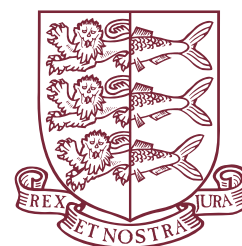


4 Shopping

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4 Shopping

4.1 INTRODUCTION

- 4.1.1 Shopping has a key role in the prosperity of the Borough. The historical market town centre of Great Yarmouth serves a catchment population of some 111,000 (1991) extending to a significant part of the surrounding region, and caters for and attracts over two million visitors every year. Shopping is a vital economic activity generating jobs and attracting tourists. It is also a leisure activity, which relies on a variety of entertainment and service activities, and a high level of amenity in the town centre.
- 4.1.2 The Borough now contains a total of over 120,800 sq.m. (1.3 million sq. ft.) of shopping floorspace. 66% of this is durable goods floorspace, 23% is convenience floorspace and 11% is vacant. The total has increased by 23,700 sq.m. (255,000 sq. ft.) or 25% since 1988.
- 4.1.3 The Borough faces two main challenges in the Plan period. The existing hierarchy of shopping in the Borough must be maintained to ensure maximum access to shopping facilities for the residents of the catchment area which is expected to increase to 123,600 by 2006. Also, the Plan must accommodate any changes in retailing methods which bring benefits to a significant proportion of the residents and catchment population.
- 4.1.4 There is a hierarchy of shopping provision in the Borough. The market centre of Great Yarmouth fulfils the role of main shopping centre for both tourists and the catchment population, containing a range of durable and convenience floorspace and a variety of service uses. Gorleston shopping centre is a smaller, more specialist, district centre which predominantly serves the residents in the southern part of the Borough. Smaller local centres at Caister, Bradwell, Magdalen Way, Bells Road and outside the main urban area in the larger villages of Martham, Hemsby and Belton serve the daily needs of local residents. Village stores and corner shops provide for top-up shopping and a valuable service to the less mobile.
- 4.1.5 The main town centre of Great Yarmouth in particular must maintain and enhance its role as a sub-regional shopping centre in competition with other centres nearby such as Norwich, Lowestoft and Beccles. This will involve considerations other than just the quality, quantity and variety of shopping floorspace.

Aims

- 4.1.6 The aims of the Plan's shopping policies are consistent with Government advice, as given in Planning Policy Guidance Note 6 - Major Retail Development, and are to:-
- (a) reduce the number of car journeys and level of harmful emissions by encouraging new shopping developments in or near to existing town centres;
 - (b) maintain the existing hierarchy of shopping provision to cater for the needs of the resident and catchment population;
 - (c) cater for the needs of the tourist population through a choice of shopping provision and leisure activities;

-
- (d) increase accessibility to a range of shopping facilities for the maximum number of people;
 - (e) provide for the needs of shoppers travelling by private car and public transport;
 - (f) ensure a balance between the provision of out of town centre shopping and the viability and vitality of the town centres;
 - (g) protect the supply of industrial land of good building quality; and
 - (h) to protect and enhance the quality and character of shopping environments, giving due consideration to the conservation of historic areas and buildings.

4.2 NEW SHOPPING PROVISION

- 4.2.1 The Norfolk Structure Plan recognises the advantages to car-borne shoppers that these developments can have, strategic policy and local plan policies aim to strike a balance and direct major convenience and durable goods floorspace towards town centres to protect their viability and vitality.
- 4.2.2 From 1985 onwards, car-based developments have proliferated in Great Yarmouth, some as a result of decisions by the Secretary of State. There are now major food stores on the edge of Great Yarmouth town centre (Sainsbury's relocated from Market Gates to St. Nicholas Road) and Gorleston town centre (Gateway - now "Somerfield" - off Riverside Road). In addition there is a very substantial ASDA superstore at Vauxhall Station outside the town centre. Smaller convenience stores catering for car-borne customers and local trade have been constructed at Caister and Bradwell.
- 4.2.3 A substantial amount of durable-goods floorspace is now outside the town centres at Capton Hall and additional permissions have been granted on sites close to and within Great Yarmouth town centre and on Pasteur Road.

Convenience Goods Stores

- 4.2.4 Large convenience goods-based stores can have benefits in terms of wider choice, convenience and more efficient retailing. These stores can complement existing town centres rather than compete directly with them if appropriately located. It is also important to maintain a range of convenience retailing in existing town centres (some 80% of food shopping is still carried out in town centres) and sufficient local shops to meet, for example, the needs of the less mobile. At present there is a good distribution of major convenience goods stores. The Great Yarmouth Shopping Study completed in 1994 by the County and Borough Councils suggests that the catchment area may not be able to support additional major convenience floorspace. Despite this, the competitive nature of the industry suggests there will be additional applications for major convenience goods floorspace within the Plan period.

Durable Goods Stores

- 4.2.5 It is important that the benefits of retail warehouses and large durable goods operations are secured for the catchment population, but do not pose a threat to the role of the town centres. Any major additional durable goods floorspace should be within existing centres. If there is sufficient justification for locating away from existing centres, because a large site is needed to sell a large proportion of bulky goods which are taken away by the customers, then a site adjacent to the existing centre should be preferred if no suitable site in the centre exists. The Great Yarmouth Shopping Study (1994) suggests that over the plan period there will be a considerable increase in expenditure available

to the catchment population, particularly towards the end of the plan period.

Pasteur Road

- 4.2.6 Potential sites for major new durable goods floorspace in and on the edge of Great Yarmouth and Gorleston town centres are severely limited. Some of the likely increase in expenditure per head of catchment population which may need to be accommodated during the Plan period will be able to be absorbed in improvements to the quality and floorspace efficiency of existing floorspace in the town centres. However, larger sites will be required for some users. The existing town centre boundaries are tightly drawn and there are limited opportunities for development or redevelopment of large sites. In view of the existing major retail developments on the edge of the centre in Pasteur Road, the Capton Hall retail warehouse development and the poor quality of industrial land on the north side of Pasteur Road, major durable goods retailers will be encouraged to locate on Pasteur Road, particularly if the development is carried out in conjunction with development of poor quality industrial land.

Strategy

- 4.2.7 The strategy is designed to ensure that every 'major' retail development, (development over 2,500 sq m, as advised in PPG6) whether for convenience or durable goods, does not pose a threat to the viability of the two town centres. The policy applies a sequential test of encouraging town centre developments and, if these cannot be accommodated, as a preference, identified edge of centre locations will be considered prior to out of centre sites. Any new development will be expected to demonstrate a degree of flexibility relating to format design, scale and car parking. Planning conditions will be applied to any consents granted to ensure that major durable goods stores outside the centres of Great Yarmouth and Gorleston do not subsequently change their character unacceptably. Any conditions will only apply to main ranges of goods and will not seek to control the details of particular products to be sold. Conditions may also be applied providing for the improvement of existing road networks or the provision of new access arrangements to serve a proposed development prior to its first use.
- 4.2.8 The shopping policies within the Plan are based on the latest Planning Policy Guidance Notes, the Norfolk Structure Plan and the Great Yarmouth Area Shopping Study.*

* Note: Available from the Borough Planning and Development Department.

- 4.2.9 POLICY SHP1 NEW RETAIL DEVELOPMENT WILL AS A FIRST PREFERENCE BE LOCATED IN GREAT YARMOUTH OR GORLESTON TOWN CENTRES UNLESS A DEVELOPER CAN DEMONSTRATE THAT NO SUCH SITES ARE AVAILABLE TO ACCOMMODATE SUCH DEVELOPMENTS. IN THE ABSENCE OF SUITABLE TOWN CENTRE SITES, SECOND PREFERENCE WILL BE GIVEN TO EDGE OF CENTRE SITES RATHER THAN OUT OF CENTRE SITES. ALL NEW DEVELOPMENT MUST BE SPECIFICALLY IDENTIFIED TO MEET THE FOLLOWING CRITERIA:-**
- (A) ON THEIR OWN OR IN CONJUNCTION WITH OTHER RECENTLY COMPLETED OR PROPOSED RETAIL DEVELOPMENT PROPOSALS THERE WILL BE NO CUMULATIVE ADVERSE EFFECTS ON THE TOWN CENTRES OF GREAT YARMOUTH, GORLESTON OR THE NEIGHBOURING VILLAGE CENTRES OF CAISTER AND BRADWELL;**

(B) THERE IS A DEMONSTRATED QUANTITATIVE AND QUALITATIVE NEED;

(C) THE SITE IS EASILY ACCESSIBLE BY A CHOICE OF MEANS OF TRANSPORT, INCLUDING BY PUBLIC TRANSPORT, AND BY PEDESTRIANS AND CYCLISTS FROM THE SURROUNDING CATCHMENT AREA;

(D) CAR PARKING AND SERVICING PROVISION CAN BE PROVIDED IN ACCORDANCE WITH THE COUNCIL'S STANDARDS;

Deleted

(F) THE PROPOSAL HAS NO SIGNIFICANT ADVERSE IMPLICATIONS FOR PLANNED NEW INVESTMENT OR THE REVITALISATION OF EXISTING CENTRES OR THEIR FRINGES.

WHERE ANY SUCH DEVELOPMENT IS PROPOSED IN A VILLAGE OR LOCAL CENTRE THE CRITERIA A TO F WILL ALSO BE APPLIED WHERE THE APPLICATION IS INTENDED TO MEET LOCAL DEMAND.

(Objective: To safeguard the viability and vitality of the town centres and the environment.)

- 4.2.10 The tests specified in paragraphs 4.1 to 4.11 of PPG6 will be applied to all 'significant' developments (ie. between 1,000 and 2,500 square metres).

Retailing from Employment Land

- 4.2.11 Additional large convenience and durable goods floorspace out of the town centres will compete with other employment uses for land. Economic growth is a prime objective of the Borough Council, is embodied in Regional Strategy. If retailing were permitted on land of good building quality allocated for business/commercial and industrial employment uses, which is likely to be required, this would affect the economic strategy to provide jobs and investment in industry and commerce. In addition, allowing retailing on these sites would set a precedent and create hope value for other land similarly allocated. This could act as a restraint on fully serviced industrial/commercial land being marketed. Satisfactory employment land allocations in the Borough are difficult to find and can only be achieved at some environmental cost. It is therefore of the utmost importance that land allocated for employment purposes is kept available so that the Borough can respond positively to economic growth.

- 4.2.12 The Borough Council may consider a major durable goods floorspace retail development on poor quality industrial land if it can be demonstrated that this will facilitate the development of the remainder of the site for industrial purposes. This matter is dealt with in paragraph 1.10.6 of Chapter 1, relating to Economic Development and Industrial Land.

4.3 GREAT YARMOUTH AND GORLESTON TOWN CENTRES

- 4.3.1 The town centres have traditionally performed a major role in providing a concentration of good shopping facilities which are accessible by private car or public transport and are on a scale suitable for pedestrians. Considerable effort and financial resources have been put into ensuring that the town centres retain this function, as a thriving town centre has important economic benefits for the town. The retail sector is a large employer and a vibrant, attractive shopping environment is an important facility for tourists and residents alike.

- 4.3.2 Despite the recent trends towards out of centre/edge of town centre retailing through the 1980s with a massive expansion of floorspace on the fringe, confidence in the Great Yarmouth town centre has been retained and the overall amount of available floorspace has increased. The Borough Council is investing heavily in pedestrianising and improving the Market Place and Regent Road, and there are signs that the private sector is prepared to invest in the future of the town centre, with the refurbishment of the Market Gates covered shopping centre now complete. To maintain and promote the position of the town centre, the Council is adopting the policy on major retail developments SHP1.
- 4.3.3 In addition, the viability and vitality of the main centre has to be continually monitored to protect its position in relation to competing centres. Many of the factors that make a town centre successful can be influenced by policies of the Plan other than shopping. Important considerations include making the most of the historic built environment; providing attractive, safe, clean and convenient open spaces; providing adequate well located car parking and good pedestrian and disabled access into the town centre.
- 4.3.4 Because of the need to integrate and focus the activities and finance of the public and private sectors, a co-ordinated approach was adopted by the appointment of a "Town Centre Manager". Also, the Council in conjunction with the Town Centre Partnership will produce non-statutory action plans for the town centre to co-ordinate the agencies involved.

Great Yarmouth

- 4.3.5 The town centre is maintaining its position as a major shopping centre but floorspace growth has been on the fringe over the last few years. Since 1980 the Borough Council has progressed a scheme to pedestrianise the Market Place in order to enhance the shopping environment and revitalise the town centre. In order to promote future growth it is necessary to accommodate major retail floorspace development and improve the pedestrian flows between main shopping magnets such as ASDA, Sainsbury's, Pasteur Road and the Market Place. The main opportunities for redevelopment and improvements are on the east side of North Quay, north of The Conge.

4.3.6 **POLICY SHP2** AS PART OF THE IMPLEMENTATION OF THE PLAN PROPOSALS, THE BOROUGH COUNCIL WILL EXAMINE WAYS IN WHICH THE AREA BETWEEN ASDA, SAINSBURY'S, PASTEUR ROAD AND THE MARKET PLACE CAN BE IMPROVED AND REVITALISED.
(Objective: To encourage and improve pedestrian traffic to the Market Place.)

Deleted

Gorleston

- 4.3.7 The Shopping Study has indicated that vacancy levels are reasonable and there has not been a dramatic decline in either durable or convenience goods shops. The level of non-retail uses in shop premises has also remained fairly constant over the last few years.
- 4.3.8 The completion of the Western Bypass has provided an opportunity to review the movement of traffic and parking in Gorleston High Street and the potential for environmental improvements, including pedestrianisation. These will be further investigated and implemented where possible by the Borough Council during the plan period.

4.3.9 There is no apparent need for additional major convenience goods floorspace in Gorleston during the plan period. Major durable goods floorspace could be accommodated north of Dock Tavern Lane if the land is not required for industrial/port related purposes.

4.3.10

POLICY SHP3

Deleted

PROPOSALS FOR MAJOR
OF GORLESTON

Non-retail uses

4.3.11 Part of the vitality of a town centre comes from the variety of uses to be found there. People use the town centre not just to shop, but to make use of financial and other services and eat, drink or be entertained. Banks, estate agencies, building societies, catering outlets and other “non-retail” uses are all accepted by the Borough Council as appropriate in a shopping centre. But there comes a point when the effect on the character and vitality of the shopping area and on the amenities of occupiers of nearby properties becomes unacceptable. Therefore, when considering a proposal affecting a defined ‘Primary Shopping Frontage’, criteria A to D of policy SHP4 will be more rigorously applied than elsewhere.

4.3.12 To help judge when the overall number and type of non-retail outlets in any one frontage has reached a level at which further changes from retail shops should be resisted, the Plan identifies primary and secondary shopping frontages in Gorleston and Great Yarmouth town centres where non-retail uses will be restricted. In Great Yarmouth areas of mainly commercial use will be identified where High Street office uses will be encouraged. In view of the high level of vacancy in the Market Gates shopping precinct which is a key element of the retail infrastructure in Great Yarmouth town centre, more businesses are to be encouraged to locate here.

4.3.13

POLICY SHP4

PROPOSALS FOR THE CHANGE OF USE FROM USE CLASS A1 TO USE CLASSES A2 AND A3 IN PRIMARY AND SECONDARY SHOPPING FRONTAGES SHOWN ON THE PROPOSALS MAP WILL BE CONSIDERED AGAINST THE FOLLOWING CRITERIA:

- (A) **THE PROPOSAL WOULD NOT BE SIGNIFICANTLY DETRIMENTAL TO THE APPEARANCE OF THE SHOPPING FRONTAGE OR THE AMENITY OF ADJOINING OCCUPIERS;**
- (B) **THE PROPOSAL WOULD NOT RESULT IN CREATION OF A CONCENTRATION OR PREDOMINANCE OF NON-RETAIL (CLASS A2 OR A3) USES WHICH WOULD DETRACT FROM THE VITALITY AND VIABILITY OF THE FRONTAGE;**
- (C) **THE PROPOSAL WOULD NOT UNDERMINE THE RETAIL FUNCTION OF THE FRONTAGE; AND,**
- (D) **IN THE CASE OF A PROPOSAL FALLING INTO USE CLASS A3, IT CAN BE DEMONSTRATED THAT THE PROPOSAL WOULD MEET THE CRITERIA CONTAINED IN POLICY SHP15.**

(Objectives: To maintain the character and vitality of existing shopping frontages.)

Covered Areas

4.3.14 There is no doubt that covered shopping areas such as town centre malls or retail arcades add to the attractiveness of a shopping centre by virtue of the fact they offer a dry, “weather free” environment and the shopper is, therefore, unlikely (or less likely) to be exposed to the elements.

- 4.3.15 Great Yarmouth has two such facilities - Market Gates, opened in the late 1970's/early '80s and the much older Victoria Arcade. When the Market Gates complex was first mooted, a covered link between the existing entrance to Market Gates and Marks and Spencer's premises was envisaged. This was again discussed prior to the recent refurbishment of Market Gates. Whilst this suggestion was well received, practical difficulties were encountered which would make the project not only costly but technically difficult to achieve.
- 4.3.16 Other areas of the town centre, could be covered as part of an overall enhancement scheme. However, the Rows should not be covered due to fire risk and conservation/heritage interests. Similar comments apply to Gorleston Town Centre where a covered way linking the Somerfield Food Store to the High Street and at the Precinct could, possibly, be seen as a positive enhancement to the centre.
- 4.3.17 Proposals to cover shopping areas will not be restricted solely to lands in Class A1 use but will apply to any land with appropriate town centre uses.

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- 4.3.18 POLICY SHP5 DEVELOPMENT INVOLVING THE COVERING OF EXISTING OR PROPOSED SHOPPING AREAS IN GREAT YARMOUTH AND GORLESTON TOWN CENTRES WHICH WOULD RESULT IN THEIR ENHANCEMENT WILL BE PERMITTED WHERE IT CAN BE DEMONSTRATED THAT THE PROPOSAL WOULD OFFER POSITIVE BENEFITS TO SHOPPERS AND WOULD ENHANCE THE TRADITIONAL CHARACTER OF BUILDINGS AND CONSERVATION AREAS THAT CONTRIBUTE TO THE BUILT ENVIRONMENT.**

(Objective: To improve the shopping environment where this does not conflict with other conservation objectives.)

4.4 NEIGHBOURHOOD AND VILLAGE SHOPPING CENTRES

- 4.4.1 In addition to Great Yarmouth and Gorleston town centres the urban area is served by several local shopping centres such as at Bells Road, Magdalen Way, Bradwell and Caister. There are also well defined local shopping centres in several of the Borough's larger villages such as Belton, Hemsby and Martham. Local centres are mainly in "high street" locations where they are easily accessible by car, public transport, cycle or on foot and provide a good range of shopping, financial services, social and public facilities. They provide neighbourhood and village communities with a good, convenient alternative to town centre shopping for their general needs and are vital to the elderly and infirm. They also foster community spirit and provide much needed local job opportunities. It is important that the range of shops and other facilities and the shopping environment of local centres continue to improve to meet the needs of the local community and passing trade. However, it is also important that the character and identity of the areas, particularly historic centres, are not prejudiced by inappropriate developments and uses.

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- 4.4.2 POLICY SHP6 SUBJECT TO HIGHWAY AND ENVIRONMENTAL CONSIDERATIONS, THE COUNCIL WILL PERMIT THE PROVISION OF NEW LOCAL SHOPPING FACILITIES AND NON-RETAIL COMMERCIAL USES IN NEIGHBOURHOOD AND VILLAGE SHOPPING CENTRES PROVIDED THAT THE DEVELOPMENT IS OF A SCALE COMPATIBLE WITH THE SIZE AND CHARACTER OF THE CENTRE.**

(Objective: To improve the range of outlets and environment of local shopping centres.)

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- 4.4.3 Where changing demographic patterns or shopping habits result in existing facilities falling vacant, alternative retail or community uses should be fully explored before permission is granted for any change of use which will reduce the range of facilities available to the public.

4.4.4 POLICY SHP7 PROPOSALS FOR THE CHANGE OF USE FROM RETAIL OR OTHER COMMERCIAL USES TO NON-COMMERCIAL USES IN NEIGHBOURHOOD AND VILLAGE SHOPPING AREAS WILL BE PERMITTED ONLY IF:

- (A) THERE IS AN ALTERNATIVE LOCAL FACILITY WHICH CAN CONVENIENTLY SERVE THE AREA; OR,
- (B) IT CAN BE DEMONSTRATED THAT REASONABLE ATTEMPTS HAVE BEEN MADE TO SELL OR LET THE PREMISES FOR CONTINUED OPERATION IN ITS EXISTING OR LAST USE.

(Objective: To ensure a range of shopping opportunities is available at a local level.)

4.5 EXTENSIONS TO SHOPS

- 4.5.1 In some instances the future need for additional durable goods shopping may be met by extending existing premises rather than by new development or improvements in floorspace efficiency of existing shops. To ensure that existing outlets have the flexibility to grow and develop, the Borough Council does not wish to inhibit the scope for extensions to existing shops. However, some safeguards are needed to ensure that extensions are not detrimental to the shopping area or neighbouring residential amenity.

4.5.2 POLICY SHP8 EXTENSIONS TO SHOPS WILL BE PERMITTED PROVIDED THEY WOULD NOT:-

- (A) SIGNIFICANTLY ADVERSELY AFFECT THE VITALITY OR VIABILITY OF AN EXISTING SHOPPING AREA;
- (B) RESULT IN OVER-DEVELOPMENT OF THE SITE OR THE LOSS OF OFF-STREET PARKING, ACCESS, LOADING OR UNLOADING SPACE; OR
- (C) BE SIGNIFICANTLY DETRIMENTAL TO THE OCCUPIERS OF NEARBY PROPERTIES OR GIVE RISE TO TRAFFIC CONGESTION;
- (D) BE OUT OF KEEPING WITH THE SCALE, DESIGN AND APPEARANCE OF THE SURROUNDING AREA.

(Objective: To ensure the retention and allow the expansion of existing shops provided environmental safeguards are met.)

4.6 LIVING OVER THE SHOP

- 4.6.1 The main element of a lively town, district, local or village centre is people. If people are encouraged to live in or near the town centre or district and local centre, there will be activity for longer periods of the day. This has the benefit of increasing security. Many shops have redundant or underused upper floors due to problems of access, security, fire risk and insurance. If owners can be encouraged to bring these back into residential use, through the use of grant aid, valuable low cost accommodation can be created which contributes to the Borough's housing accommodation stock. Consequently, the Borough Council has adopted a "living over the shop" policy which is included in its Housing Investment Programme. Alternatively, appropriate uses other than residential may be acceptable. Reference should be made to Class F of Part 3 of

Schedule 2 to the Town and Country Planning (General Permitted Development) Order 1995 which provides further information on the need to obtain planning permission for the use of accommodation over retail premises for residential purposes.

4.7 LOCAL SHOPS

4.7.1 Local shops provide convenience goods to meet the day to day needs of residents living within the immediate catchment area of the store. These “corner shops” are found in most residential areas of the Borough, both in the urban area and in the smaller settlements. They provide a vital service for people who do not have access to a car or regular access to public transport or who cannot carry heavy items on public transport. These shops which encourage people to shop locally, provide local employment and reduce the need to travel, offer a different service to the larger food supermarkets and town centre shops and it is important to encourage their increased provision in older residential areas and in new developments as set out in the master plan/development brief for a site. Therefore, in areas of major new residential development the Borough Council will expect developers to provide for local shopping, such as the South Gorleston Development Area however, where local shops are provided they should not be of a size whereby they attract car-borne customers from outside the immediate locality.

4.7.2 **POLICY SHP9 THE COUNCIL WILL PERMIT THE PROVISION OF NEW LOCAL SHOPPING FACILITIES IN ALL SETTLEMENTS, SUBJECT TO THE PROPOSAL BEING OF A SCALE COMPATIBLE WITH THE SIZE OF THE SETTLEMENT AND HAVING REGARD TO DESIGN, HIGHWAY AND ENVIRONMENTAL CONSIDERATIONS, AND TO OTHER POLICIES IN THE PLAN.**

(Objectives: To retain and enhance the provision of local shops.)

4.8 RETAILING IN THE COUNTRYSIDE

4.8.1 Farm diversification schemes are currently being promoted by the Ministry of Agriculture. This has encouraged the development of an earlier trend for farmers to sell produce from their holding. Whilst the sale of produce grown on site may not require planning permission the sale of “imported” produce grown elsewhere does. Whilst not wishing to prevent farm shops from selling a wider range of produce, it is important not to prejudice the viability and choice of commercial outlets in neighbouring villages. Therefore, when granting planning consent for farm shops the amount of imported produce for sale will be controlled by the imposition of a condition limiting such produce to a maximum of 25% of the net sales/display area calculated by floorspace and/or shelf area both inside and outside a building or structure.

4.8.2 **POLICY SHP10 THE COUNCIL WILL PERMIT THE DEVELOPMENT OF FARM SHOPS PROVIDED THAT:**

- (A) **THE GOODS SOLD ARE REASONABLY LIMITED TO THOSE PRODUCED ON THE LAND OF WHICH THE DEVELOPMENT SITE FORMS PART;**
- (B) **THE SCALE OF THE PROPOSAL IS IN ACCORDANCE WITH THE ANTICIPATED LEVEL OF SALES;**
- (C) **THE SCALE, LOCATION AND DESIGN OF ANY NEW BUILDING IS IN KEEPING WITH THE CHARACTER OF THE SURROUNDING AREA; AND**
- (D) **THE PROPOSAL WOULD NOT BE LIKELY TO RESULT IN A**

SIGNIFICANT HAZARD TO ROAD SAFETY OR SIGNIFICANTLY IMPEDE THE FREE FLOW OF TRAFFIC ON ANY HIGHWAY IN THE LOCALITY.

4.8.3 Garden centres are likely to be intrusive especially in a rural location and can be significant traffic generators in their own right. They therefore need to be carefully controlled. There are existing garden centres operating in the plan area and any proposals for their expansion need to be carefully assessed. The impact on the locality and the effect of the proposal on the amenity and character of the surrounding area will be a primary consideration, together with parking provision, highway capacity and any environmental problems caused to nearby residents by noise and traffic. Planning permissions for such uses may be conditioned to limit the nature of retailing from the premises such as restrictions on the sale of food and non-garden related products.

4.8.4 POLICY SHP11 NEW GARDEN CENTRES AND EXTENSIONS TO EXISTING GARDEN CENTRES WILL ONLY BE PERMITTED WHERE THE PROPOSAL WOULD NOT HAVE A SIGNIFICANT ADVERSE EFFECT ON THE AMENITY OR CHARACTER OF THE SURROUNDING AREA, AND WHERE THERE WOULD BE NO SIGNIFICANT ADVERSE HIGHWAY, CAR PARKING/SERVICING IMPLICATIONS, LANDSCAPE OR ENVIRONMENTAL IMPACTS.

(Objective: To control the sporadic development of garden centres in the countryside.)

4.9 PETROL FILLING STATIONS

4.9.1 There are a number of petrol filling stations within the Plan Area, and permission has been granted for additional servicing facilities either side of the Hopton-on-Sea by-pass on the A12 trunk road. It seems unlikely that further provision will be necessary in the plan period, but if any are permitted they should not be allowed to have an adverse impact on the environment, landscape or highway safety. Service stations have a relatively high pollution risk, therefore, anti-pollution measures should be incorporated into the drainage system. Further advice on this can be found in the Building Regulations. The design of buildings and related advertisements/lighting will be carefully controlled and the advertisement policies in the Built Environment Section of the Plan will apply.

4.9.2 POLICY SHP12 PETROL FILLING STATIONS AND SERVICE AREAS (INCLUDING ROADSIDE CAFES AND RESTAURANTS) MAY BE PERMITTED ONLY WHERE:

- (A) THE PROPOSAL WOULD NOT BE LIKELY TO RESULT IN A SIGNIFICANT HAZARD TO ROAD SAFETY OR SIGNIFICANTLY IMPEDE THE FREE FLOW OF TRAFFIC ON ANY HIGHWAY IN THE LOCALITY;**
- (B) THERE WOULD BE NO SIGNIFICANT ADVERSE IMPACT ARISING FROM NOISE OR GENERAL DISTURBANCE;**
- (C) THERE WOULD BE NO SIGNIFICANT ADVERSE IMPLICATIONS FOR THE ENVIRONMENT OR LANDSCAPE; AND,**
- (D) ANY HIGHWAY IMPROVEMENTS REQUIRED BY THE PROPOSAL WOULD NOT HAVE A SIGNIFICANT ADVERSE ENVIRONMENTAL IMPACT.**

(Objective: To protect the environment and landscape and ensure highway safety.)

4.10 MARKETS/CAR BOOT SALES

4.10.1 Both temporary and permanent markets and car boot sales can give rise to problems of local congestion and highway danger. The noise and general disturbance associated with this type of use is likely to adversely affect the amenities of local residents and/or the quiet enjoyment of the countryside. Also the establishment of a permanent indoor market in prime holiday attractions would result in the erosion of indoor recreational facilities. Policy SHP13 applies to both permanent and temporary markets where in the latter case, planning permission is required (ie. after the 14 day "GDO Allowance" has been taken up).

4.10.2 POLICY SHP13 PROPOSALS FOR INDOOR AND OUTDOOR MARKETS AND CAR BOOT SALES WILL ONLY BE PERMITTED WHERE:

- (A) THE PROPOSAL WOULD NOT RESULT IN ANY SIGNIFICANT ADVERSE EFFECT ON ITS SURROUNDINGS AND WHERE APPROPRIATE, ON ITS WIDER LANDSCAPE SETTING;
- (B) THERE WOULD BE NO SIGNIFICANT ADVERSE IMPACT ARISING FROM NOISE OR GENERAL DISTURBANCE;
- (C) THE PROPOSAL WOULD NOT BE LIKELY TO RESULT IN A SIGNIFICANT HAZARD TO ROAD SAFETY OR SIGNIFICANTLY IMPEDE THE FREE FLOW OF TRAFFIC ON ANY HIGHWAY IN THE LOCALITY;
- (D) PARKING WOULD BE PROVIDED IN ACCORDANCE WITH THE COUNCIL'S PARKING STANDARDS SET OUT AT APPENDIX (A) OF CHAPTER 3 OF THE PLAN; AND,
- (E) THERE WOULD BE NO LOSS OF LEISURE/SPORTS OR OTHER RECREATIONAL FACILITIES.

(Objective: To protect the environment and ensure highway safety.)

4.11 SEAFRONT SHOPPING

4.11.1 In order to attract and retain visitors to both Great Yarmouth and Gorleston seaside resorts there needs to be a range of specialist shops and other facilities to cater for the tourist trade. While most of the tourist shops close for the winter the pubs and restaurants tend to remain open. However, over recent years there has been a progressive increase in the number of shops that open all year round.

4.11.2 In Great Yarmouth, the tourist shops are concentrated in Regent Road which forms a corridor between the Seafront and town centre, along Marine Parade and the north side of St. Peter's Road. In Gorleston the shopping is mainly concentrated on the Lower Esplanade, Quay Road and Pier Gardens. It is important that there is continued investment within the existing shopping areas to cater for tourist needs.

4.11.3 POLICY SHP14 SUBJECT TO THE SIZE OF THE PROPOSAL, THE CONVERSION OR REDEVELOPMENT OF PROPERTIES TO PROVIDE CLASS A1 OR CLASS A3 USES WILL BE PERMITTED IN THE PRIME COMMERCIAL HOLIDAY AREAS SHOWN ON THE PROPOSALS MAP.

(Objective: To ensure the continued commercial vitality of designated tourist shopping areas.)

Hot Food

4.11.4 Because of the tourist character of Great Yarmouth Seafront and Regent Road and the Gorleston holiday area there is a high concentration of hot food outlets, both eat-in and

take away. While these are entirely appropriate to cater for seaside tourism, add vitality to the street scene and are expected by visitors, an over provision in the main tourist shopping areas can change their character and diminish the overall range and visitor choice.

- 4.11.5 Proposals for takeaway and other hot food shops outside the defined commercial and shopping areas may be acceptable and provide for local needs, but should be considered on their merits. Conditions will may be imposed restricting opening hours when necessary and within prime holiday areas, a public restaurant use must be linked to the continued operation of the property/premises as a hotel or guest house. Within the urban areas of Great Yarmouth and Gorleston planning permission for a change of use will not normally be refused solely on the grounds of inadequate on site parking.

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- 4.11.6 POLICY SHP15 PROPOSALS FOR THE ESTABLISHMENT OF HOT FOOD TAKE-AWAYS NOT FALLING TO BE CONSIDERED UNDER THE PROVISIONS OF POLICY SHP4 WILL BE PERMITTED SUBJECT TO THE FOLLOWING CRITERIA:**
- (A) THE PROPOSAL WOULD NOT CREATE AN OVER-CONCENTRATION OR PREPONDERANCE OF CLASS A3 USES WHICH WOULD SIGNIFICANTLY DETRACT FROM THE VITALITY AND VIABILITY OF A SHOPPING FRONTAGE;**
 - (B) THE PROPOSAL WOULD NOT SIGNIFICANTLY ADVERSELY AFFECT ADJOINING OR NEIGHBOURING OCCUPIERS AND USERS OF LAND OR PREMISES BY VIRTUE OF NOISE, DISTURBANCE, SMELL OR FUMES;**
 - (C) THE PROPOSAL WOULD NOT BE LIKELY TO RESULT IN A SIGNIFICANT HAZARD TO ROAD SAFETY OR SIGNIFICANTLY IMPEDE THE FREE FLOW OF TRAFFIC;**
 - (D) COMPLIANCE WITH THE COUNCIL'S PARKING AND SERVICING STANDARDS AS SET OUT AT APPENDIX (A) TO CHAPTER 3 IN THE CASE OF ALL NEW OPERATIONAL DEVELOPMENT, AND WHERE POSSIBLE OR NECESSARY IN THE CASE OF A CHANGE OF USE; AND,**
 - (E) THE PROPOSAL WOULD NOT SIGNIFICANTLY ADVERSELY AFFECT THE CHARACTER OF THE AREA OR THE LOCAL ENVIRONMENT.**

(Objective: To allow the provision of hot food outlets outside shopping areas whilst safeguarding the amenities and character of the area.)

Kiosks/Stalls

- 4.11.7 Pavement kiosks and stalls are a feature of seaside shopping and sell hot and cold take away food and other small items. They are entirely appropriate to the character and facilities of a seaside holiday resort, adding variety and activity to the street scene and providing a convenient facility for tourists strolling around the seafront and tourist shops.
- 4.11.8 Too many kiosks/stalls in close proximity can cause problems of pedestrian congestion, particularly on Great Yarmouth seafront, and the temporary materials used in their construction can deteriorate and become unsightly.

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- 4.11.9 POLICY SHP16 ANY PROPOSALS TO ESTABLISH NEW RETAIL FOOD OUTLETS IN THE FORM OF KIOSKS OR STALLS WILL BE TREATED ON THEIR MERITS. HOWEVER, ANY PROPOSAL LIKELY TO OBSTRUCT THE FOOTWAY**

WILL BE STRONGLY RESISTED. THE BOROUGH COUNCIL WILL NOT PERMIT PROPOSALS TO ESTABLISH NEW REFRESHMENT OR FOOD OUTLET KIOSKS/ CONCESSIONS ON THE SEAFRONT TO THE EAST OF MARINE PARADE, GREAT YARMOUTH, OR ON THE ESPLANADE AT GORLESTON. ALTERATIONS AND EXTENSIONS TO SEAFRONT REFRESHMENT OR FOOD OUTLET CONCESSIONS/KIOSKS EAST OF MARINE PARADE, GREAT YARMOUTH WILL BE PERMITTED PROVIDED THE APPLICANT CAN DEMONSTRATE THAT:-

- (a) THERE IS NO LOSS OF DESIGNATED OPEN SPACE;**
- (b) THE PROMENADE/FOOTWAYS WILL NOT BE OBSTRUCTED;**
- (c) THE RECONSTRUCTED KIOSK WILL BE DESIGNED TO INCORPORATE MATERIALS APPROPRIATE TO ITS LOCATION AND SETTING AND IS COMPLIANT WITH THE DESIGN GUIDE; AND**
- (d) THE RESULTANT BUILDING/STRUCTURE IS NOT IN AN AREA WHICH COULD BE LIABLE TO COASTAL EROSION OR SEA INUNDATION OVER THE ANTICIPATED LIFETIME OF THE DEVELOPMENT.**

CONDITIONS WILL BE IMPOSED ON ANY PLANNING APPROVAL TO ENSURE THAT CRITERIA (A) TO (C) OF THE POLICY ARE COMPLIED WITH. CONDITIONS MAY ALSO BE IMPOSED RESTRICTING THE AMOUNT OF EXTERNAL SEATING AND TABLES ASSOCIATED WITH THE KIOSK.

(Objective: To ensure that the character of the seafront is maintained, to ensure the free flow of pedestrians and to maintain and improve the character and appearance of the seafront east of Marine Parade.)

Note: Applicants will be expected to provide evidence that the requirements of the Chief Building Control Officer and the Environmental Health Officer can be met.

