

Appendix A – Retail and other allocations in Dereham

Preferred Option for new retail development

Area of search for additional retail development (2010-2026)

Proposal D.12

An area of search extending from Georges Road/ Nunn's Way to Cowper Road is identified that could accommodate a balance of around 5,000m² (net) comparison goods floor space in Dereham.

Development proposals should respect the setting, integrity and character of the Listed Building and to the Conservation Area.

Proposals should ensure suitable areas for the servicing of new development is provided. The redevelopment/ reorganisation of parking provision should be consistent with the Core Strategy and any other relevant parking strategies for the town.

Schemes should enhance pedestrian access to the High Street, Norwich Street and to Wrights Walk and give full regard to the need to enhance footfall.

The Council will require the preparation and agreement of a Development Brief for the site.

Description

The area is currently comprised of a number of areas of both formal and informal car parking, some existing businesses along with the Dereham TA Centre. The area partly within and adjacent the Conservation Area and also contains a Listed former engineering works at the corner of Cowper Road/ Georges Road. Parts of the area are considerable suitable for further intensification to accommodate an additional level of development.

The adopted Core Strategy identifies Dereham for additional comparison retail development of between 7,750-8,500m² up to 2018, and was drawn from evidence contained in the 2007 Town Centre retail study. Some of this requirement has been taken up by committed or completed development elsewhere in the town which leaves a broad balance of around 5,000m² of comparison floor space to identify. Further evidence of retail need (currently in preparation) is likely revise this figure and have consequential effects for the options identified in the final submission document.

It is considered that locating the balance of comparison floorspace in this area within Dereham is the preferred option to meet the requirement. The area is within the identified 'town centre' boundary as set out in the adopted Core Strategy Proposals Maps. As such, is considered first preference for

additional retail development as set out by the sequential approach in PPS4. Part of the area could fall within the 'Primary Shopping Area' as indicated on the current adopted Proposals Map, although this would be dependant on scheme design.

An allocation of this size would not change the role of Dereham in the shopping hierarchy, and this has been tested at the Core Strategy level. The current floorspace figures would not have any significant impact on other centres as there is limited interrelation between the catchments of lower order market towns such as Swaffham and Watton to the extent that their role would be adversely affected.

Constraints

Site ownership is identified as a possible constraint as the wider area is in multiple ownerships. However, Breckland Council is one of the key landowners within this area. The Council's Asset Management Team has confirmed that land in it's ownership in the area of search could be considered for this use during the plan period.

The redevelopment of any existing car parking would also need to have regard to the wider availability of parking in Dereham town centre and the findings of the Council's Parking Task and Finish group.

Although a Listed Building lies within the wider site, a sensitive scheme design should be developed that would ensure that the inclusion and retention of this building does not fundamentally constrain the intensification of this area.

Deliverability/ Phasing

The existing floorspace requirement identified by the 2007 Retail Study update looks to 2018. However, further retail evidence (currently in progress) that will look to the period up to 2026 will be a key consideration in determining the phasing of new retail growth. Final iterations of the policy will set out further detail on the phasing of retail growth.

There are no fundamental reasons why intensification in this area could not come forward within the plan period. However, further viability analysis is currently in preparation and will inform the final policy.

Proposed consultation question

Views are sought on possible options as to the broad number of units expected, and options for individual unit sizes.

Individual unit sizes in this area should be between 500m² and 750m² net retail floor area.

It is considered that there is a need to provide a good range and choice of retail units as part of new developments. Dereham currently has a large

number of smaller retail units, many of which would not be suitable for modern, large format retailers. A possible option to provide a range of larger units to meet modern retail needs would help to increase the range of retail representation in the town centre.

Alternative option D.13

Examination of edge of centre sites for retail development, then out of centre sites to meet the requirement in accordance with the sequential approach to site selection.

Reason alternative is not preferred

It is considered that the balance of retail floorspace can be accommodate within the area of search, and is in a sequentially preferable location.

Alternative option D.14

Alternative option to consider area of search at D.12 for a mix of uses including a level of office development (within Class B1(a) of the UCO as amended), as well as other leisure uses.

Reason alternative is not preferred

There is currently limited evidence of unmet need for office and leisure development in Dereham that requires a positive allocation in the Site Specifics DPD. Further evidence from the emerging retail and town centre study will provide additional information on the need for allocations for these uses.

Preferred Option for proposed Dereham Cemetery

Land east of Dereham Town Football Club

Policy D.15

Approximately 4.5 ha of land is identified as open space for a new Cemetery on land to the east of Dereham Town Football Club, Norwich Road.

Access to the site could be provided from Norwich Road or B1110.

Ancillary buildings may be acceptable where these are sympathetically designed and compatible with landscape character and do not result in the coalescence of built development with Etling Green.

Improvements to enhance access by foot and cycle will be required as part of detailed proposals, and the Local Planning Authority will seek a planning obligation or legal agreement to ensure these improvements are delivered.

Description

This area was initially promoted to the Council as part of a wider site for a residential development [025]022. Initial assessment considered that this land is not a reasonable option for residential use due to concerns with landscape impact and site access. However, an alternative lower impact use could be to identify the land for a new town Cemetery.

The low landscape impact of a cemetery would maintain the undeveloped separation between the built form of the town and the hamlet of Etling Green. The proposed use would also result in limited traffic movements to and from the site which would have limited highway access issues. This use appears appropriate in light of the constraints identified for other forms of development.

Constraints

It is considered that there are no fundamental constraints to the identification of this land as open space for cemetery use. Detailed proposals would be expected to give consideration to means of access which would be the only possible constraint, although it is considered that the low traffic movements generated by this use could overcome this.

Deliverability

It is considered that this use is deliverable in this location. Dereham Town Council has confirmed that funds are available for land acquisition. Furthermore, supporting evidence reveals that the land has suitable natural drainage properties ensuring that there will be no adverse impacts on groundwater as a result of burials. This has been endorsed by the Environment Agency.

Reasonable alternative option

Option D.16

Land to the east of Dereham Business Park (previously considered as option D.5) was considered for possible identification.

Reason alternative in not preferred

This area is not preferred due to the potential need for additional employment land in this area, and the less favourable ground conditions for a cemetery use.