

**Summary Written Statement For Greater Norwich  
Development Partnership (GNDP) Joint Core Strategy  
Examination In Public**



**Matter 6 Point B**

**Representations made on behalf of Henderson Retail Warehouse Fund (HRWF)**

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**1.0 Introduction**

- 1.1** This Summary Written Statement is prepared on behalf of our client, HRWF, in relation to the above matter which will be considered at the GNDP Joint Core Strategy (JCS) Examination in Public.
- 1.2** HRWF is the owner of Riverside Retail Park, which is referred to as the Riverside Shopping Area (RSA) at Matter 6 Point B.
- 1.3** Matter 6, Point B states *'Does the JCS provide adequate explanation of/justification for the proposed changes to the Proposals Map concerning Brazengate Shopping Area and Riverside Shopping Area?'*
- 1.4** The RSA is currently allocated in The City of Norwich Replacement Local Plan (adopted November 2004) as a 'Primary Retail Area' falling within the 'City Centre Retail Area'. The question arises as the JCS Proposals Map concerning the RSA seeks to amend the allocation from Primary Retail Area to Large District Retail Area. In addition, the Norwich City Centre Key Diagram seeks to designate the RSA as 'Other shopping areas' and proposed Policy 19: *The hierarchy of centres* seeks to classify it as a large district centre. (i.e. Category 2 (town and large district centres) in the retail hierarchy set out by the Policy). Paragraph 6.67 in the supporting text states that: *'Categories 1 (i.e. Norwich City Centre) and 2 respectively group the largest town centres of Norwich and the Main Towns (plus large district centres) which serve notable urban and rural catchments and have the potential for additional employment, leisure and shopping uses.'*
- 1.5** We support the GNDP in its proposal to designate the RSA as a defined retail centre. However, we consider that the JCS does not provide adequate explanation of/justification for the proposed changes to the Proposals Map concerning its redesignation as Large District Retail Area and 'other shopping areas' and classification in Category 2. We therefore request that its existing allocation should remain through the designation of the RSA as Primary Retail Area and the hierarchy classification for Norwich City Centre being broadened to include the RSA (i.e. a reclassification from Category 2 to Category 1).
- 1.6** Representations in respect of the Core Strategy at the Regulation 25 and 27 stages have previously been made on 30 April 2009 and 11 December 2009. In addition, representations in respect of the Norwich City Council Site Allocations Development Plan Document have been made on 17 April 2009 and 5 February 2010 in relation to the request for the continued allocation of the RSA as Primary Retail Area. The representations are enclosed for reference, and we kindly request they are taken into consideration in respect of Matter 6, Point B.

## **2.0 Summary of the Case for the Designation of Riverside as Primary Retail Area and Classified in Category 1 of Policy 19: The hierarchy of centres**

**2.1** The justification for the RSA to be designated as Primary Retail Area and classified as Category 1 is as a result of its location within the City Centre<sup>1</sup> and the integral role and function that it plays in the retail offer of the City Centre. This is explained in more detail in the enclosed representations. In summary, the case for the designation and classification is as follows:

1. The RSA is a well established destination for retail land uses and the sale of both comparison and convenience goods. It is located within Norwich's defined City Centre and is an integral part of its overall attractiveness as a retail destination. The importance of the RSA has been recognised by Norwich City Council through its allocation as a Primary Retail Area in the adopted Local Plan.
2. As well as forming part of the City Centre, the RSA is part of a wider, purpose built commercial and residential development known as the Riverside Area. In addition to the retail land uses the Area also contains: large format leisure operations (cinema, bowling and health and fitness club); a significant number of restaurants, bars and nightclub venues; and a large number of residential dwellings. In addition, Norwich City Football Club's Carrow Road ground is located adjacent to the south eastern corner of the RSA. The RSA is therefore well connected to other commercial and residential land uses within Norwich City Centre and provides opportunities for linked trips which helps to promote more and sustainable forms of development.
3. The RSA is also easily accessible by a range of modes of transport. It benefits from direct vehicular access via the A147, which is defined as part of the 'Major Road Network' in the adopted Local Plan. In addition, the RSA is well served by public modes of transport: there are two bus stops directly adjacent the site on Albion Way (Routes 25 and 32); Norwich Railway Station is located approximately 175m to the north of the RSA; and the Strategic Cycle Network runs along the River Wensum directly to the south west of the Retail Park. Finally, as the RSA is located within the defined City Centre and also in close proximity to densely populated residential areas, it is highly accessible to pedestrians.
4. Norwich City Council has identified retailing in the Riverside location as an important function to the continued operation and success of the wider City Centre. In addition, to the 2004 Local Plan, the adopted City of Norwich Local Plan (1995) identified Riverside as an area for growth in retail provision in Norwich City Centre and this spatial strategy has been supported through the grant of recent planning permissions to continue its development. It follows that Norwich City Council has confirmed that retail land uses are acceptable in this location and that it does not have any in principle objection to additional development at the RSA.

## **3.0 Conclusion**

**3.1** Many thanks for providing us with the opportunity to submit this statement. We confirm we support the GNDP's proactive approach to guiding, managing and delivering growth in the Core Strategy.

**3.2** We confirm our support for the GNDP's decision to designate the RSA as a defined retail centre. However, we would be grateful if our comments set out above and included within our representations which confirms our request for the designation of the RSA as Primary Retail Area and its classification as Category 1 in Policy 19 are considered at the Examination in Public. We believe this will more accurately reflect the role that the RSA plays in the retail offer of Norwich and the wider Norfolk area and accord with the current allocation of the RSA.

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<sup>1</sup> The Retail Park is located within the defined City Centre as set out on the Norwich City Centre key diagram (Page 73)