicing. The question of impact is discussed within this section of the report, whilst the remaining issues are further below.

The emerging Local Plan allocation policy context

24. Within the context of emerging policy for the allocation of part of this site for redevelopment in the emerging Local Plan, this 3.48 hectare site reflects a long term aspiration to regenerate and enhance the Aylsham Road district centre by providing for a mixed development of housing and retail uses, which integrates with and enhances the existing centre and its facilities. The emerging site specific policy includes the application site as part of a larger area of potential development land extending to the north and including the Arminghall Close backland identified for development for up to 100 dwellings. It is intended that development on this part of the allocation site effectively extend the area of the designated district centre. This adjoining land is currently occupied by a range of poorer quality industrial premises.

The principle of development

25. The site forms part of a mixed use residential and retail redevelopment allocation in the emerging Local Plan, specifically allocation R23 within the Site Allocations and Site Specific Policies Development Plan Document (submitted for examination April 2013). Positioned on the west of the application site, and the south-west corner of the proposed allocation site, this is adjacent to an existing district centre on a road that forms part of the major road network. The proposal for retail use on the site is located in the area of the site anticipated for retail in the emerging policy.
26. As such the key considerations for the proposed development are the principle of retail, the ability to deliver housing on the remaining parts of the allocation, and the impacts of

the development in the context of access, parking, cycle storage and servicing, design and layout of development, setting of the conservation area, archaeology and heritage assets, residential amenity, the natural environment, trees and biodiversity, water conservation, energy efficiency, land contamination and fulfilment of planning obligations.

Retail capacity and scale of development

27. Although the assumptions underpinning the submitted Retail Impact Assessment have been taken from the assessed need and capacity for retail floorspace in the Norwich area set out in the Norwich Sub Region Retail and Leisure Study published in 2007, there is considered to be merit in these figures, so long as the developments since 2007 are accounted for. By way of background, the 2007 Retail Study assessed the level of retail need up to 2016 and 2021 consistent with the forecasts for housing growth. As some objectors point out, the recession has promoted a change in retail habits; there is a growing national trend in convenience retailing for customers to shop at out-of-town supermarkets less and to increasingly use home delivery for their main convenience goods purchases and district and local centres on a regular basis for top up purchases, using a more diverse range of shops. Such a trend is consistent with national and local retail policy aims to promote local and district centres and to reduce the need to travel for everyday shopping.
28. This trend has been amply demonstrated by sustained growth in convenience retail floorspace, some at the expense of comparison space, with significant growth in particular in small-scale (under 500m²) and medium scale (500-1500m²) foodstores in inner urban and suburban locations. The main additions to convenience floorspace, and the permissions granted for the Anglia Square large district centre store and the Hall Road district centre store since the study base date in 2007 are detailed in the Retail Topic Paper which was used to inform the allocation for the emerging site allocations plan. The stores that have not been accounted for in the Topic Paper are the recently-built Aldi at Sprowston Road and the intended opening of Morrisons next to B&Q at Hall Road. The Aldi store is the same catchment area as the application site but meets the needs of the adjoining Local Centre. The Morrisons store is able to take advantage of an historic unrestricted planning consent despite being in an undesirable location for a convenience goods supermarket and besides is outside the catchment area of this application site.
29. The rapid spread of small and medium-scale foodstores in the Norwich area has resulted in the predicted growth in floorspace requirements to 2016 (as forecast in the 2007 retail study) already being greatly exceeded; over 12,000 sq.m of new convenience floorspace has been developed or approved between 2007 and 2011 alone, as against the forecasted requirements to 2016 of 10,790 sq.m. Consequently any new foodstores will, automatically, be impacting on existing outlets by diverting and redistributing trade rather than meeting new demand arising from population growth; as competition and increased consumer choice is actively encouraged by the NPPF, however, it is not appropriate to restrict further retail growth on the basis of the once-forecast capacity having been exceeded. Instead, retail proposals should be considered only on the basis of the impacts of the development when assessed against the performance of the proposed store and its relationship to the overall performance of centres in the area.

Policy constraints

30. Within the existing adopted Replacement Local Plan (2004), there is no designated policy allocation for this site, so it would be considered a brownfield windfall site usually more appropriate for housing development, but the presence of an emerging policy allocation which promotes this for retail as part of a residential-led mixed use development would supersede this general expectation. The site is just to the south of the defined district

centre. Although it may not be directly adjacent to the existing district centre, it is considered to be 'edge of centre' both within the existing 2004 Local Plan and within the draft development management policy, which considers the allocation an opportunity to expand and strengthen and reinvigorate the existing district centre.

Application of the sequential test / appropriateness of the location

31. Notwithstanding the emerging policy, a sequential test is required to justify the location outside the existing district centre boundary, both to prove that a preferred location is not available in an existing centre, and to demonstrate that appropriate sustainable links are possible to existing centres. It should be noted however that the site is proposed to be allocated for both retail and in the region of 100 dwellings under the draft Site Allocations Plan. Looking at other sequentially preferable sites available there are no sites within defined centres that are available for this retail development.
32. With the works proposed, the application ensures there are good pedestrian links from the district centre to this site, and from nearby residential and other centres to the site. Therefore, the site would provide a more sustainable location for food shopping in the north of the city compared with existing superstores at Blue Boar Lane (Tesco) and Drayton High Road/Boundary Road (Asda).
33. Given that the general location of the site is acceptable, and the scheme can demonstrate appropriate accessibility enhancements, this edge of centre site is considered to be a suitable location for the proposed retail store, meaning the scale of the retail floorspace should be considered in terms of its impact on- and the contribution it can make to- the adjoining district centre, as well as its impact on existing defined centres in the local vicinity (i.e. within the same reasonable catchment area as the proposed store).

Considering the impact of the development

34. The regeneration and potential expansion of the Aylsham Road District Centre has been a long term policy aspiration for the City Council. Aylsham Road in general has been an inner suburban shopping "strip" which grew incrementally as part of inter-war ribbon development along Aylsham Road. The main concentration of shops is grouped around Woodcock Road and Mile Cross Road to the north of the application site (forming the identified Aylsham Road district centre). There is one smaller local centre further north at the Boundary and two further local centres south around (respectively) Glenmore Gardens and Junction Road. The recent addition of the Tesco in a recently-converted pub and the Lidl at Copenhagen Way, to the south of both the existing district centre and Glenmore Gardens, has led to the proposal in the emerging Local Plan to also designate the Half Mile Road group of shops as a local centre.
35. With regard to impact assessment, saved adopted Local Plan policy SHO3 sets a threshold for requiring impact assessments of 1,000sqm gross floorspace, which for reference is lower than the NPPF's threshold of 2,500sq.m. floorspace but reflects the strong retail position of the city centre and the generally smaller nature of such district centres. In this case the impact assessment would need to be focused on the impact of the development on the vitality and viability of existing centres in the catchment or along similar transport corridors, and in this case that is considered to comprise the Aylsham Road district centre and the planned large district centre of Anglia Square, and the nearby local centres along Aylsham Road and within Catton (Woodcock Road, Grove Road and Mile Cross Lane), at Drayton Road / Mile Cross Road, at Sprowston Road / Chartwell Road, and both the Dixon Shopping Centre and Middleton's Lane shops, Reepham Road.

Impact on the Aylsham Road district centre

36. Although there are shops and services distributed sporadically along the main road from the outer ring road to the verges of the city centre, in actual fact the shopping facilities in this area lack an obvious focus. This is a substantial residential area around Mile Cross and Catton and the proposed store will fill a role by serving the day-to-day needs of these areas; other than the Lidl at Copenhagen Way, the closest similar facilities at defined centres are the comparatively small Lidl at Drayton Road (within a district centre), the much smaller Morrisons (ex Somerfield) in the Catton Grove Road local centre, and the comparatively smaller recently approved and constructed Aldi at Sprowston Road / Windmill Road (on the edge of a local centre). These stores have been considered to be an appropriate size and scale to provide for most of the daily needs of residents of a very local catchment, but do not generally have the range nor extent of goods needed to serve large catchments or attract people from further afield; this is not something that is dictated simply by the type of foodstore operator which could change if one of 'the Big 4' occupied the shop instead, rather it is a result of the smaller size of retail unit. Consequently, the impact of the proposed store on these sites should be minimal as the role of the proposed store will be different to that of the existing facilities. Further, the Aylsham Road Tesco and other small outlets are small enough to be considered 'top-up' shops only and should continue to remain largely unaffected.
37. The development would enhance the vitality and viability of the existing district centre by providing another retail destination for people to visit and create linked trips with the existing district centre, which includes banks, other shops and a library opposite, for example. Although existing pedestrian links are less than ideal, the application will greatly improve the situation by including removing the existing missing pavements and providing highways works to create a continuous north-south pavement and pedestrian route on the east side of Aylsham Road, install a new pedestrian refuge and crossing point opposite the store entrance, and improve the existing refuge to the south. In crossing the new site access at the south entrance the application provides an acceptable pedestrian crossing facility.
38. Despite being slightly larger in floorspace than anticipated by the emerging policy allocation (some 935sq.m. gross floorspace above the allocation's expected 2,500 sq.m. gross floorspace), the redevelopment of this site with 2,117sq.m. net / trading floorspace, of which some 1,692sq.m. would be used for convenience sales, and therefore being predominantly a foodstore, is considered on balance to be an appropriate scale of development for the district centre's position in the hierarchy of district and local centres within Norwich and the surrounding suburbs to the north and west.
39. The proposed retail floorspace at 80% convenience goods, 20% comparison goods, would lead to some direct competition between existing retailers in the district centre. The addition of the food store and parking which can be used by general visitors to the area, however, would increase footfall to the district centre. Therefore whilst it is acknowledged that the store would likely have some impact on existing units in the same district centre, some of which may eventually even be detrimental, this is considered by the NPPF to be healthy competition and the impact would be outweighed by the positive benefits this store brings to the centre overall. In particular, for the proposals to have relocated the store to the front of the site (as also expected by emerging policy) there is a strong likelihood that day-to-day shopping can be complementary to the trade of the rest of the centre, and by providing the café as suggested, the glazed frontage of the site will greatly improve the sense of activity and vibrancy around the district centre.
40. Further, recent experience has shown that additional convenience floorspace within a local

centre can promote vitality and viability of the centre as a whole; the Unthank Road Local Centre for example has reduced its vacancy rate and increased the range of outlets in the centre since the edge-of-centre Tesco store was built, which is reflected in the Retail Topic Paper written to accompany the submitted version of the emerging Local Plan. Although the floorspace is scaled-up to reflect the Aylsham Road centre's status as a district centre, it would be considered unusual for a district centre to continue to be without such an 'anchor' store. Therefore the principle of the retail development in this location, when considering the impact of the proposal on the existing centre, and notwithstanding the indicative smaller retail threshold of emerging policy, is considered to be acceptable in retail terms. Nevertheless, to ensure that there is no impact on other outlets or centres in relation to comparison goods, it is recommended any permission uses a planning condition to ensure that the split of sales floorspace is required to remain at 80% convenience to 20% comparison goods. Further, to ensure the development maintains its role as being a foodstore to meet the needs of the resident catchment population, planning conditions shall be used to ensure there is no subdivision of the store, and shall ensure there is no additional mezzanine floor constructed (which might lead to more floorspace which would exceed the acceptable impact of this scheme), and shall ensure there are no separate entrances provided to the comparison goods sales area or operation by different operators (to prevent the comparison goods element creating an excessive impact on its own).

41. Notwithstanding, contrary to the NPPF requirement (at paragraph 24), the applicant has shown remarkably little flexibility with regard to the scale of the development, and since the previous application the only addition to the proposed scheme has been the addition of a street-facing café area. Throughout pre-application and during the previous application concerns were raised regarding the larger scale of development but the applicant asserted the site could only come forward with this size and scale of floorspace. On balance, the assessment has considered the comparable floorspace from other district centres and found the Plumstead Road district centre to have 3 national retailers, the Bowthorpe district centre has c.2,100sq.m. of foodstore, and the recently-approved Hall Road district centre would trade from a much greater 3,406sq.m. of net floorspace if developed under permission 12/02003/F.

Impact on other centres

42. On balance this proposal is considered to be consistent with similar scale district centre developments and able to provide for the needs of the area. Although the store's size may mean the catchment area is larger than other comparable district centres, it is felt the site's position on the A140 would draw trade from other car-based superstores e.g. Asda Boundary Rd, Tesco Sprowston and Morrisons Riverside, rather than other centres as a whole.
43. When considered against these other comparable retailers, the Tesco at Sprowston is considered large enough to experience little impact from trade diversion and has a much more immediate catchment area (and greater catchment through planned residential growth), the Riverside Road Morrisons is not only at the edge of the likely catchment for this site but also is the same operator as proposed, so would be unlikely to be impacted if there was felt to be an unacceptable impact, and the Asda at Boundary Road is not in a defined centre in policy terms so is not considered to be relevant to the tests of the NPPF. Although the planned Anglia Square Large District Centre has permission for a store of approximately 4,500sq.m. net sales floorspace, this is part of a wider regeneration package that will help bring that key site forward and being on the inner ring road will serve a much wider area and maintain its success despite any competition as may arise from this application.

44. In terms of the potential impact on these large superstore sites, the NPPF promotes competition and diversity amongst retailers, and aims to ensure retail development is accessible and available to means of transport other than the car. If there are any diversions of trade away from established superstores (which the submitted retail impact assessment suggests the vast majority of trade would come from, as opposed to people shopping currently shopping in the city centre or outlying smaller centres), the impact would be one of competition and a reduction in the need to travel significant distance by car. Therefore, it can be said to be promote fewer journeys and promote diversity and competition amongst large-scale retailers, and so the impact on other centres as whole would be acceptable.
45. The proposed Aylsham Road district centre supermarket is designed to be 3,435 sq.m. 'gross floorspace' (i.e. whole building), of which only 2,117sq.m. would be used for trading floorspace; this is the 'net floorspace'. Of this 2,117sq.m. net floorspace, the vast majority (80% or 1,692sq.m.) is intended for convenience (day-to-day) retailing, and 20% or 423sq.m. is proposed for comparison goods trading (i.e. the items not needed everyday, which in supermarkets might be element of clothes, housewares, toys or multimedia goods). This means the net floorspace (tradable area) works out to be 62% of the gross (overall) floorspace for the proposed occupant (Morrisons).
46. It is understood from other applications in the city that other operators are said to use a 70-80% net floorspace area; for comparison, 75% net floorspace area in this development would be around 2,576sq.m. This low ration of trading floorspace makes Morrisons somewhat unusual, but it was questioned at pre-application stage and is known to be a Morrison-specific factor, which may derive either from creating a specific shopping experience in their stores (e.g. having a less dense shelving or including the 'street market' area) or from their competitors being less accurate in floorspace use assessments. Nevertheless, if the emerging site allocations policy was to expect as much as an 80% use of floorspace for trading out of the suggested 2,500sq.m. gross floorspace in the allocation, it would be feasible for an operator to trade from up to 2,000sq.m. net floorspace. This would be only 100-200sq.m. less trading floorspace than is presented in the current proposal. It is therefore considered that the proposal does not represent an unacceptable excess of floorspace over what could be possible within the constraints of the gross floorspace threshold submitted for examination and anticipated adoption in the emerging Local Plan Site Allocations Policy R23. Therefore, it is not considered that the development will cause an unacceptable retail impact on existing centres either at Aylsham Road or at other defined centres within it's retail catchment.
47. Overall, it is considered acceptable to accept a store of this scale with the characteristics of gross:net floorspace as proposed, in the proposed location, because the net benefits brought to the adjacent district centre and surrounding local centres are considered to greatly outweigh any detrimental impact likely to be experienced by the large national retailers of comparable size in outlying areas. This is particularly so as the NPPF promotes competition and choice amongst retail offers provided new development is proposed in the appropriate locations. As there is no up to date technical evidence to demonstrate conclusively that the proposed store would have an unacceptable impact on existing and proposed centres *as a whole*, or harm prospects for their improvement it is not considered appropriate to object to the proposal on grounds of impact or scale of the development.

Relationship to the emerging Local Plan policy

48. For context, the emerging site allocation policy R23 suggests setting a maximum threshold of 2,500sq.m. gross floorspace for the site, of which a maximum of 300sq.m. is suggested to be appropriate for comparison goods. Of the (slightly larger) net floorspace anticipated

through this development (2,117sq.m.), the proportion of convenience to comparison goods retailing is 80% convenience (1,692sq.m.) and 20% comparison (423sq.m.). Notwithstanding the small increase of proposed comparison floorspace to that anticipated by emerging site allocations policy, this 80%:20% ratio is actually much more food- or convenience-retail orientated than was the case in the Hall Road district centre permission 12/02003/F, for example, which has a 66% convenience to 33% comparison floorspace ratio (maximum 1,124sq.m. comparison within a 3,406sq.m. net floorspace).

49. It is acknowledged that in some respects the saved policies of the adopted City of Norwich Replacement Local Plan (2004) are becoming out of date and have been partly superseded by more up to date policies and guidance. However, the principle of retail development to expand and consolidate the Aylsham Road district centre is accepted as a long term aspiration, and is perhaps better considered against the aims of emerging policy.
50. The emerging policy has a threshold of 2,500sq.m. gross floorspace because it:
- reflected developer aspirations for the site when first drafted, and would help to deliver a viable mixed use scheme with an element of housing.
 - It would fulfil the long term local plan aspiration of a much improved focus for the Aylsham Road District centre, by expanding and consolidating its range of services.
 - It would deliver local shopping facilities in a particularly accessible and sustainable location on a bus rapid transport corridor and with a substantial residential catchment population.
 - It would help to promote a more sustainable pattern of retail facilities in this part of the city which is disproportionately dependent on large freestanding foodstores (Asda, Tesco).

Summary of retail policy considerations

51. Currently, any stores that are large enough to provide for complete day-to-day shopping needs are located too far away from the resident catchment population and as a result the district centre lacks a focus and should be promoted for expansion to provide greater variety and choice of retail format. The Asda store on Boundary Road / Drayton Road is not in a defined centre and is not easily accessible by public transport, and is very far and not easily reached by cycling, walking or mobility scooter. Consequently it is not in a sustainable enough location to fulfil the needs of the Aylsham Road district centre. The closest alternative store of similar size to Asda would be Tesco at Blue Boar Lane, Sprowston, also reliant on car journeys. Therefore, it is considered entirely appropriate for a store of fairly substantial size to be provided on the edge of the defined District Centre, as is reflected by the emerging site allocations policy R23 which identifies a role for a foodstore of up to 2,500 sq.m. gross floorspace to serve the local residential catchment.
52. To summarise the assessment of the principle of such foodstore development in this location, it is considered that the proposals are acceptable in terms of their overall sustainability benefits for the area. The degree of impact from the development on the adjacent centre and nearby centres as a whole is considered acceptable, as detrimental impacts experienced are likely to be from trade drawn away from the nearby larger stores (which the NPPF considers to be appropriate competition), rather than local trade because there is a lack of such an existing facility to serve the needs of the district centre and surrounding large residential catchment without in an accessible non-car dependent location. Whilst there is a small increase above the expected limit for floorspace proposed in the emerging policy allocation, the character of retail offer suggests that the impacts would be acceptable, and the negligible additional comparison floorspace proposed is felt acceptable given the district centre's position in the retail hierarchy.

53. Overall, the proposals are consistent with the aims of the existing adopted Local Plan. Significant weight can be attributed to proposed emerging Local Plan policy allocation R23 as there are no objections to the principle of the allocation; the scheme also meets the expectations of this policy by extending the district centre with an anchor foodstore of a scale that is appropriate to the centre's position in the retail hierarchy.

Future Housing Delivery

54. It is important to note that the way that supermarket site is designed and integrated into the existing centre is a critical consideration and the NPPF and JCS Policy 2 have a very strong emphasis on achievement of high quality design. Emerging policy R23 states that development is required *on the street frontage* to recreate a strong frontage and provide effective integration with the existing centre. There is also a requirement for a significant component of housing on the adjoining site as part of the emerging allocation; importantly the proposals do not preclude an access route, if only pedestrian, being provided to this potential housing as access remains possible from the northern service route across the Smith and Pinching land also within the same proposed allocation. Highways officers suggest the most appropriate for any future vehicle access to this allocation should come via the north and Arminghall Close (to avoid traffic impact on Aylsham Road). In summary, although the application itself does not include any housing, it positions and designs the retail store in such a way as to facilitate delivery of the housing on the remainder of the allocation site to the north and provide a potential link to housing in the future.

Impact on Living Conditions

Noise and Disturbance

55. The proposed use will likely be more neighbourly to residents immediately adjacent than the existing use, although the noise from cars and deliveries should be controlled.

Overlooking, Overshadowing and Loss of Privacy

56. The supermarket is far enough from neighbouring uses to avoid causing overshadowing or loss of privacy, although tree and hedge screening will improve the relationship further.

Overbearing Nature of Development

57. The current buildings are in places hard up against the boundaries, effectively screening the neighbours from views and some noise of the workshop and other activities of the site. The previous application proposed siting the store against the boundaries again, which would have been unacceptable, but as re-positioned the new proposals will allow a lot more room between uses and light to reach neighbours' gardens, and will avoid overlooking from the (limited) upper floor office and staff area. As a result the building is more neighbourly and is not really overbearing especially given the proposed use of screening around the boundaries.

Design

Scale and historic context

58. Historically, in C19 (as shown on the 1880s map) there was a small cluster of buildings to the east of the Mile Cross Road/Aylsham Road junction, with this site in use. By 1907-14 a tallow factory had been erected on the site which is likely to have created a significant smell so it is not surprising that the buildings were originally set back from the road. Nursery greenhouses were built further along the road to the south.

59. During the inter-war years the area was significantly developed with social housing, with

later more speculative 'mock tudor' semi-detached housing along Aylsham Road around Glenmore Gardens to the south on the opposite side of the road. St Catherine's Church, church hall and vicarage were built to the west of the site between Half Mile Lane and Aylsham Road, and to the south of that site Mile Cross public library. To the south of the site a baths and ballroom were constructed, with shops in the small space between. In the post war years a further parade of shops with flats above were built to the west. The site in question became a garage with the Goff Petroleum depot behind. The garage built a showroom on part of the frontage, replacing a smaller semi-detached building.

60. As a result, the historic context shows that whilst there has traditionally been a few buildings of stature on the site they are not of a great scale so the proportions of a new building should be comparable to the existing neighbouring development rather than neglecting historic context altogether or becoming too much of a landmark statement at the entrance to the conservation area.
61. The existing buildings on the site are of no architectural or historic merit and can be considered harmful to both the adjacent listed buildings and the character and appearance of the Mile Cross Conservation Area.

Layout and Form

62. Following the feedback on the previous scheme, the design of the scheme has been discussed at length. The building is now positioned towards the front of the site, with car parking at the rear, and therefore responds far more positively to the existing streetscene. Although the building is orientated at a slight angle and does not follow the general building line parallel to the street, its does faces toward the more open area of the junction, and is aligned with and has a relationship to St Catherine's Church opposite. Landscaping to the front further eases the introduction of what is a relatively large scale building into the existing streetscene and compliments existing landscaping in an area noted for its landscaped verges.
63. The actual design of the building has been appropriately scaled considering the proposed use and will be constructed of materials that are interesting but not overly fussy or decorative, and do not therefore detract from setting of the adjacent Grade II* listed St Catherine's Church.
64. The building is articulated with a canopy to the front which both provides solar shading, and an effective way of reducing the perceived bulk of the building. The entrances to both the street and car park entrances are well defined and legible within views and approaches. The front of the building has an active frontage to the street with the use of the front area as a café. To the side the elevations, which are blank and relatively monotonous through functional necessity, are broken up with rhythmic changes in materials to introduce some variety and interest.

Conservation Area – Impact on Setting

65. This part of Aylsham Road forms the boundary of the Mile Cross conservation area, the southern end of which is marked by the Grade II* listed building of St Catherine's Church, its parish hall and the public library, with the formally planned housing beyond. The existing gap in the street scene fails to make any contribution to these heritage assets and detracts from the appearance of the area overall.
66. Whilst the mass and position of the building are important for complementing the conservation area and being appropriate neighbours to the listed building and residential scale of the surrounding area, it would be inappropriate for the scheme to be too pastiche

in its use of materials. The proposals should deliver a high quality contemporary design to lift the area and provide interest and a focus to this part of the conservation area. The street elevation is glazed with proposed grey metallic panels to the roof fascia, helping it recede in street views, with complementary terracotta bands. In a particularly modern element, the designs propose 'chameleon' cladding panels which alternative between green and brown colouring when viewed from different sides. Having viewed a sample of the panels, the conservation and design officer is satisfied that the materials palette as proposed should be successful for the area. For the avoidance of doubt, a planning condition will be used to ensure they are still available and the tone and texture are right.

67. Landscaping at the front of the site would be important to soften the site and development positioned closer to the road, and enhance the setting to the conservation area by providing a visual connection to the churchyard over the road, when read in longer views from afar. There is more hard landscaping in the proposal than would be ideal, but the scheme has to strike a balance whereby shoppers are encouraged to pause and use this piece of space which the district centre currently lacks. It is hoped the raised planters and seats will provide a barrier to the road, create a meeting area and complement the activity of the stores café within. A landscaping scheme will further enhance the setting of the conservation area when it determines an interesting paving design and appropriate tree selection for the site.
68. Overall the development can be considered to be appropriately designed and an enhancement of both the setting of the neighbouring listed buildings and Mile Cross conservation area.

Security

69. The car park barrier is a benefit to the scheme, and was positioned further into the site following pre-application advice, on the basis that spaces should remain available for using other shops and services when the store was closed. However, there will be few occasions when the store is closed when other stores are open, and there will still be some on-street parking available to accommodate this, so it is not an unreasonable by the police to move the barrier closer to the site entrance. On balance, despite losing some off-street parking available to the wider public 'after-hours', this is favourable in the interests of preventing cars gathering and anti-social behaviour taking hold when the store is closed. Details of the car park barrier should be secured by condition (due to potential impact on trees and site appearance). Security advice details can be provided through Informatives.
70. The car park will be screened along the boundaries for purposes of providing residential privacy, but it does leave some areas without natural security surveillance. At quieter times, when the store is less busy, there should be ample parking close to the entrance and as the car park will be closed when the store is closed, it is not expected to be a significant concern, and the store will probably use CCTV systems anyway. The position of CCTV cameras, their appearance and their field of view should be controlled by planning condition. The cycle stores at the rear of the store are for staff, and are expected to be a secure and covered enclosure anyway, with appropriate lighting to match.
71. The development will need to ensure the layout and designs account for providing appropriate fire hydrant connections within 90m of the building's entrance, which will be secured by planning condition. The scheme already includes a sprinkler protection system; although quite utilitarian in appearance, the sprinkler container is sited behind the building and far enough from the nearest residential dwellings to avoid being detrimental.

Transport and Access

Transport Assessment

72. The development has assessed the scale of the proposed development and comparison against the existing use, which is predominantly a distribution of the site's heating and petroleum products, and repairs of vehicles. Following discussions with the County Council and Highway Authority and the City Council Transport Planner it has been resolved that for a supermarket of this scale, in this location, the transport impacts are just acceptable. Although the highways arrangements have only recently been upgraded and redesigned at the Woodcock Road / Mile Cross Road / Aylsham Road junction, there is considered sufficient capacity in the junction to account for the increase in traffic volumes.
73. There will be some additional peak hour traffic and likely congestion as a result of shoppers diverting into the store on their route home, but this is offset by the reduction in car journeys being made to other outlying stores and the overall impact is one of benefit through shorter car journeys and fewer trips being needed in general. Importantly, the revised design has now positioned the customer access to the south of the site, as far away as possible from the newly-upgraded junction to the north.
74. The increased car parking proposal over the City Council policy limit is still within the higher limit used by the County Council in Broadland and South Norfolk, and accounts for some displacement of existing spaces needing to be lost from the highway. Bus journeys will not be compromised by this scheme and the bus stop will be relocated to accordingly.

Vehicular Access and Servicing

75. There are two accesses into the site, in roughly the same positions as the existing accesses into the site (the one which serves the Smith & Pinching offices and the Goff activities, and the southern one which serves the current car sales area). The northern access is to be reconfigured slightly by resurfacing and creating a new raised table access into the site, which will extend further back to create a consistent area of hard landscaping flowing from the front of the building. The 'carriageway' will be marked (e.g. by bollards) to direct service vehicles within the general 'shared surface' appearance of the service road. Importantly, the new raised table will include a continuation of the pavement to better connect the site to the district centre to the north.
76. This northern access will provide for servicing and deliveries to the supermarket delivery area at the north side, and retains access for the existing Smith & Pinching car park and, potentially, a form of access to the northern part of the housing allocation site, even if this should only need to be a shared pedestrian and cycle route (in the interests of avoiding more vehicles entering and leaving this congested part of Aylsham Road).
77. The southern access is positioned at the southern-most part of the site's frontage to Aylsham Road, and is proposed for customer vehicles. The most important element of this junction is to provide a safe north-south passage as a continuation of the pavement, balanced against the need to avoid too much delay for cars leaving or entering Aylsham Road. A pedestrian refuge island is proposed (in revised plans) to separate access and egress, and cars are able to leave safely with appropriate visibility when turning either north or south. This is quite a wide section of crossing but cars leaving should be slow enough to see pedestrians crossing, so is acceptable.
78. Of more concern is the access into the site for customer vehicles, which is relatively wide, so encourages sweeping entry for cars at higher speeds. The Highway Authority has

consistently suggested to the applicant that a raised table should be used as well as the pedestrian refuge, but the applicant is concerned this could lead to accidents from cars slowing down to cross the raised table and being shunted from behind. The Highways Authority's transport planners do not consider this a particular safety risk as traffic speeds should be slow enough to accommodate any delay, and would prefer the raised table to be included to provide even more pedestrian visibility and priority, and an improved north/south pedestrian link. However, the junction as proposed is designed to an acceptable level of safety and a new east-west crossing over Aylsham Road will also be provided for enhanced access to the bank and library and Glenmore Gardens shops and services on the west side of Aylsham Road.

79. Other highways measures will need to include a revision to on-street parking controls (including more double-yellow lining to prevent on-street parking causing congestion), a relocation of the existing bus stop, an enhancement to the safety of the existing pedestrian refuge crossing south of the site, and a replacement of the two street trees being lost as a result of creating the new southern access. On balance, therefore, it is considered that the various highways works and landscaping of the street frontage will achieve much-improved accessibility and safety for pedestrians and cyclists using the area, and minimise traffic congestion as a result of the revised parking controls to be introduced to the area. Conditions will require all these elements to be in place prior to first use of the new store.

Car Parking

80. The planning application includes a car park for 200 car spaces, which includes 10no. disabled spaces and 10no. parent and toddler spaces positioned adjacent to the store entrance. This means 180 spaces are available for 'standard' car parking spaces.
81. By comparison, the existing Local Plan policy (TRA6, Appendix 4) allows for a maximum of 172 spaces on this edge-of-centre site, having a maximum threshold standard of one parking space per 20 sq.m. gross floor area. The over-provision of 28no. additional car parking spaces is considered acceptable only because some off-site spaces currently on-street will need to be lost as a result of the development, and because there is some uncertainty around the national government guidance on car parking allowances in local plans, which may ultimately affect the emerging policy thresholds for car parking. The disabled parking and parent and toddler allocations as proposed are acceptable (both achieving the required 5% of the overall total).
82. In terms of car parking layout, all spaces are accessed via the new south access on site, and 10 'standard' spaces and the 10 disabled spaces are currently shown outside the car park security access barrier, but this may change on the advice of the police (to be confirmed at the planning committee meeting; see paragraph 69).
83. The applicant has said there will be a permitted 3 hours of free parking for any purpose, not necessarily requiring patronage at the store; this will be required by condition as a car park management plan. The applicant believes this is 50% longer than usually required for shoppers at the supermarket, but reflects the intention for the car parking to serve the district centre as a whole and enable meals in the store café or promote the linked trips to the nearby church, library, other shops, church hall or bank. This reflects the intention of creating an 'anchor' store at the district centre.
84. The extended period of time available for general parking also helps to justify the excess of parking spaces on site in this particular proposal, because a number of existing on-street parking spaces would need to be removed from the Aylsham Road area outside the site, to accommodate the changes to the highway layout. For example, cars can currently

park on either side of Aylsham Road along the length of the site's frontage, but this will not be possible if traffic flows are to be maintained when the new accesses and a new central lane are created and the new pedestrian refuge is built.

Car Park Landscaping

85. The car park does not have a lot of landscaping space within the site, and includes small 'pockets' of trees separating large parking areas rather than using individual trees to break up the spaces and create a softer overall appearance. However, the important areas around the perimeter are shown for landscaping and are capable of being further developed with more planting; despite the less-than-ideal width of growing area around the edges of the site, the landscaping strategy and the growing mediums can be finalised by planning condition, and the applicant acknowledges the need for the drainage system to irrigate the new planting. It will not be acceptable to continue with only the minimal planting currently shown, because this neither adequately screens the development from neighbouring residents, nor provides a soft enough edge to the site, nor replaces the tree biomass lost, nor enhances the ecological corridor required for development of this site. Planning conditions should rectify this shortcoming.

86. In general terms, the layout of the car park as shown will be suitable for manoeuvring around the site and providing safe and convenient pedestrian routes to the store.

Cycle Routes, Pedestrian Links and Cycle Parking

87. Links for all users of the district centre will be improved through the highways works included in the scheme. Cycle parking is appropriate and fairly extensive at the front of the site, with good natural surveillance, whereas staff parking should be secure and separate.

Travel Plan

88. A Travel Plan has been provided within the application. This is acceptable and will be required to be implemented by planning condition. The County Council have advised that a performance bond will be required from the applicant to the value of £75,000, to secure the Travel Plan commitments if not fulfilled by the applicant. This will be secured through its inclusion in the Section 106 Agreement. No case for the travel plan monitoring fee which would have to be covered by CIL.

Environmental Issues

Site Contamination and Remediation

89. As may be expected from the previous long-term use of the site for heating chemical storage and distribution, there are significant and known soil and groundwater contamination risks at the site, but the applicant has sought to remedy these in partnership with the Environment Agency over many months. This has been an important factor in the choice of drainage strategy, and potentially the end-use of the site, should the previous planning consents be implemented and/or carried forward.

90. Long term monitoring of groundwater level at the site has shown that it fluctuates seasonally between about 15 and 18m below ground level. The applicant has, in liaison with the Environment Agency, undertaken specific investigation which has established that contamination is present within the near surface soil across part of the site, but it is thought that migration or permeation of the near surface soil contaminants to depth has not occurred. As a result the contamination in the groundwater, and that of the deeper soils associated with the groundwater, may have an entirely differing character to contamination in the soils closer to the surface. Thus, the remediation method statement prepared and agreed in response to the previous residential-led permission at the site (ref 12/00441/D),

addressed separately the two main characters of contamination.

91. A 'free floating' contaminant product is known to exist locally on the groundwater linked to the heating oil stored previously in the large surface tanks. Dissolved contaminants are also present in the groundwater below part of the site which also derives from heating oil, having dissolved originally from the floating contamination.
92. The applicant has been keen to point out that a remediation and risk mitigation strategy associated with the near-surface contamination has previously been accepted by Environmental Health for the current mixed-use consent (08/00823/O); this included treatment of areas of intended hard surfacing and also amenity soft landscaping that would be similar in character to the range of surfacing associated with the proposed new supermarket use. Therefore, in terms of contamination works solely for protection of human health, it is reasonable for the existing agreed strategy (of 12/00441/D) to be transferrable from the current consent to any new conditions imposed on this application.
93. However, the applicant believes the Environment Agency (EA) is being unreasonable or onerous in its suggestion that a full contamination strategy should be submitted for approval. Although there have been no remedial works undertaken yet relating to the near surface contamination, the applicant believes a remediation strategy for the groundwater and deeper contaminated soils has progressed in earnest since October 2012 and, as regular interim validation reports have been submitted to the EA for discussion and comment over that time, the applicant believes the EA should be satisfied that the works underway are sufficient.
94. The applicant has suggested that the contamination remediation and validation of the works are well progressed and intends that these will be seen to completion regardless of any change to the intended use of the site. Apparently, the applicant believes that their groundwater quality risk assessment will soon show absolutely that the groundwater and wider environment will not be at risk. If this is seen through, it is the applicant's contention that the EA's request for extensive monitoring would be unreasonable and commercially inappropriate because monitoring is already included in the present remediation and validation programme.
95. Nevertheless, as the applicant acknowledges, the works have not yet been completed, the remediation strategy has not yet been properly verified, and, in fact, the Environment Agency are still in some dispute with the applicant regarding the nature of the testing and assessment and the likelihood of the remediation works being successful. The EA made clear to the applicant in November 2013 what they expected of the works and analytical process of the investigation; it considered entirely feasible for the level of treatment required to be undertaken within the constraints of this site, and as such the principle of the development is acceptable subject to: (i) the groundwater remediation strategy being agreed and continued, (ii) a scheme for the monitoring of the remediation works being agreed and implemented, (iii) verification of the remediation being agreed and implemented, and (iv) a programme of long term monitoring being agreed. These will all be required by planning conditions, in liaison with the Environment Agency.
96. As the applicant acknowledges, the current groundwater remediation strategy and its present status and its future continuation may well be reasonably directly transferrable from the previous consent to a new supermarket permission, and the EA and LPA both recognise the value of the works carried out to date. However, clearly the EA require some finer points of the strategy to be agreed, and the LPA must consider this application on its own merits; for example, if the recommended conditions were not imposed on this

permission and were instead left as a process related only to the previous consent, there would be no planning controls in place to ensure the necessary remediation would take place if the supermarket scheme were developed, and as such would be contrary to the need to protect and enhance the natural assets (i.e. soils and groundwater) and promote sustainable development, as required by the NPPF. It is suggested that the final form of the recommended conditions as listed in the recommendation will be agreed in liaison with the applicant and the EA prior to permission being issued, but the applicant may seek to clarify this at the planning committee meeting itself.

97. In summary, whilst one remediation strategy has been approved in relation to protection of human health and some elements of the EA's expectation, there are still some areas which remain unresolved. In some respects, remediation works can be continued but the EA need some further clarity on its effectiveness and monitoring thereof.

Waste Management

98. Waste receipt, disposal and servicing will be agreed through a refuse and servicing management plan by conditions intended to avoid impact on neighbouring amenity.

Noise

99. Noise from the shoppers' activities of the store and its car parking in particular are important considerations give the relocation of parking to the rear of the site and the longer opening hours associated with supermarkets. No assessment has been made of the forecast noise impacts at night time when ambient background noise levels will be much lower than the daytime levels measured in the noise assessment. The impact from noise during the day is considered acceptable. However, whilst there is no supporting evidence to suggest that late night opening, and consequent customer car noise, would be an acceptable level, it is not considered appropriate to permit late night opening without supporting evidence to justify longer hours. It is therefore recommended that opening hours at the store should be restricted to 0700 – 2300 hours Monday – Friday, and 0900 – 1800 Saturday, and 1000 – 1700 Sundays and Public Holidays, and outside of those times there should be no trolley manoeuvring or other servicing in the general car park.
100. Noise from activities of delivery vehicles and loading / unloading are also a concern for the protection of residential amenity, particularly as deliveries tend to take place at quieter times of the evening, night or early morning. The applicant has submitted an unsatisfactory noise assessment in terms of the likely delivery noise, suggesting that the noise from delivery vehicles is comparable to the background noise experienced from the general traffic using the A140. These are not comparable elements though, because the road traffic will be a distant and relatively constant background noise as a 'hum', but the HGVs and other deliveries, and the noise of wheeling trolleys and fork lifts around the delivery bay, would be far more impactful, intermittent, intrusive and generally disturbing to the nearby residential properties. In addition, the noise report has based its delivery impact assessment predictions using a much longer duration of servicing than would realistically be expected, so the intensity of the noise is likely to be much higher.
101. As a result, it is not considered acceptable to allow servicing and deliveries to take place at sensitive hours of the day when general ambient noise is a lot lower and residents should be able to expect an acceptable level of amenity during the evening, night and early morning. This is proposed to be restricted by condition to limit servicing hours to 0700 (7am) – 2000 hours (8pm) Monday – Saturday, and 1000 (10am) – 1700 hours (5pm) on Sundays and Bank Holidays.
102. In addition, certain controls should be applied to the servicing activity itself, specifically:

requiring that servicing and reversing alarms to not be used; requiring engines to be switched off in vehicles and auxiliary motors (e.g. on fridges) when vehicles are stationary; and, requiring all loading to take place directly into the delivery bay collection area (to avoid excessive manoeuvring around the site). The fact that there is a specific, enclosed delivery area and separate access route built into the proposals should ensure that servicing can take place at any time that the store operates, and that minor controls such as not using reversing alarms should not be a cause for concern regarding viability of store operations. The controls recommended by planning condition are consistent with those recently varied controls affecting the Brazengate Sainsbury's store where similar closely-neighbouring residential amenity has to be balanced against commercial ideals.

103. The applicant has recently asked for both the opening hours of the store and the delivery hours to be allowed by planning to be from 04.00am until 11.00pm Monday to Saturday. This is not considered acceptable for the reasons outlined above, namely the absence of appropriate supporting information to justify such a move away from the proposed restrictions. Nevertheless, this may be something which the applicant asks Committee to consider as part of the planning committee meeting. It will be open to the operator to make an application to vary any condition imposed, with the support of relevant technical information to justify extended opening hours from those conditioned (cond 4).
104. No details of the type, location and noise characteristics of any proposed plant and machinery have been submitted, so conditions will require these details for any equipment proposed to be installed.

Flood Risk

105. The final details of the drainage system have not yet been resolved because they are dependent on the conclusion of ongoing contamination treatment, but the preferred option for the applicant (as stated in the Flood Risk Assessment) is that the surface water will drain to a large soakaway if the soil conditions allow. Whilst infiltration testing has not yet begun, the Environment Agency has accepted the principle of using infiltration based on the FRA's forecast infiltration rate and a capacity of soakaway within the car park, designed to contain a 1 in 100 year rainfall event (including tolerance for climate change).
106. If a soakaway proves to be unfeasible, the alternative would be to contain surface waters within a large attenuation tank below the car park, and slowly release the water into Anglian Water sewers at a slower rate than existing run-off rates into the sewer. Again, the attenuation tank would be designed to contain a 1 in 100 year rainfall event (including tolerance for climate change). Anglian Water has confirmed this is acceptable in principle.
107. Given the final strategy depends in large part on the results of the contamination testing (to determine the best location for a soakaway) and subsequent infiltration testing, and possible relationship to positions of trees in the car park, and their irrigation, it is necessary to resolve the drainage strategy and associated management and maintenance regimes by planning conditions, prior to the commencement of development.

Archaeology

108. The site is not of significant archaeological interest to require surveys / pre-commencement conditions, having experienced lots of past below-ground disturbance.

Energy Efficiency and Renewable Energy

109. The applicant has submitted sufficient information to ensure the scheme will make efficient and practicable energy savings, cut carbon emissions and minimise water use, as required by policy 3 of the Joint Core Strategy.

110. The necessary 10% renewable energy generation on site will come from solar PV panels positioned on the roof, to take advantage of the southern-orientation of the roof. For info, the proposed 325sq.m. of PV panels is said to be able to produce 50kW and save around 22,716kg CO2 per year.

Plant

111. Plant has potential to cause noise for nearby residents, and potentially to detract from the appearance of the new development, so details of plant and machinery noise, location and appearance will be required to be agreed by conditions.

Lighting and CCTV

112. Both lighting and CCTV are proposed for the car park area. Subject to conditions to determine their field of illumination and CCTV coverage, this is acceptable.

Trees, Landscaping and Ecology

Loss of Trees or Impact on Trees

113. The application has been supported with an Arboricultural Impact Assessment (AIA). The Council's Tree Officer states that he generally concurs with the findings of the submitted AIA as there are few trees which should be retained on site. However, the proposals need to supplement the proposed landscape strategy by providing a much more detailed landscape scheme for the site which demonstrates appropriate replacement and enhancement of the biomass currently found on site. This can be secured through condition and will ensure that the development can proceed and that any trees lost will be replaced with more appropriate specimens around the perimeter of the site and where possible in the car park planted 'islands' which in turn will enhance the amenity of the area.

Green Links and Ecology

114. The application includes very little in the way of specified biodiversity enhancement measures, and the current site has negligible ecological value and little connectivity to nearby ecological areas given the position of buildings and vehicle activity. On its own, the development and loss of vegetation would represent a minor adverse effect, but there is potential to require this shortcoming to be rectified as part of the landscaping scheme, the finer details of which need to be agreed by planning conditions. Essentially, planting around the boundaries will enhance and provide an ecological corridor linking to residential gardens and thereafter towards the park to the north. Species such as native hedging and an under-storey of shrubs and native bulbs will greatly enhance the site boundaries, though care should be taken when changing the soils around retained existing trees.
115. Other controls, such as lighting specifications, can ensure biodiversity moving into the site or using the tree belts as a feeding corridor, can be protected.

Local Finance Considerations

116. There may be an increase in business rate receipts given the increase in active floorspace, but it is understood that the Community Infrastructure Levy will not apply to the scheme because there is actually a net reduction in floorspace once all the demolition has been accounted for.

Planning Obligations

Street Trees

117. Appropriate provision will be made for street tree planting and maintenance thereafter,

to cover a period of 25 years.

Transport Improvements

118. Highways works will be required by planning condition, as will implementation of the Travel Plan, but the planning obligations will need to include a clause to promote fulfilment of the travel plan in the event the applicant does not meet their stated targets.

Equality and Diversity Issues

Age and Disability

119. A number of the letters of support received have mentioned how the proposals would improve access to a large foodstore shop for local residents with mobility problems and infirmity, and the highways works proposed (including new crossing point opposite the library) would further improve the links to community facilities and housing areas. Census data for the Mile Cross / Catton Wards show that car ownership is low (XXX%) and relative income levels are also low, so the need to provide a foodstore at the local centre for these wards should be of benefit in terms of both access and competition. Specific parking areas for categories of user would be provided, together with level entrance and disabled WC/Changing facilities for customers.

Conclusions

120. The proposed store would add further to the amount of committed and trading convenience goods floorspace in the Norwich area, which already significantly exceeds the short and medium-term forecasts of need and capacity for such floorspace identified in the 2007 study. However there is no basis in national or local policy to resist this or any other proposal through lack of need and additional proposals should be accepted where they are accessibly and sustainably located and accord with the retail hierarchy in the JCS, and avoid impacts on existing defined centres.
121. There is no evidence to suggest that the proposal would have a significantly detrimental impact on the city centre, other district and local centres or retail development commitments. Given the acceptance in emerging policy of the principle of retail development to support and enhance the Aylsham Road District centre, the location is endorsed by the city council as suitable in general terms and accords with the hierarchy of centres set out in JCS policy 19. It would not be appropriate to resist the proposal on the grounds of impact on the existing centre or individual retail outlets within it as the proposal would complement the district centre function.
122. Although the scale of development exceeds the indicative 2500 sq.m maximum set out in emerging policy, the scale of additional floorspace is not so excessive as to constitute a threat to other centres or be entirely out of scale with the existing centre and there is thus no objection to the general scale of the proposal.
123. Previously expressed concerns over the design and layout appear to have been addressed and the strong frontage to Aylsham Road and separate access for delivery vehicles and customers is welcomed, as is the consequent improvement in the site's relationship with neighbouring residents and the improved opportunities for providing landscaping around and within the site.
124. The revised design is a significant improvement to the existing situation and greatly enhances the streetscape, and by using a palette of interesting and contemporary materials it will provide a high quality design that respects and enhances the setting of the neighbouring heritage assets and will promote use the district centre as a shopping destination.

RECOMMENDATIONS

To approve Application No. 13/01928/F: Land and buildings rear of and including 193-193A Aylsham Road, Norwich, and grant planning permission, subject to:

(1) the completion of a satisfactory S106 agreement by 25 February 2014, to include the provision of contributions to street tree provision and maintenance, and a Travel Plan performance bond (to the value of £75,000), and

(2) subject to the following conditions:

1. Development to commence within 3 years;
2. Development to be in accordance with the approved plans and documents;

Operations of the store

3. The development shall provide a maximum of 2,117sq.m. net retail floorspace, of which no more than 423sq.m. / 20% floorspace shall be used for comparison goods sales, whichever is the greater;
4. There shall be no future subdivision of the retail store into smaller units;
5. There shall be no mezzanine floorspace added to the store, even through the usual permitted development allowance of 200sq.m;
6. There shall be no use of the comparison goods floorspace separately from that of the main retailer or as a separate unit / via a separate entrance;
7. Opening hours restriction of 0700 – 2300 hours Monday – Friday, and 0900 – 1800 Saturday, and 1000 – 1700 Sundays and Public Holidays, and outside of those times there should be no trolley manoeuvring or other servicing in the general car park;
8. No servicing and reversing alarms to be used on delivery and servicing vehicles, and details of reverse warning system to be agreed by the LPA prior to first use;
9. All engines to be switched off in delivery / servicing vehicles and auxiliary motors (e.g. on fridges) when vehicles are stationary;
10. Loading and servicing to only take place in the designated delivery yard accessed from the northern access route only, and all deliveries and loading to take place directly into the delivery bay collection area, unless otherwise agreed in writing by the LPA;
11. No deliveries to the store (with the exception of daily newspapers), nor refuse disposal from the store to take place outside the hours of 0700-2000 Monday – Saturday, and 1000-1700 hours on Sundays / Bank Holidays.
12. Upon first use of the store, the Travel Plan to be implemented and carried forward.

Prior to commencement of development

13. Contamination investigation, remediation scheme, and verification plan to be agreed, with investigations to continue consequent to that;
14. Contamination monitoring and maintenance details to be agreed;
15. Contamination precaution condition in the event of discovering unknown contamination;
16. Landscape plan and planting and irrigation details to be agreed and provided;
17. Landscape management details to be agreed;
18. Biodiversity and ecology enhancement measures to be agreed and provided, based on the recommendations of the submitted ecological proposals;
19. Details of materials and substation materials to be agreed;
20. Details of solar panels to be agreed;
21. Boundary treatments to be agreed;

22. A scheme for fire hydrants to be agreed;

Prior to first use of the site

23. Contamination remediation verification details to be submitted and agreed;
24. Submit and agree a revision to on-street parking controls (including more double-yellow lining to prevent on-street parking causing congestion) and relocation of the existing bus stop, and provide thereafter;
25. Agree details of an enhancement to the safety of the existing pedestrian refuge crossing south of the site, and provide thereafter;
26. Notwithstanding the details shown on submitted plans, the development needs to provide the two new access details in accordance with new detailed access plans to be agreed, and make the associated application for street works and highway control to Highways;
27. CCTV positions, detail, appearance and their field of view to be agreed and installed;
28. External lighting scheme to be agreed and installed, including being wildlife-friendly and compatible with neighbouring residential amenity;
29. Employee cycle store design and security lighting to be agreed and installed;
30. Visitor / shopper cycle rack designs to be agreed and installed;
31. The type and location and noise characteristics of any plant and machinery to be agreed prior to installation and use of the premises;
32. No extract, ventilation or flue equipment to be installed without prior agreement of the machinery, acoustic performance and location of such units, and noise minimisation details to be agreed.
33. Car park management plan to be agreed and implemented thereafter, to include a minimum 3 hours free car parking for the public available irrespective of shoppers' patronage.
34. Agree a servicing and refuse management plan.

Informative Notes

1. Soakaway and sustainable drainage system advice;
2. General security advice from the police re: car parking, building fabric, glazing, lighting and bollard / access gate designs;

Article 31(1)(cc) Statement

The local planning authority in making its decision has had due regard to paragraph 187 of the National Planning Policy Framework as well as the development plan, national planning policy and other material considerations. Following negotiations with the applicant and subsequent amendments, including extensive discussions, negotiations and amendments at the pre-application stage, the application has been approved subject to appropriate conditions, fulfilment of the Section 106 legal agreement, and for the reasons outlined in the planning applications committee report.

(3) where a satisfactory S106 agreement is not completed prior to 25 February 2014, that delegated authority be given to the Head of Planning Services to refuse planning permission for Application No. 13/01928/F: Land and buildings rear of and including 193-193A Aylsham Road, Norwich, for the following reason:

In the absence of a legal agreement or undertaking relating to the provision of street trees and a travel plan bond arrangement, the proposal is unable to provide the necessary street trees to replace those lost as part of the development and to form part of the streetscape landscaping required to make the scheme acceptable, and is unable to ensure the scheme will fulfil its travel plan requirements to ensure the scheme is as sustainable as possible and promotes travel to the site via non-car means of transport, and as such is contrary to saved policies NE4, NE9, TRA12 and HOU6 of the adopted City of Norwich Replacement Local Plan

(November 2004) and policies 4 and 11 of the adopted Joint Core Strategy (March 2011).



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Planning Application No 13/01928/F

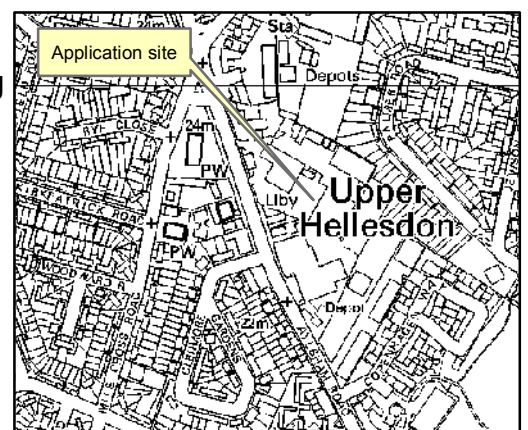
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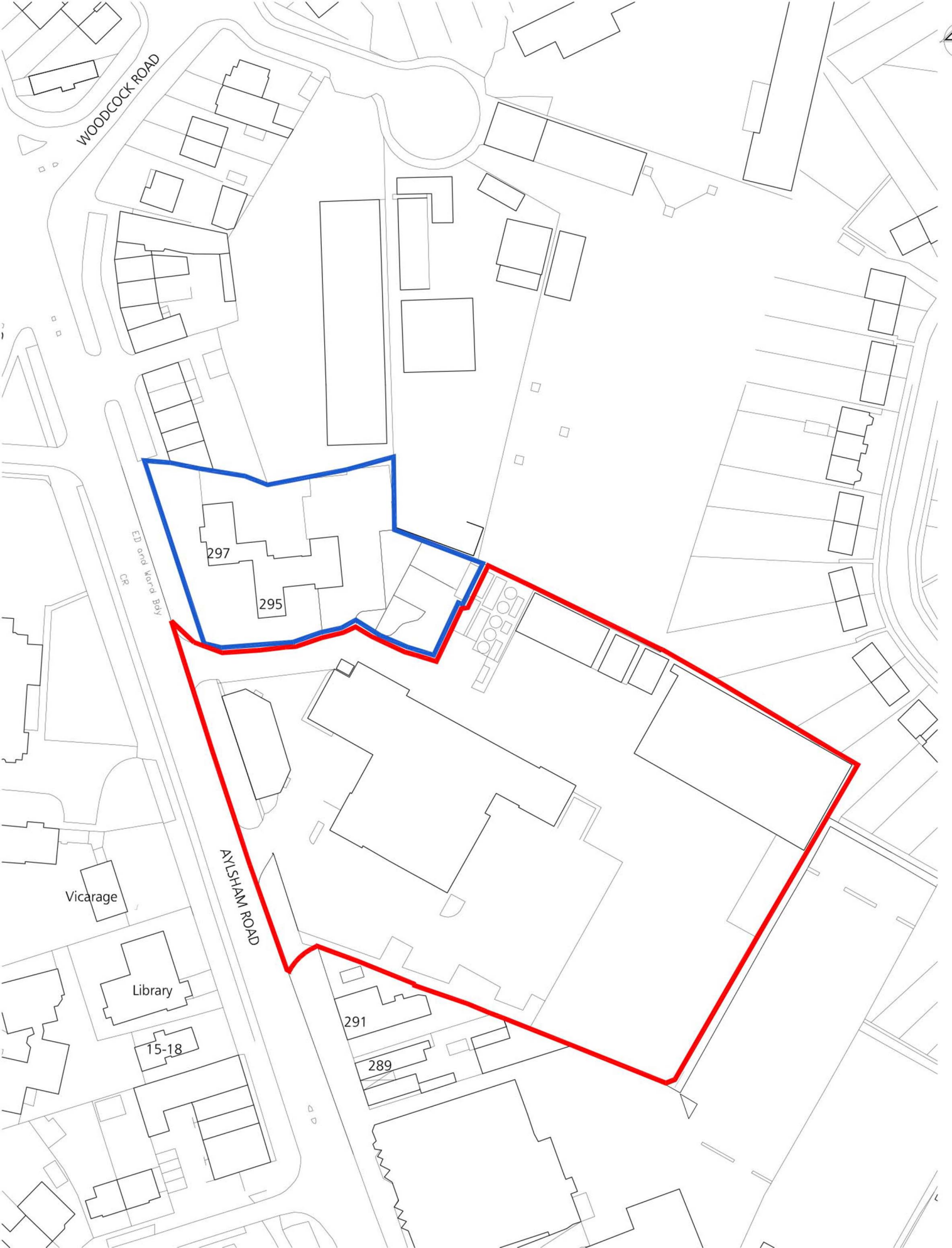
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NORWICH
City Council

PLANNING SERVICES

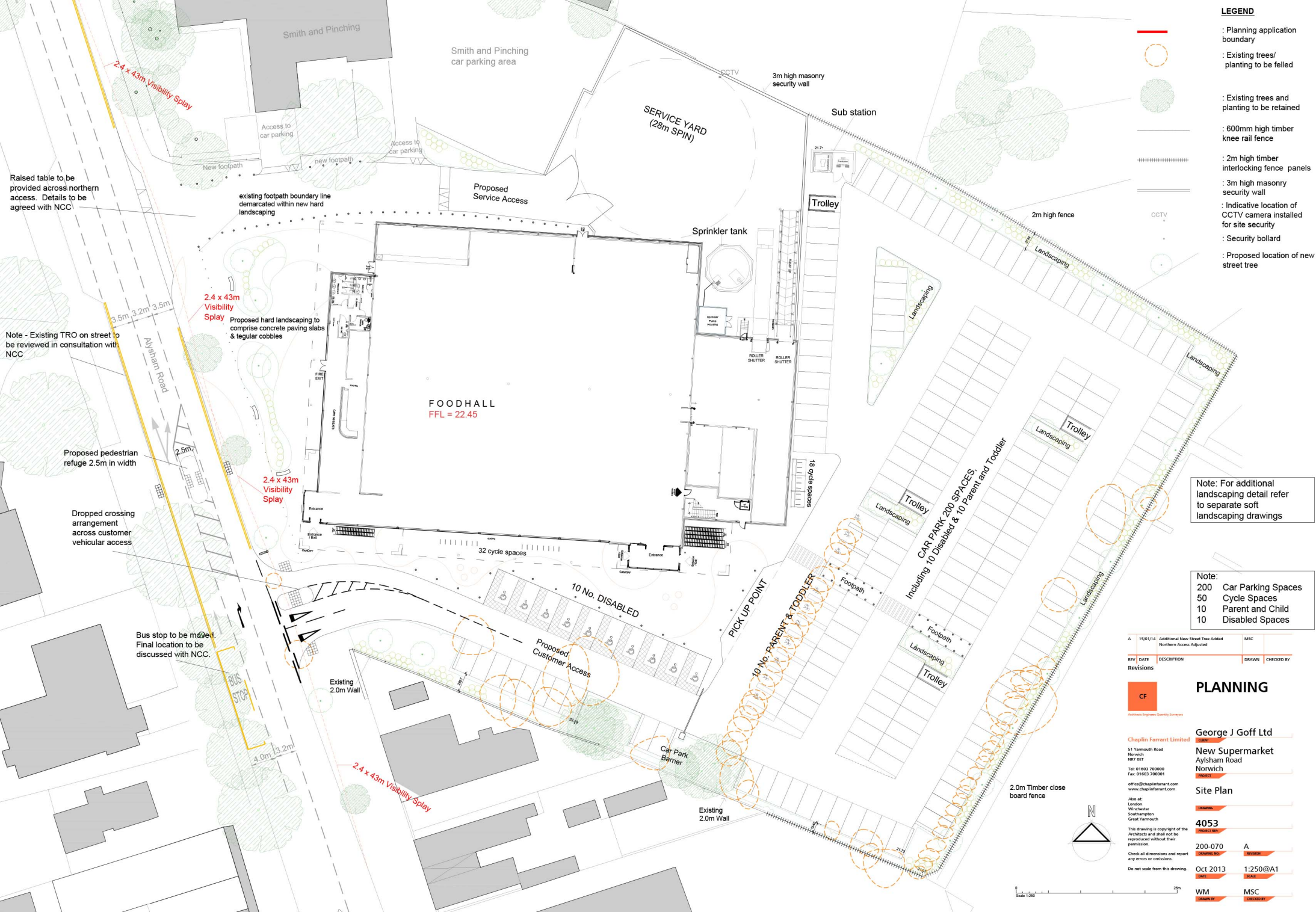




LEGEND

- : Application boundary
- : Land owned by the applicant





- LEGEND**
- Planning application boundary
 - Existing trees/planting to be felled
 - Existing trees and planting to be retained
 - 600mm high timber knee rail fence
 - 2m high timber interlocking fence panels
 - 3m high masonry security wall
 - Indicative location of CCTV camera installed for site security
 - Security bollard
 - Proposed location of new street tree

Note: For additional landscaping detail refer to separate soft landscaping drawings

- Note:
- 200 Car Parking Spaces
 - 50 Cycle Spaces
 - 10 Parent and Child
 - 10 Disabled Spaces

REV	DATE	DESCRIPTION	DRAWN	CHECKED BY
1	15/01/14	Additional New Street Tree Added Northern Access Adjusted	MSC	

CF

Architects Engineers Quantity Surveyors

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Site Plan

4053
Project No.

200-070
Drawing No.

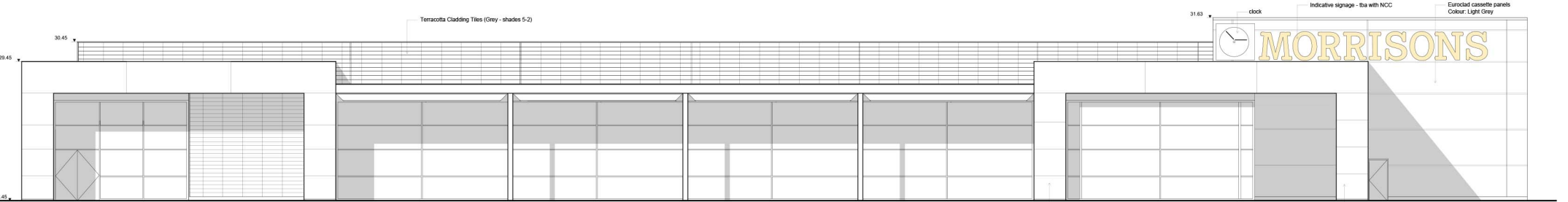
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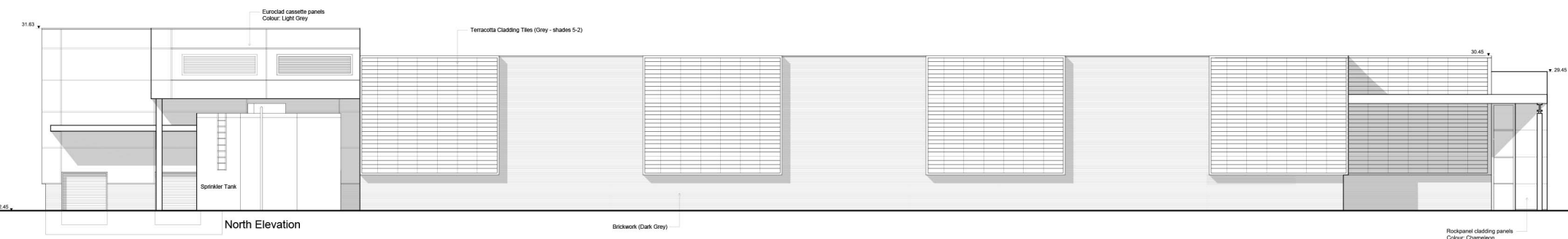
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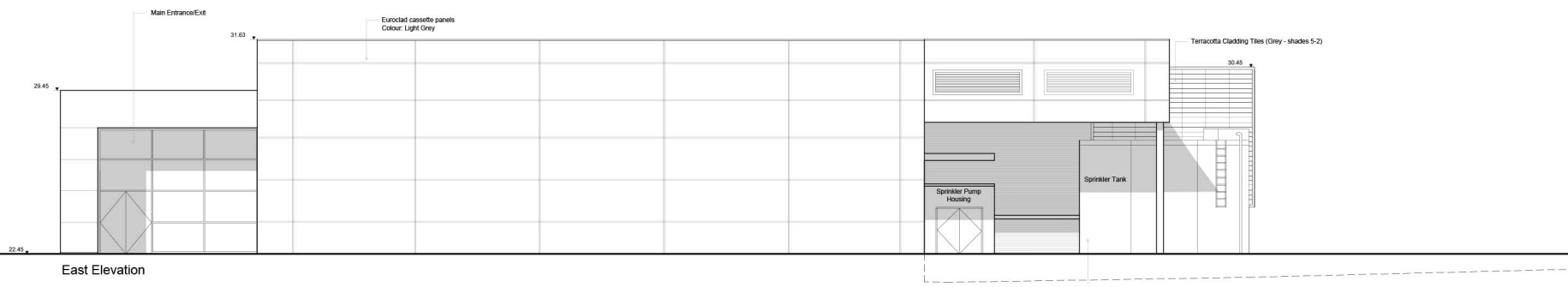
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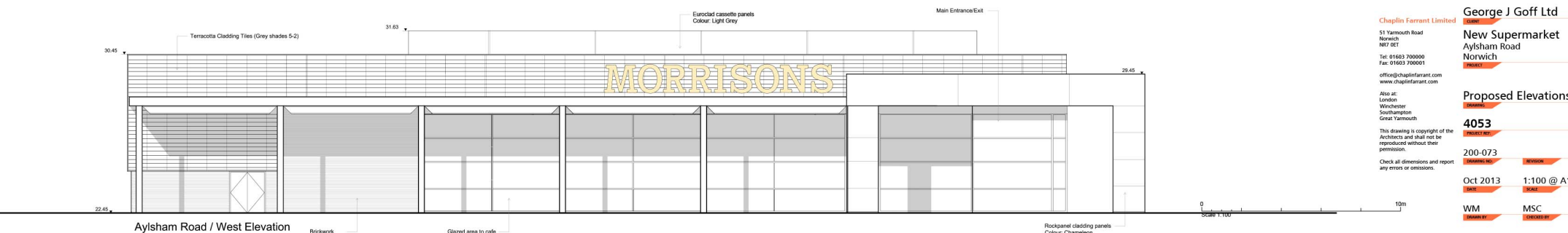
South Elevation



North Elevation



East Elevation



Aylsham Road / West Elevation

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Revisions				
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Proposed Elevations

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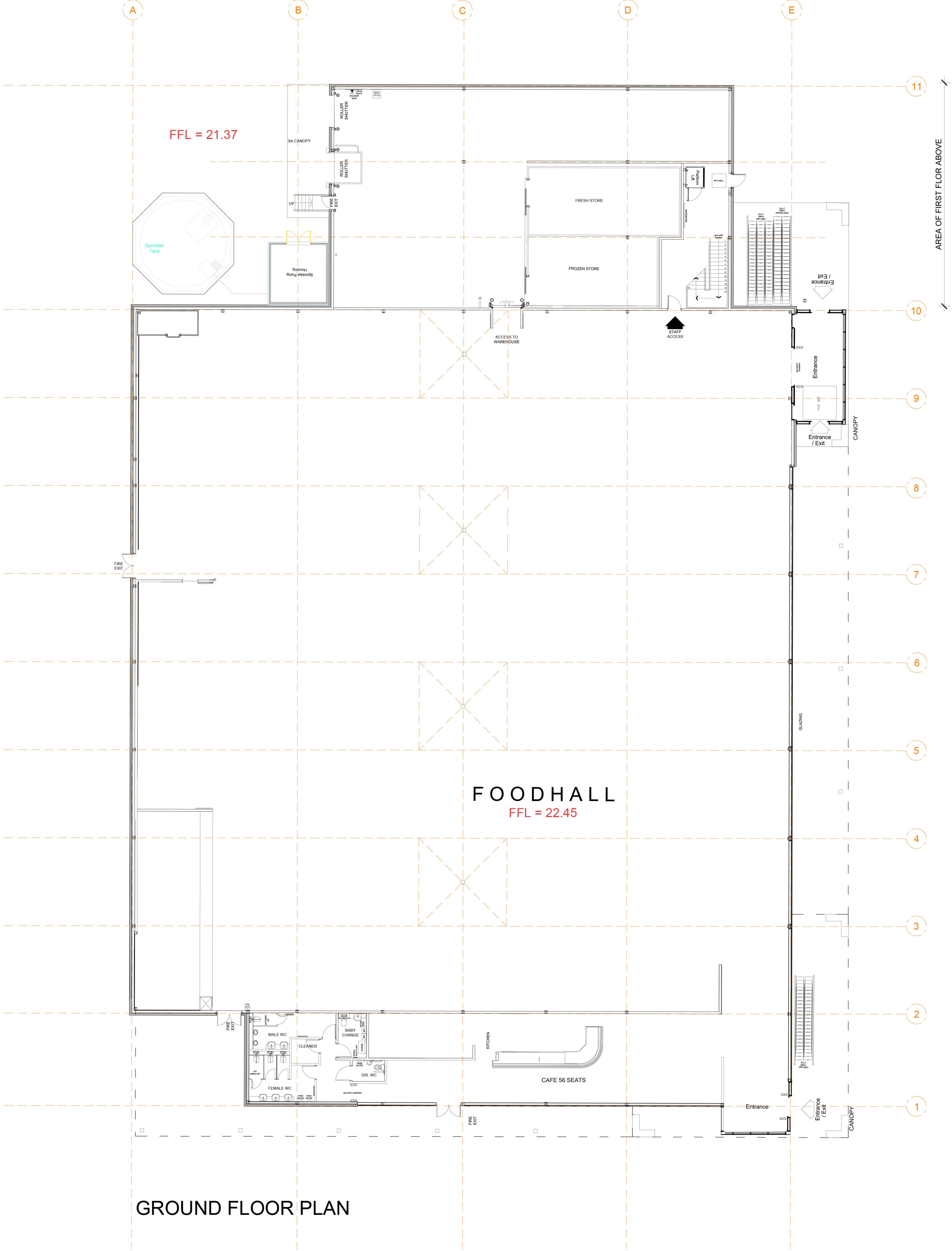
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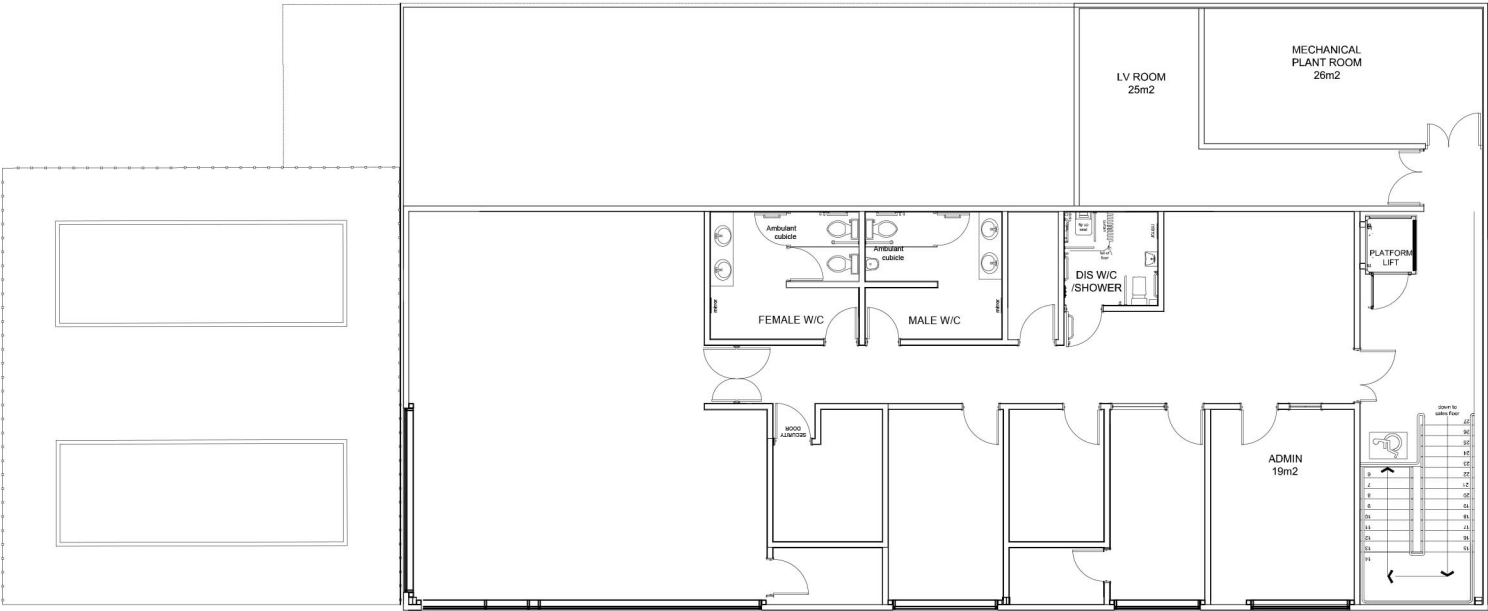
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GROUND FLOOR PLAN



FIRST FLOOR PLAN

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CLIENT

New Supermarket
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Norwich

PROJECT

Proposed Ground &
First Floor Plan

DRAWING

4053

PROJECT REF:

200-071

DRAWING NO:

REVISION

Oct 2013

DATE

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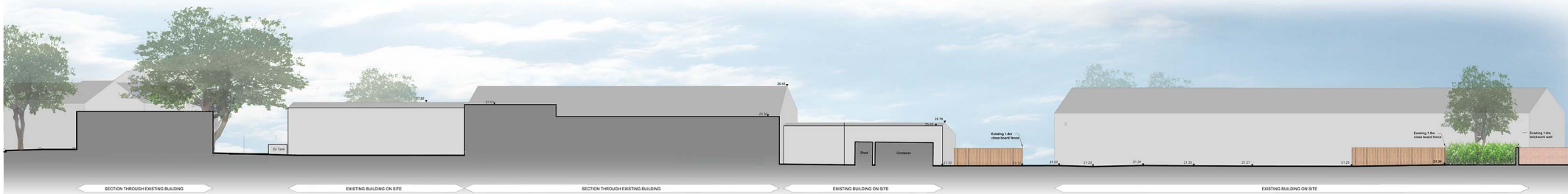
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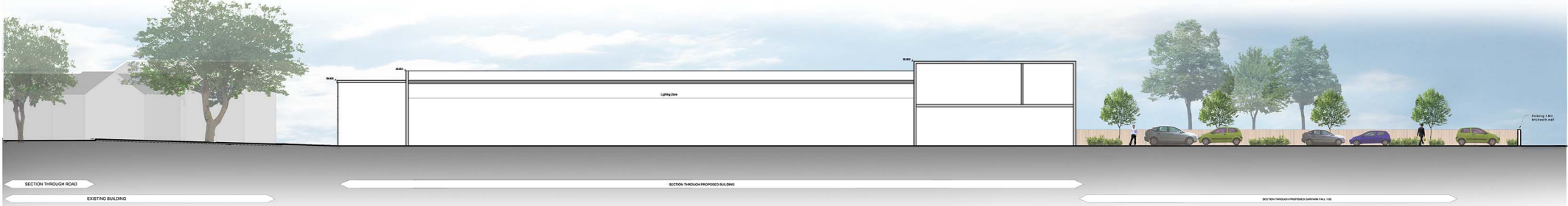
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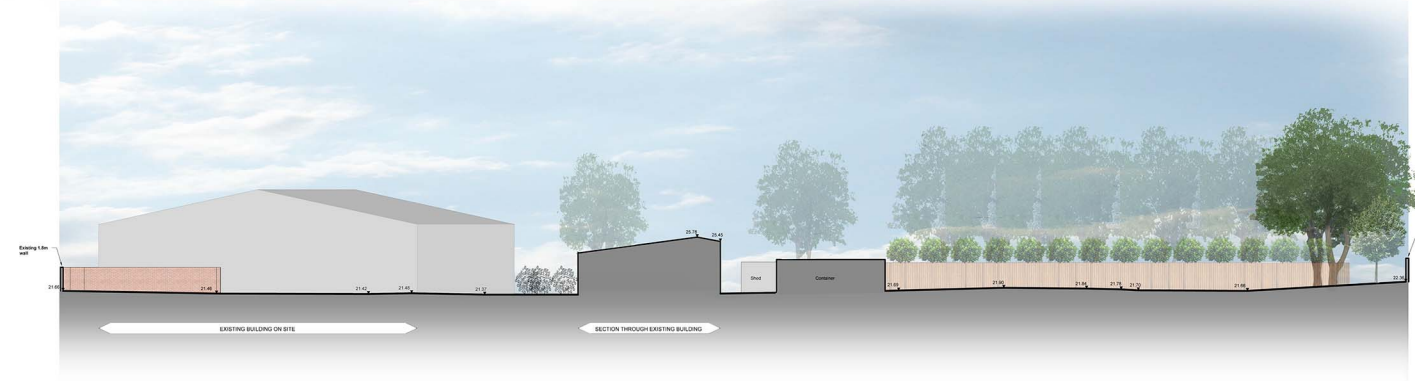
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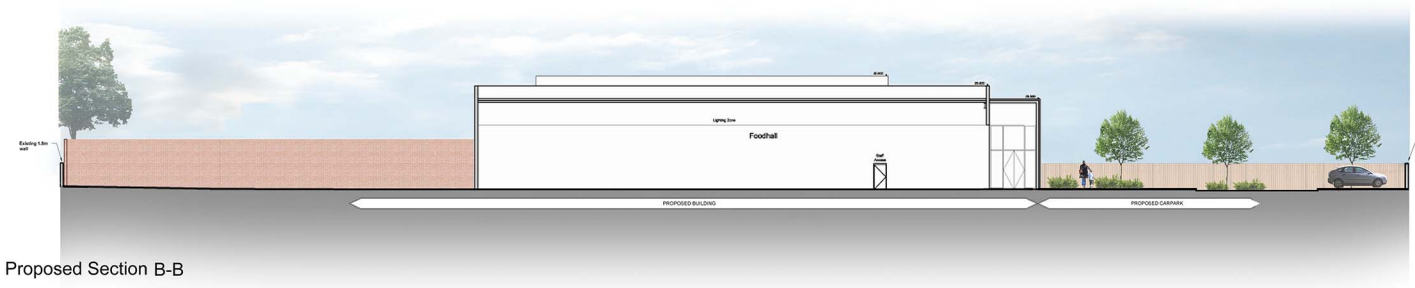
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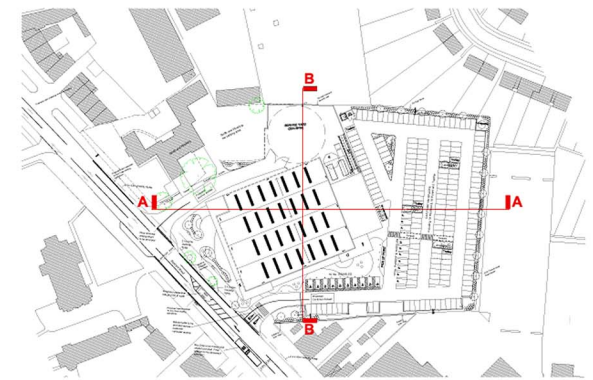
Proposed Section A-A



Existing Section B-B



Proposed Section B-B



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Retail Proposal
 297 Aylsham Road
 Norwich

Existing and Proposed Site Sections

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200 - 075
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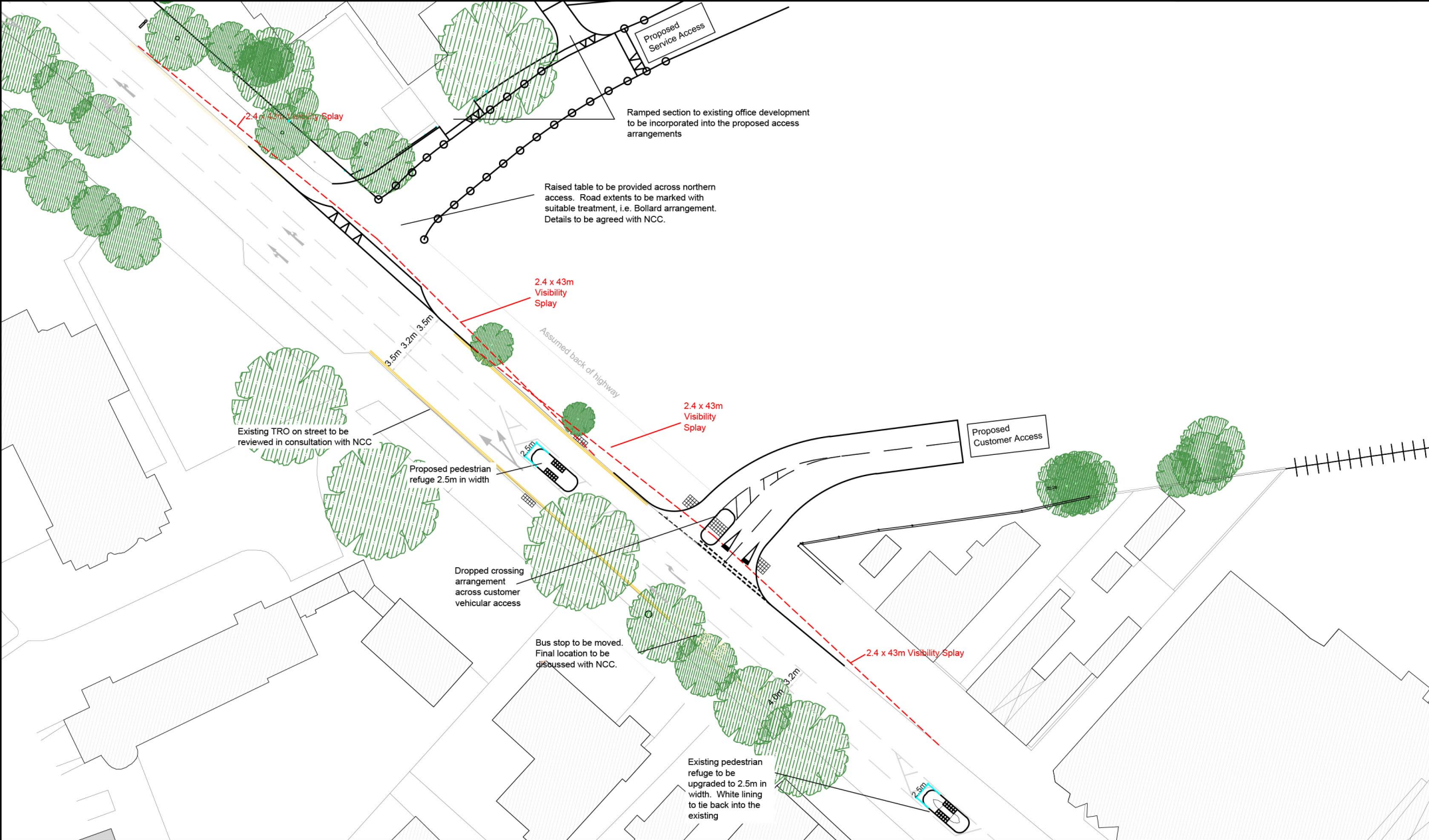
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		Rev	Amendments			Drawn	Chkd	Appr	Date
		Scale	1:500		Date	06/08/13		Doc Sheet No	
		Drawn	CT		Checked	AC		Approved	
		Job No	12-239			Drawing No	12/239/TR/004		Rev F