

Policy PUBHOV6 Hoveton Town Centre**Map xx**

Hoveton Town Centre is identified as a medium town centre.

Proposals for shop extensions, expansion and re use of vacant units for town centre uses will be supported as long as they:

- i) are of a scale appropriate to the size of Hoveton Town Centre;
- ii) respect the character of the centre including its retail function and historic interest;
- iii) enhance access to the Broads;
- iv) assist in maintaining the existing retail function; and
- v) contribute to the vitality and viability of the Town Centre.

Retail uses A1 to A5 (as per the land use class order 1987 as amended) will be concentrated in the Primary Shopping Area as defined on the policies map.

For Town Centre land uses outside of the Town Centre a Sequential Test and Impact Assessment will be required. The Impact Assessment threshold for Hoveton Town Centre is locally derived and set at 500sq m gross. In addition to the NPPF requirements of impact thresholds (see NPPF paragraph 26) any impact assessment must include an assessment on locally important impacts such as, but not, limited to access to the river, traffic flows over the bridge, the safety of pedestrians crossing Norwich Road and the impacts on the provision of surface car parking.

The 2027 NNDC retail study identified limited potential to accommodate additional growth over the plan period, in the region of 1,234 gross Sqm. Proposals that seek to deliver additional retail A1- A5 will be supported in accordance with the identified Floorspace projections.

Appropriate improvements to the quality of the public realm, in particular the river frontage and access to the river will be supported.

Constraints/Features

- Actual Town Centre spans North Norfolk District Council and Broads Authority boundaries
- Localised congestion in the town centre and over the bridge into Wroxham.
- Hoveton Town Centre is classed as a Medium Town Centre in the emerging North Norfolk District Council Local plan.
- Town centre is dominated by Roys.
- Town Centre extends to near to the river and riverside area.

Reasoned Justification

This policy has been produced in coordination with North Norfolk District Council in recognition that the Local Planning Authority boundary is arbitrary and the town centre needs to be considered as a whole. The following map shows the entire town centre although the Policies maps of North Norfolk NB/SAB/rptpc260517/Page 1 of 3/120517

DC and the Broads Authority will only show the part of the Town Centre within their respective areas.

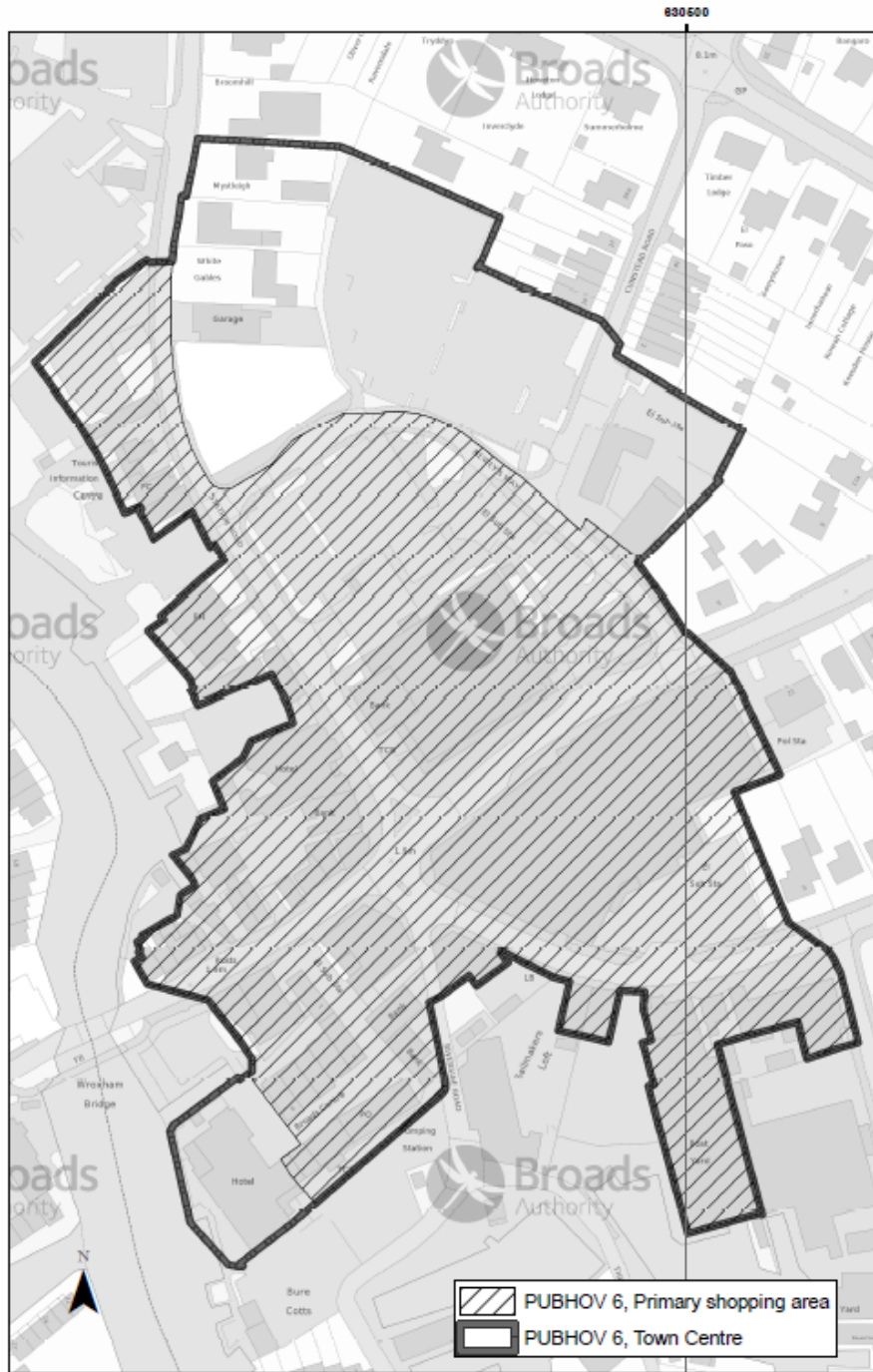
The North Norfolk Retail and Main Town Centre Uses Study (2017) supports the policy approach for Hoveton Town Centre as the shops in Hoveton are identified as trading below national levels, there is a low retention rate especially for comparison goods resulting in expenditure leakage to Norwich. That being said, the town's tourist role is an equally important one and a broad mix of retail establishments across the town is seen as important to maintain the whole towns vitality and viability. The shop vacancy rate in Hoveton is also low. In terms of meeting the requirements, this could be accommodated in vacant units and extensions.

The Retail Study recommends that Hoveton Town Centre should not have Primary or Secondary Frontages. This is because of the dominance of Roys of Wroxham (i.e. a small number of large Class A1 units) and the predominance/scatter nature of tourist related facilities.

The **sequential test** for town centre uses outside of the town centre (NPPF paragraph 24) need to consider cross boundary policies and treat the town centre as a whole and indeed Hoveton as a whole rather than limit to the area within the Broads Authority. It may be prudent to also include Wroxham as the two settlements adjoin each other. Note that this requirement is for the town centre as a whole and could be met in either of the Local Planning Authority Areas (or through a combination of sites in both).

A locally set threshold of 500 sq.m gross for the **Impact Assessment** would be appropriate for retail and leisure development in Hoveton/Wroxham reflecting the existing scale of the town centre and the floorspace projections. A threshold of 2,500 sq.m gross as stated in the NPPF (paragraph 26) would be significant in relation to the scale of existing retail provision in Hoveton/Wroxham and is more than double the total floorspace projection over the plan period.

Hoveton Town Centre
Scale 1:1,750



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