



North Tyneside Council

Working in partnership with
CAPITA



North Tyneside Council Town Centre Sequential Assessment and Primary Shopping Area Assessment

November 2015

Table of Contents

1	Introduction.....	2
	North Tyneside’s Retail Role	2
	Neighbouring Authorities.....	2
	Town Centre Vision.....	3
	National Planning Policy Context.....	5
	Sequential Testing	5
2	Applying the sequential approach.....	7
3	Review of potential retail development opportunities	10
	Introduction.....	10
	Potential Development Sites within the Town Centres	10
	Sequentially preferable sites within town centres or edge of centre.....	11
	Provision of future retail provision within the Town Centres	12
	Potential New Out of Centre Development Areas.....	13
4	Town Centre Health Check.....	14
	Parking Provision.....	16
5.	Town Centre Shopping Frontages.....	17
6.	Monitoring.....	19
	Appendix A.....	20
	Potential development sites within Town Centres and edge of centre sites.....	20
	Appendix B.....	25
	Town Centre Vacancies	25
	Appendix C.....	26
	Town Centre Primary Shopping Area (2014).....	26
	Appendix D.....	27
	Town Centre Uses	27
	Appendix E.....	28
	Retail and Leisure Commitments 2011-2014	28
	Retail and Leisure Commitments 2014-2015	30

I Introduction

- I.1 This assessment details the retail needs of the Borough and the sequential testing methods used. It has been prepared to inform the North Tyneside Local Plan and should be read in conjunction with the Retail and Leisure Study (and subsequent updates) and has drawn on a range of data sources from previous analysis' and studies¹. The sequential tests carried out within this report are in accordance with National Planning Policy Framework (NPPF) and National Planning Practice Guidance (NPPG).

North Tyneside's Retail Role

- I.2 North Tyneside is made up of four town centres; North Shields, Wallsend, Whitley Bay and Killingworth, which all work predominantly to support their local catchment area. North Tyneside also contains a number of district and local centres which all vary considerably in terms of their levels of provision and the subsequent roles they play within the network of centres. A number of out-of-centre retail areas exist within the Borough with Silverlink Retail Park being responsible for the majority of comparison retail spending within North Tyneside.
- I.3 The Retail and Leisure Study (2014) found that North Shields and Wallsend town centres were not performing well, in terms of retail vacancy rates, both North Shields and Wallsend demonstrate higher vacancy rates than the national average, with 16.1 per cent and 21.7 per cent of units being vacant respectively (compared to the Local Data Company identified national average of retail vacancies at 13.2 per cent). Both Whitley Bay and Killingworth were seen to be performing quite well as reasonably healthy town centres with Whitley Bay experiencing a significant fall in vacancy rates over the last five years, from 14.6 per cent in 2009 to 10.3 per cent in November 2014 and Killingworth recording no vacancies. Killingworth town centre is unique to the other three town centres due to the dominance of the Killingworth Shopping Centre, which is owned and managed by a single developer.

Neighbouring Authorities

- I.13 Newcastle – Newcastle city centre has a significant role in the retail function of the Borough. The city is a regional centre and key transport hub that is easily accessible to residents from all parts of North Tyneside via the Metro, and frequent bus services. The scale and range of services in the city centre has an impact on North Tyneside's town centres. Evidence from the Retail and Leisure Study showed that Newcastle is the main destination for comparison goods spending from within North Tyneside (28.2%) and is also the primary destination for residents' visiting Restaurants/Cafes (26 per cent of all spend), Bars/Clubs and Pubs (15 per cent of all

• ¹North Tyneside - Peter Brett Associates, 2011, updated in 2014. The aim of this assessment was to provide an up-to-date and robust evidence base on retail and leisure needs within the Borough in order to inform the core strategy which was going forward at the time.

• North Tyneside Council Retail Centres regeneration study- Ove Arup & Partners Ltd, 2010. The study adds to the evidence base with work involving the delivery of regeneration strategies for North Shields and Whitley Bay Town centres.

• The Coastal strategic development framework-SLR, 2010. This study looked at a range of proposals for the regeneration of the whole of North Tyneside's coastline.

• River Tyne North Bank Strategic Framework- GVA Grimely, 2009. This document focused on the industrial regeneration of the riverside, with the hope to extend investment into Wallsend's Town centre.

spend), Theatre & Concerts (45 per cent of all spend) and Museums and Art Galleries (38 per cent of all spend).

- I.14 The Newcastle and Gateshead Core Strategy and Urban Core Plan sets out a plan to provide at least 50,000 sqm of additional retail sales area floorspace on Pilgrim Street to ensure that the City retains its role as the regional retail centre.
- I.15 Cramlington – The town centre is located just north of North Tyneside and has good road links with bus services that connect to the Borough. Cramlington has recently seen regeneration in its town centre with the opening of a modern 9 screen multiplex and new national retailers moving into its regenerated town centre. Cramlington currently attracts 1.4% of comparison goods spending from North Tyneside².

Town Centre Vision

- I.16 The NPPG calls on Local Planning Authorities (LPAs) to have a positive vision for its town centres, to ensure successful town centres which enable sustainable economic growth. The Borough's four town centres predominantly support their local catchment. North Shields, Wallsend and Whitley Bay contain the largest number of units and have a more traditional nature to their layout, whilst Killingworth is a new town and is dominated by the Killingworth Shopping Centre which was developed in the early 2000's. Killingworth is the only town centre not connected to the Tyne and Wear Metro system.
- I.17 North Shields – North Shields will have a revitalised town centre that is an attractive and vibrant place to live, shop, work and enjoy. The Town Centre will capitalise on its heritage assets, such as Northumberland Square, and improve links to the surrounding area, including the Fish Quay, which will support the local economy. The increase in housing and employment opportunities for North Shields alongside the refurbished Beacon Centre, with additional modern retail units, will create an excellent environment for a more prosperous town centre.
- I.18 Wallsend – Wallsend will continue to enhance and regenerate its town centre, with a retail focus around the refurbished Forum Shopping Centre with additional modern retail units, whilst also encouraging a more vibrant evening economy. Wallsend has a long standing relationship with the river and drawing on the economic benefits from the Enterprise Zone will create a more vibrant town centre. Strengthening the town's distinctive character will further enhance the vitality of Wallsend with the delivery of heritage-led regeneration in the town centre.
- I.19 Whitley Bay – Whitley Bay will be a vibrant town centre with attractive facilities to encourage overnight stays and repeat visits to benefit both the town centre and coastal economy. The regeneration of Spanish City will support a more diverse evening economy and increase the vitality and viability of the town. An appropriate mix of shopping and other town centre uses to enhance the quality of the town centre offer to serve its catchment will be sought in order to create an excellent

² North Tyneside

place both for residents and tourists. Improvements to the public realm will seek to increase public car parking opportunities and encourage pedestrian and cycle movements through the town.

- I.20 **Killingworth** – Killingworth will continue to maintain its strong position within the retail hierarchy, with potential for further intensification surrounding the Killingworth Shopping Centre. This will help to maximise the potential of the town to contribute to the retention of retail and leisure spending within the Borough. Maintaining and enhancing good quality public transport connections and waiting areas will continue to serve the town.
- I.21 **District Centres** – District centres form an important part of North Tyneside’s retail hierarchy. North Tyneside’s district centres will comprise of a meaningful grouping of units that provide shopping and other opportunities for the community it serves. With some exceptions to larger centres such as Tynemouth that can support a wider ranger of tourist and leisure facilities, the retail emphasis is on food and other convenience goods.
- I.22 **Local Centres** – The local centres perform will continue to perform an important role of providing services to meet specific day-to-day needs of a neighbourhood population within convenient, safe walking distance and making a positive contribution towards social inclusion and sustainable development.

Town Centre Hierarchy

- I.23 The Borough's centres constantly have to adapt to a changing retail and leisure environment. In planning for their centres, the NPPF requires Local Planning Authorities to set out policies for the management and growth of centres and to define a network and hierarchy of centres that is resilient to anticipated future economic changes.
- I.24 As part of the updated Retail and Leisure Study the hierarchy of centres was reviewed and Northumberland Park was reclassified as a District Centre (depending on future expansion) and Howdon was recognised as a Local Centre.

Table I: Local Plan Retail Hierarchy

Existing Centre	Category of Centre
North Shields	Town Centre
Wallsend	Town Centre
Whitley Bay	Town Centre
Killingworth	Town Centre
Tynemouth	District Centre
Monkseaton	District Centre
Forest Hall	District Centre
Northumberland Park	District Centre
Battle Hill	Local Centre
Howdon	Local Centre
Preston Grange	Local Centre
Longbenton	Local Centre

Whitley Lodge	Local Centre
---------------	--------------

- I.25 Opportunities to expand the floorspace within Wallsend, Whitley Bay and North Shields are limited as they are tightly surrounded by development (predominantly residential areas). Creating development opportunities for new floorspace within the town centres would require significant investment and agreement of many different parties due to the fragmented ownership of the town centres.
- I.26 The exception to this is Killingworth, which is predominantly owned by a single owner and North Tyneside Council. However, the regeneration of Wallsend town centre points to what can be achieved through the collaboration between the Council and owners of the Forum and has seen the investment of a new supermarket and additional town centre floorspace created.

National Planning Policy Context

- I.4 The golden thread that runs throughout the National Planning Policy Framework (NPPF) is for planning to aid sustainable development. The government upholds that the promotion of economic growth is one of the key ways of ensuring that the sustainability principles are met. In order to facilitate economic growth, the Government requires local planning authorities to set out a clear economic vision and strategy for their area, which positively and proactively encourages sustainable economic growth. Within this vision, local planning authorities are required to formulate a strategy for the growth and maintenance of their town centres.
- I.5 The strategies must encourage competitive town centres in which their viability and vitality is supported throughout the planning process. In order to achieve this, the NPPF states that centres must be diverse and attractive to members of the entire community. Local Planning Authorities (LPAs) must plan positively to ensure that town centres promote beneficial competition within and between town centres whilst creating attractive, diverse places where people want to live work and enjoy. A 'town centre first' approach must be adopted in order for town centres to remain at the heart of their communities.

Sequential Testing

- I.27 Guidance from NPPF places the responsibility on the LPA to allocate a range of suitable sites to meet the scale and type of retail development needed. The Council will promote the principles of town centre first when considering where future retail floorspace can be accommodated in the Borough.

Planning policies should be positive, promote competitive town centre environments and set out policies for the management and growth of centres over the plan period. In drawing up Local Plans, local planning authorities should:

- *allocate a range of suitable sites to meet the scale and type of retail, leisure, commercial, office, tourism, cultural, community and residential development*

needed in town centres. It is important that needs for retail, leisure, office and other main town centre uses are met in full and are not compromised by limited site availability. Local planning authorities should therefore undertake an assessment of the need to expand town centres to ensure a sufficient supply of suitable sites;

- *allocate appropriate edge of centre sites for main town centre uses that are well connected to the town centre where suitable and viable town centre sites are not available. If sufficient edge of centre sites cannot be identified, set policies for meeting the identified needs in other accessible locations that are well connected to the town centre;*
- *set policies for the consideration of proposals for main town centre uses which cannot be accommodated in or adjacent to town centres;*
(Paragraph 23 NPPF)

I.28 NPPF makes it clear that the Council ‘*should therefore undertake an assessment of the need to expand town centres to ensure a sufficient supply of suitable sites*’. The Council will look to maximise the use of existing vacant floorspace in and on the edge of town centres in the first instance. This should include the consideration of the modernisation and/or redevelopment of vacant units, in particular where they have remained vacant over the long-term. The presence of such long-term vacancies may suggest that they are no longer suitable for modern retailer requirements in the local market context.

I.29 Equally, other vacant sites will play an important role in helping to secure the future role of centres and ensure that they remain resilient to future economic changes and growth.

2 Applying the sequential approach

- 2.1 Has the need for main town centre uses been assessed? The future retail and leisure need over the Local Plan period has been assessed in the updated Retail and Leisure Study. The Employment Land Review (2015) considers the provision of employment land including office development over the Local Plan period.
- 2.2 The Retail and Leisure Study assessed ‘medium’ and ‘high’ projection of future jobs based on the work of the Employment Land Review and then applied a ‘constant retention’ and ‘rising retention’ scenario to both convenience and comparison retailing.
- 2.3 The Local Plan adopted the ‘medium’ growth projection with a ‘rising retention’ scenario. The table below outlines the floorspace requirements of future retail need for North Tyneside over the Local Plan.

Table 2: Local Plan Retail Floorspace Requirements

Type of use	Floorspace (sqm Net)			
	2014 - 2019	2019 - 2024	2024 - 2032	2014 - 2032
Convenience - Food and non-alcoholic beverages tobacco, alcoholic beverages, newspapers and periodicals and non-durable household goods	1,499	1,876	3,004	6,378
Comparison - Items that are bought less frequently e.g. clothing, washing machine, furniture, household appliances, tools, medical goods, games and toys, books and stationery, jewellery and other personal effects.	960	3,676	10,613	15,249

- 2.4 Expenditure in leisure services is expected to grow to £171.6m by 2032 and the Retail and Leisure Study recommended that the evening economy of each town centre could be further improved. Wallsend was highlighted for having the potential to provide a wider and more appealing choice of restaurants, cafes and pubs/bars to support the growth of its evening economy. There is no evident qualitative requirement for both cinemas and bingo facilities within North Tyneside, although there is a potential quantitative basis for a small, local facility of each by 2032.
- 2.5 In terms of comparison retailing, the Retail and Leisure Study identified the need to widen consumer choice and provide new competition as being a key issue in North Tyneside. Accordingly, the Retail and Leisure Study based the forecast needs for new floorspace on a scenario of increasing the Borough’s comparison goods market share from around 53 per cent to 58 per cent to help address deficiencies. The Retail and Leisure Study did identify a qualitative need for additional modern retail units in Wallsend and North Shields to meet the requirements of ‘high street’ comparison retailers. The lack of choice in certain key categories of comparison goods, such as

clothing and footwear, is a major deficiency in the town centre retail offer across North Tyneside, which results in a high level of expenditure in out-of-centre locations³.

- 2.6 In convenience retailing, the Retail and Leisure Study identified a current retention rate of 89 per cent of available expenditure rising to 93 per cent under the rising retention scenario. With this level of retention consumer choice and competition is not believed to be a significant issue. However, there is a qualitative need for a new supermarket or foodstore in Wallsend as this area was identified as being poorly served and it would inject additional competition into the local convenience sector, enhancing consumer choice and providing more sustainable shopping patterns. Planning permission has recently been granted for an Aldi store in Wallsend, and this should improve the qualitative convenience needs of the town.
- 2.7 In terms of overtrading, the Retail and Leisure Study concluded that, based upon benchmark analysis and on-site observations, there were no signs of unacceptable customer discomfort in stores trading around the Borough, or over-trading indicating a qualitative need for additional provision on these grounds.

Future Commitments

- 2.8 The Retail and Leisure Study made allowance for a number of committed comparison and convenience goods developments in the Borough and treated as a 'claim' on total available expenditure. Since publication of the Retail and Leisure Study there have been a number of planning approvals (as of the end of September 2015) and these are shown in Table 3 (a full table of completions and extant commitments in the Retail and Leisure Study are in Appendix D).
- 2.9 The largest commitment is the demolition of the Travelodge adjacent to Silverlink Retail Park to create four units of comparison retailing with the anchor store confirmed to be Next Home and Garden store. The outline application in Wallsend, which includes the Forum Shopping Centre (3119sqm) was subject to a subsequent retail application for a convenience store (Aldi) and drive through restaurant (Burger King) (1184sqm).
- 2.10 A recent major planning application was approved for Max a Millions unit (in an out of centre location) in the west of the Borough, which offers a new leisure and dining experience. There has also been investment in the pub/dining businesses with and the conversion of office accommodation to gyms.

³ RLS Table 3.1

Destinations for Comparison Goods spend	Proportion of total expenditure
Silverlink Shopping Park, Coast Road, Wallsend	21.0%
North Shields, Whitley Bay, Wallsend and Killingworth Town Centres	16.8%
Other destinations within the OCA	15.3%
Total Retained expenditure	53.2%

Table 3: Committed Retail Floorspace

Application Reference	Description	Additional Convenience Retail floorspace sqm net	Additional Comparison Retail floorspace sqm net	Additional Leisure floorspace sqm gross	Loss of Retail floorspace sqm net
14/00983/FUL	Change of use from B1 (offices) to D2 (gymnasium) and creation of new entrance at Block Q5, Quorum Business Park			1454	
14/00985/FUL	Subdivision and change of existing property to form separate unit for A2 use at ground and first floor level.				-144.2
14/01698/FUL	Redevelopment to provide 4x A1 retail units plus garden centre, car parking, access and landscaping		9474		
14/01096/FUL	Demolition of existing car sales garage and associated buildings and construction of an Aldi store	1525			
14/00318/FUL	Change of use from retail use to residential apartments.				-172
14/01957/FUL	Change of use from former car showroom into 2no retail units with associated parking	542			
14/00687/FUL	Change of use and refurbishment of the Dome. Promenade Level - four retail units and café/diner. Ground Floor - Community and/or leisure. First Floor - Community and/or leisure, and café/diner.	486		1680	
15/00168/FUL	The construction of three retail units	514			
15/00424/FUL	Change of use from class B1 offices to A1 retail and subdivision of the ground floor to provide 4 No. shop units and conversion of the first floor areas to create 2no two bedroomed flats.	135			
15/00606/FUL	Change of use of retail to Sui Generis.				-110
15/00611/FUL	Change of use from motor car dealership to a retail showroom.		208		
15/01091/FUL	Construction of two new retail units.	465			
15/00376/FUL	Proposed leisure and entertainment facility with associated restaurant			8668	
14/01921/FUL	Change of use from B1/B2 to D2 health and fitness club			2118	
13/01220/FUL	Demolition of amusements to provide 15 two bed and 5 one bed flats			-2100	

Applications involving more than 100 sq.m gross of new retail floorspace

3 Review of potential retail development opportunities

Introduction

- 3.1 When considering the approach to identifying sites to meet the retail needs of the Borough the guidance from the NPPF and NPPG have shaped the process.

Local planning authorities should apply a sequential test to planning applications for main town centre uses that are not in an existing centre and are not in accordance with an up-to-date Local Plan. They should require applications for main town centre uses to be located in town centres, then in edge of centre locations and only if suitable sites are not available should out of centre sites be considered. When considering edge of centre and out of centre proposals, preference should be given to accessible sites that are well connected to the town centre. Applicants and local planning authorities should demonstrate flexibility on issues such as format and scale. (*Paragraph 24 NPPF*)

- 3.2 The emphasis from the guidance is quite clear that the first search for potential sites to meet future retail (and main town centre uses) should be within the town centres and if no sites are available then edge of centre sites should be considered. Following an investigation of town centre sites and edge of centres sites the Council should only consider out of centre sites, preferably with good connections to existing centres.
- 3.3 When examining future town centre needs in the Borough the first question that needs to be assessed is –
1. 'Can the identified need for main town centre uses be accommodated on town centre sites?'
- And crucially when identifying sites,
2. 'Has the suitability, availability and viability of the site been considered, with particular regard to the nature of the need that is to be addressed?'

Potential Development Sites within the Town Centres

- 3.4 Based on the evidence from the Retail and Leisure Study (2014) the Council has undertaken an assessment of town centre sites and edge of centre sites based on town centre surveys, responses to the Local Plan and the work of the Strategic Housing Land Availability Assessment.
- 3.5 A selection of sites has been identified (see Appendix A) and assessed, taking into account the following key characteristics:
- a) Site Size
 - b) Accessibility
 - c) Compatibility with surrounding uses
 - d) Availability, Suitability and Viability
 - e) Other.

Sequentially preferable sites within town centres or edge of centre

- 3.6 Current vacancy rates in North Shields and Wallsend are above the national average, but Whitley Bay and Killingworth are performing well in a difficult trading environment (Appendix B). Based on the current vacancies in the town centres there is approximately 16,200sqm vacant floorspace and it would appear the town centres would be able to provide the growth identified in the Retail and Leisure Study (2014). However, the size of available units is predominantly small (95% of those available have a floorspace less than 300sqm – Appendix B). 96 per cent or more of retail units in Whitley Bay has a floorspace of 500sqm or less. For North Shields it is 89 percent, Wallsend 92 percent and Killingworth has the lowest figure with 83 percent of its retail units having a floorspace of 500sqm or less.
- 3.7 Due to the dominance of small units in each of the Town Centres it is considered important that there are future sites for retail development that allow growth opportunities for retailers who would usually require larger floorplates than those currently available. It is for this reason that only those sites over 500sqm have been considered in the sequential assessment (Table 4).

Table 4: Sequentially preferable sites

Site Ref.	Town Centre/Edge of Centre	Site Name	Potential Floorspace (approx sqm net)	Accessibility (less than 400m from a bus and or metro stop)	Suitable, Available, Viable	Other comments
A	Longbenton	Land west of the Boulevard Shopping Centre	1,140	Yes	Yes	Vacant site that was never brought forward as part of the wider Longbenton regeneration but would form part of Longbenton Centre.
B	North Shields	Norfolk Street & Stephenson Street Car Parks and Office	1,600	Yes	Yes	Site within conservation area and promoted for residential but could also accommodate retail development
C	North Shields	Vacant Unit Within 86 Bedford Street	817	Yes	Yes	Site within the heart of North Shields Town centre but ownership unknown
D	Tynemouth	Tynemouth Station	1,011	Yes	Yes	Site has not been developed since the appeal decision (APP/W4515/A/10/2133781) and works to the canopies were completed.
E	Wallsend	Land west of The Forum Shopping Centre	1,200	Yes	Yes	Site part of the original scheme to regenerate the centre of Wallsend (12/01169/FUL). Part of the site developed for Aldi and Burger King (14/01650/FUL) but remainder of site still vacant.
F	Wallsend	8 The Forum Shopping Centre	1,135	Yes	Yes	Previously 'Inshops' of The Forum and being redeveloped as part of the wider Forum refurbishment.
G	Northumberland Park	Northumberland Park Retail centre extension	10,160	Yes	Yes	Currently allocated employment land but promoted for retail in the forthcoming Local Plan and a retail application has been submitted.

Provision of future retail provision within the Town Centres

3.8 The assessment has revealed a limited supply of sites within the town centres. The viability of the sites has not been considered as it would need to consider the flexibility for the proposed business on a site by site basis.

3.9 From the sequential assessment there are six sites that could accommodate 6,903 sqm floorspace. However, the Stephenson Street site in North Shields is a vacant office block that would require demolition/conversion and include an element of residential (identified mixed use site in the Local Plan). Although the future refurbishment of Forum Shopping Centre (Unit 8) is yet to be finalised the intention has been to provide a series of smaller units within this unit. Tynemouth Station site has remained vacant since the appeal verdict and its planning permission has lapsed. It is a unique site with many attractive qualities, but it does not allow for a lot of flexibility and has not yet been able to attract an anchor tenant. The site in Longbenton has recently been promoted in the local press for a discount supermarket and although no application has been received or determined it has to be acknowledged that this site would be preferable for a convenience retailer.

Table 5: Overall retail provision

		Overall floorspace (sqm net)
Future Retail Provision 2014-2032		21,627
Town Centre sequentially identified site	A) Land west of the Boulevard Shopping Centre, Longbenton	1,140
	B) Stephenson Street, North Shields	1,125 ⁴
	C) Vacant Unit Within 86 Bedford Street, North Shields	817
	D) Tynemouth Station, Tynemouth	1,011
	E) Land West of Forum Shopping Centre	1,200
	F) Unit 8 The Forum Shopping Centre	1,135
Retail floorspace to be provided with identified sites deducted	21,627 – (A + B + C + D + E + F)	15,199
Overall retail floorspace to be provided with committed retail floorspace since RTLS deducted	15,199 – 13,452 ⁵	1,747

3.10 Since the Retail and Leisure Study was published there has been some significant planning permission granted - 9,474sqm comparison floorspace at a former Travelodge site and 1,525 sqm conversion of garages to Aldi supermarket. This makes a substantial contribution towards the future retail provision.

3.11 However, there would still be a requirement to provide for further retail floorspace and given the issues concerning some of the sequential sites within the town centres

⁴ Overall Floorspace is 2500sqm but a mixed use site so applied 50% ratio

⁵ Appendix E

and the lack of sites over 1,500sqm it is considered robust for additional sites to be identified that would allow greater flexibility for a range of business models for future retail of larger floorplates (particularly comparison retail) development. Therefore the sequential test has considered the edge of centre sites to be added in the search of sites. This has identified a site to the west of Northumberland Park District centre, providing 10,160sqm floorspace.

- 3.12 Northumberland Park District Centre is fully occupied and the residential and employment investment in the area is set to increase as the existing allocations become occupied and further development comes through the Local Plan. Northumberland Park benefits from excellent access to the Metro Station and the expansion of the centre on adjacent land is within 300m of the existing centre (albeit having to cross the A186). Provided the pedestrian linkages can be established between the existing centre and the proposed expansion site it appears to be both suitable and available to be allocated for future retail provision in the Local Plan.

Potential New Out of Centre Development Areas

- 3.13 Following guidance from the NPPF if suitable town centre and edge of centre sites cannot be identified out of centre sites should be considered. The Council considers that vacancies in existing out-of-centre development sites previously occupied by appropriate main town centre uses that are readily accessible to metro stations or other transport connections to the town centres should be considered prior to other out of centre sites. The Council believes that this approach support the core planning principle in NPPF (Paragraph 17) to 'encourage the effective use of land by reusing land that has been previously developed (brownfield land), provided that it is not of high environmental value'.
- 3.14 This additional test the Council has proposed within the sequential test aims to concentrate retail clusters together, reduce the dispersed nature of out of centre retailing and encourage effective use of land that has been previously developed.

4 Town Centre Health Check

- 4.1 The NPPG states that planning should promote competitive Town Centre environments that provides customer choice and a diverse retail offer and which reflect the individuality of the Town Centre. Town Centres should be recognised as the heart of the community and their viability and vitality supported. Suitable sites should be allocated to meet the scale and type of retail, leisure, commercial, office, tourism, cultural, community and residential development needed in the Town Centre. Where town centres are in decline, local planning authorities should plan positively for their future to encourage economic activity.
- 4.2 Although PPS4 has been deleted regarding the methodology for health check process and identifying indicators, the accompanying practice guidance on 'Planning for Town Centres' still exists, detailing the benefits of regular auditing and monitoring of town centres. The useful indicators for Health Check monitoring that were established as part of PPS4 will continue to be used.
- 4.3 One of the key objectives of regular monitoring and town centre health checks (in addition to providing important baseline data for retail/town centre assessments) is to consider a centre's performance over time. It will also be relevant to consider how the centre has performed relative to national trends and other centres in neighbouring areas (if the information is available). This type of analysis provides an important insight into whether the centre is improving, stable or declining, and will have a bearing when considering the potential/need for new development and the likely impact of new developments.
- 4.4 The following indicators from NPPG are used to help gain a proper understanding of the health of each centre:
- i. diversity of uses
 - ii. proportion of vacant street level property
 - iii. commercial yields on non-domestic property
 - iv. customers' views and behaviour
 - v. retailer representation and intentions to change representation
 - vi. commercial rents
 - vii. pedestrian flows
 - viii. accessibility
 - ix. perception of safety and occurrence of crime
 - x. state of town centre environmental quality
- 4.5 The methodology and data sources behind each of the health check indicators are outlined below. A household survey has been used to inform the qualitative gaps in provision and possible perceptions of the town centres from the Retail and Leisure Study. Similarly, the business survey can provide valuable background information for future health checks and local agents will be consulted in order to advise on market issues and perceptions

- i. **Diversity of uses** - Successful centres are diverse centres that perform a variety of roles to attract a wide range of visitors and shoppers at all times of the day. Diversity is measured by land-use mapping, desk top surveys and site visits.
- ii. **Proportion of vacant street level property** - Successful centres have continuous shop frontages in the primary shopping area with low vacancy rates. Vacancy rates are recorded by land-use mapping, desk top surveys and site visits.
- iii. **Commercial yields on non-domestic property** - information for future health checks will involve consulting with local agents and relevant Council officers in order to advise on market issues and perceptions
- iv. **Customers' views and behaviour** - This is provided by household telephone surveys and rates of footfall. The questionnaire includes questions about origin, purpose, frequency, other shopping destinations, likes and dislikes, perceptions, etc. of the main centre visited for non-food shopping.
- v. **Retailer representation and intentions to change representation** - Successful centres also have a good range of shops including specialist independents and national multiples. Representation is measured by site visits and surveys. Shops are also divided into comparison and convenience businesses to determine how the retail mix compares to national averages and borough wide qualitative retail needs.
- vi. **Commercial rents** - Information for future health checks will be calculated from consultation with local agents and relevant Council officers in order to advise on market issues and perceptions
- vii. **Pedestrian flows** - Pedestrian flow surveys will provide data in the different centres at the same times/days of the week.
- viii. **Accessibility** - Access is measured by the location of the centre in relation to the Strategic Highway Network, the quality and frequency of Public Transport Services as well as the number of destinations, and pedestrian linkages to surrounding uses. Orientation within a centre is also a consideration as is any barriers to desire lines and the free movement of pedestrians. Car parking provision is also considered under this indicator. Car parks should be safe and secure and within easy reach of shops. Ideally there should be provision for short stay parking on main roads but this isn't always possible during the day. Where car parks are provided by supermarkets they should enable combined trips with other shops and services in the centre. Facilities for cyclists and also access for disabled people with mobility difficulties are considered under this indicator.
- ix. **Perception of safety and occurrence of crime** - This information would be from the Councils residents survey, Northumbria Police Crime Statistics and the household telephone survey also includes questions about perceptions of security and personal safety and use of the town during both night and day
- x. **State of town centre environmental quality** - This is measured via an urban design appraisal of the centre which considers the built environment, landmarks and quality buildings, the public realm, sense of arrival and place, orientation within the centre, signs of urban decay and neglect, etc. Centres are also considered for their design in relation to crime; opportunities for

surveillance, etc. Further information will also be gained from household telephone survey.

- 4.6 These recommended Health Check indicators should provide signals as to the health of a centre and be kept under regular review as market demands and the needs of business change.

Parking Provision

- 4.7 Provision and pricing of car parking is a key determinant of how people travel, and while it can be used to achieve modal shift away from car use, particularly in locations best served by alternatives to the car, there is also a delicate balance to be achieved between reducing long term parking and creating enough opportunities for shorter term parking to vitalise commercial areas and support businesses in difficult economic times.
- 4.8 There are some off street parking facilities in North Shields, Wallsend and Whitley Bay; however a substantial proportion of parking is in on-street bays. Killingworth town centre was constructed more recently than the other town centres and is served by privately owned supermarket style car parks, which are free to use with no on street car parking.
- 4.9 North Tyneside Car Parking Strategy 2012-2016 outlines the aims and aspirations for the Town Centre parking and the Council has introduced a number of on-street parking places, primarily adjacent to commercial areas where the demand for parking is high to support the viability and vitality of the area. These have been introduced to encourage a more effective turnover of the available kerbside space, whilst including an exemption for residents.
- 4.10 In addition to Council run parking provision, commercially operated car parks are located at the Forum in Wallsend; the Beacon Centre in North Shields; and Park View shopping centre in Whitley Bay. It is an aspiration of the Local Plan to improve the accessibility of Whitley Bay, North Shields and Wallsend and improve the parking provision in each centre with enhanced cycle and pedestrian connections through and within the town.

5. Town Centre Shopping Frontages

- 5.1 As part of the Strategy for the management and growth of its town centres, LPAs are required by NPPF (paragraph 23) to define the extent of the primary shopping area and the Town Centre Boundary in their proposals map whilst also distinguishing between realistically defined primary and secondary frontages.
- 5.2 The Primary Shopping Area refers to the area where retail development is concentrated and should be defined on the proposals map. This will normally comprise the Primary Shopping Frontage and those secondary frontages which are contiguous and closely related to the Primary Shopping Frontage. The Primary Shopping Frontage will include a high proportion of retail uses such as clothing, household goods, food and drink, and large pedestrian flows, whilst secondary frontages provide opportunities for a greater diversity of uses such as pubs, banks, cinemas and businesses.
- 5.3 The Council seeks to strengthen the Primary Shopping Areas (PSAs) to support vibrant town centres, by focusing retail activity into the heart of the town and accepting the changing nature of more peripheral retail frontages. The findings of the Retail and Leisure Study (2014) proposed strengthening PSAs to support vibrant town centres, by focusing retail activity into the heart of the town and accepting the changing nature of more peripheral retail frontages.
- 5.4 Where non-retail uses begin to dominate an area or street, it can begin to harm the overall role and function of the Primary Shopping Area. For example, a shopping street dominated by bars, restaurants and other activities that may be only open in the evening would increasingly struggle to attract daytime visitors, which could eventually result in the closure of remaining shops. By identifying a percentage threshold for retail uses within the primary shopping frontage it would provide the opportunity to support the vitality and vibrancy of the town centres by creating active street frontages and encourage the collocation of retail premises in a concentrated area.
- 5.5 The threshold level would need to reflect current evidence of the overall mix of retail and non-retail uses in shopping frontages within North Tyneside and it is considered that the existing levels are the minimum to which would be considered acceptable as none of the town centres (except Killingworth) is performing exceptionally (Appendix C).
- 5.6 The Government has implemented a significant number of changes to liberalise permitted development rights as part of a package of measures aimed at boosting development and growth in the economy. These have included a number of measures aimed specifically at town centres including allowing the conversion of office-to-residential (with exemptions) and allowing the change of use from retail to cafés and restaurants below 200sqm (gross) and subject to prior approval without the need for planning permission.

- 5.7 The impact of these changes is yet to be felt, however they clearly emphasise the Government's agenda to liberalise permitted development rights with the intention of helping ailing high streets and high vacancy levels. The changes implemented in 2015 may have particular significance as it is likely to increase the attractiveness of smaller units such as those found within the Boroughs town centres. The current percentage of A1, A2 and A3 frontage is just over 80% in each town centre and the Council considers that to maintain a healthy town centre this is an appropriate threshold.

6. Monitoring

- 6.1 To deliver an effective Town Centre Strategy it is critical that there is an effective monitoring framework in place to determine the effectiveness of policies in the Local Plan and the overall health of the Town Centres. The monitoring of the town centres will be mixture of quantitative and qualitative data providing a range of statistical information or descriptive updates to measure the vitality and viability of the town centres.
- 6.2 Town Centre Monitoring
Monitoring will be carried out annually from site visits to measure any changes in each of the town centres. It is hoped through working in collaboration with colleagues in the Council this monitoring could occur biannually.
- 6.3 Town Centre Health Check
Using the indicators identified in Chapter three Town Centre Health Checks will occur annually and provide a snap shot in time and provide supplementary qualitative evidence alongside the town centre monitoring.
- 6.4 The Planning Team will work in cooperation with colleagues in Geographic Information Systems and Economic Development to record the data at the same time each year to produce consistent and robust evidence.
- 6.5 Underpinning the work on the Town Centres is the Retail and Leisure Study. It provides a comprehensive platform for the evidence base of retail and leisure needs in the Borough. The next Retail and Leisure Study should include an up to date Household Survey. A regular update (at least every five years) of the Retail and Leisure Study will provide an important context to the changing nature of retail and leisure across the Borough and provide analysis of wider market trends.

Appendix A

Potential development sites within Town Centres and edge of centre sites

NORTH TYNESIDE STRATEGIC HOUSING LAND AVAILABILITY ASSESSMENT 2014 SITE SCHEDULE								Planning Status	Site Assessment					LOCAL PLAN		Retail	Proximity	
Ref No	Site Name	NTC Ward	Plan/SHLAA Status	Landownership (when known)	Total site area (ha)	Estimated developable site area (ha)	GF / PDL	Planning Application Ref	Is the Site Suitable	Is the Site Compatible With Adjoining Uses	Is the Site Viable	Is the Site Available	Any Other Issues	LP Map ID	2013 Consultation Site	Town Centre (plus 300m buffer)	Bus Stop (m)	Metro (m)
2	Cedar Grove Block	Wallsend	Potential Plan Allocation		0.70	0.63	100% PDL	11/02314/FUL	yes	yes	-	no	Closure and disturbance of businesses problematic.	97	LPCD	Wallsend	113	320
4	Community Centre	Wallsend	Potential Plan Allocation		0.07	0.07	100% PDL	14/01348/FUL	yes	yes	-	no	Application associated with the Baths and approved for residential July 2015	96	LPCD	Wallsend	113	453
5	Town Hall (Wallsend Baths)	Wallsend	Potential Plan Allocation	North Tyneside Council	0.34	0.34	100% PDL	14/01349/FUL	yes	yes	-	no	Application approved for residential and storage June 2015	95	LPCD	Wallsend	68	467
8	Car Park West	Wallsend	Potential Plan Allocation	North Tyneside Council	0.12	0.12	100% PDL		yes	yes	-	no	Car park considered important to retain	90	LPCD	Wallsend	48	317
9	Police Station	Wallsend	Potential Plan Allocation	Northumbria Police - believed to be surplus to police requirements in the near future.	0.16	0.16	100% PDL	14/00980/LAREG3	yes	yes	-	no	Planning approval granted for residential Jan 2015	92	LPCD	Wallsend	128	444
17	84-90 High Street West	Wallsend	Other SHLAA		0.30	0.30	100% PDL	13/01220/FUL	yes	yes	-	no	Warwick House has permission for residential and there is currently retail on the High Street			Wallsend	31	292
21	The Ritz	Wallsend	Other SHLAA		0.13	0.13	100% PDL	14/00232/FUL	yes	yes	-	no	Developed as a Wetherspoons public house			Wallsend	49	320
27	Battle Hill Playing Fields	Howdon	Other SHLAA	North Tyneside Council	6.48	4.86	100% Greenfield		yes	yes	-	no	Proximity to Battle Hill is prevented due to the A1058 therefore not considered appropriate as an edge of centre site.			Battle Hill	194	1404
35	Land east of Preston North Road	Cullercoats	Other SHLAA	North Tyneside Council lease site	12.38	9.29	100% Greenfield		yes	yes	-	no	Large and well maintained open space providing important spatial function but also with potential for some development. Sport England likely to strongly object unless replacement provision secured			Preston Lodge	171	1435
36	Land west of St Peters Road	Howdon	Other SHLAA	North Tyneside Council	6.70	5.03	100% Greenfield		yes	no	-	no	Proximity to Battle Hill is prevented due to the A1058 therefore not considered appropriate as an edge of centre site and playing fields on site.			Battle Hill	201	1274
48	Land at Martin Road	Riverside	Other SHLAA		0.12	0.12	100% PDL		no	yes	-	yes	Small site tucked into a residential area with little street presence and little relationship with Howdon Local Centre.			Howdon	194	573
57	Balliol East	Longbenton	Potential Plan Allocation	Newcastle City Council / site privately owned.	22.97	17.23	100% Greenfield		yes	yes	-	no	Site identified as a preferred key employment site. Site is in Flood Zone 2 and 3 and there is SLCI and designated open space on site.	11	LPCD	Forest Hall	270	1356
79	201-225 High Street East	Wallsend	Other SHLAA		0.16	0.16	100% PDL	14/00432/FUL	yes	yes	-	no	Currently retail and car wash, potential to maximise the car wash for retail but closure and disturbance of business			Wallsend	25	483

													problematic.					
81	Forest Hall Delivery Office	Benton	Other SHLAA	Royal Mail - longer term aspiration for housing development	0.16	0.16	100% PDL		yes	yes	-	no	Currently in use by Post Office and not considered available			Forest Hall	28	493
83	Tynemouth Victoria Jubilee Infirmary	Preston	Potential Plan Allocation	NHS - medium term aspiration for housing on part of site	1.48	1.33	100% PDL		yes	yes	-	no	Designated Open space with TPO on site and although falls within an edge of centre site from North Shields the future availability of the site is uncertain and expected to be brought forward for residential in the medium to long term.	63	LPCD	North Shields	102	560
85	Land at 26-37 Clive Street	Riverside	Potential Plan Allocation	Joseph Strong Frazer Trust	0.30	0.30	100% PDL	03/02740/FUL (APP/W4515/A/04/1167705)	yes	yes	-	no	Site is within Flood Zone 2 and Flood Zone 3, within a conservation area and a Grade II listed building with a wildlife corridor on the site. Expected to be developed for residential development in the medium to long term.	68	LPCD	North Shields	78	480
94	Smiths Dock	Riverside	Outline Permission	Places for People	12.28	9.21	100% PDL	11/02390/OUT	yes	yes	-	yes	Not considered to be an edge of centre site. Permission granted for residential with local facilities of 1400sqm as part of the scheme.			North Shields	311	839
99	Land at North Tyneside General Hospital	Collingwood	Outline Permission	Northumbria Healthcare NHS Foundation Trust North Tyneside General Hospital	1.88	1.69	Both - mostly greenfield	11/00765/OUT	yes	yes	-	no	Outline application (2011) permitted for residential			Preston Lodge	103	1788
104	Mariners Lane	Tynemouth	Other SHLAA	Northumberland Estates. Statutory allotment let by NTC	1.80	1.62	100% Greenfield		yes	yes	-	no	Availability considered constrained by overall allotments demand. Site is designated open space, wildlife corridor and Local Wildlife Site			Tynemouth	164	273
130	Howdon CSC	Howdon	Potential Plan Allocation	North Tyneside Council	0.24	0.24	100% PDL	15/00069/FUL	yes	yes	-	yes	Permission for 2 retail units and 1 office unit	100	LPCD	Howdon	23	634
145	Land Adjacent to Carville Service Station	Wallsend	SHLAA UNDEV	Mr A Campbell	0.12	0.12	100% PDL		no	yes	-	no	Nature of site, proximity to riverside industrial area it would not be promoted for retail and it is understood to be promoted for residential.			Wallsend	73	381
158	Land at Monkseaton Middle School	Monkseaton South	Other SHLAA	North Tyneside Council	0.23	0.23	100% Greenfield		no	yes	-	no	Site forms a small part of playing fields at Monkseaton Middle School.			Monkseaton	175	564
219	Former site of Marine Park and Cocquet Park First School	Whitley Bay	Potential Plan Allocation		0.59	0.53	100% PDL	07/03702/REM	yes	yes	-	no	Site is promoted for residential. Part of wider Whitley Bay regeneration - Previous permission for 94 residential units lapsed.	48	LPCD	Whitley Bay	86	685
220	Eastbourne Gardens A	Monkseaton North	SHLAA UNDEV		0.42	0.38	100% PDL	06/03648/OUT	yes	yes	-	no	Not expected to be available and retained as a car park			Whitley Bay	76	905
233	Fleur De Lis	Riverside	Potential Plan Allocation		0.14	0.14	100% PDL	11/00127/OUT	no	yes	-	yes	Former permission for development of 35 dwellings lapsed. Subsequent consent for retail development has never been progressed and not considered suitable.	69	LPCD	North Shields	144	496
249	Linskill Mews	Tynemouth	Outline Permission		0.17	0.17	100% PDL	11/02230/OUT	no	no	-	no	New application submitted for scheme of 3-bed town houses. Not suitable site for retail.			North Shields	80	678
251	Beadnell Court	Battle Hill	Potential Plan Allocation		0.22	0.22	100% PDL	07/03073/OUT	yes	yes	-	unsure	Originally thought to be delivered through the PFI but this will not be delivered. Close relationship with Battle Hill Centre and promoted for residential but could be considered for retail as an edge of centre scheme. TPO on site	81	LPCD	Battle Hill	105	1666

257	Carville Hotel	Wallsend	Potential Plan Allocation		0.12	0.12	100% PDL	10/02789/FUL	yes	yes	-	no	Previous permission lapsed (20 units) but it is still considered to being brought forward for residential development. Application 10/02789/FUL pending (awaiting s106 agreement). Close relationship with bus and Metro Interchange	89	LPCD	Wallsend	55	169
262	Land east of 40 Bell Street	Tynemouth	s106 Pending		0.07	0.07	100% PDL	12/01745/FUL	yes	yes	-	yes	Decision permitted in August 2014 for mixed use scheme with 65sqm retail with residential above.			North Shields	69	685
281	Tanners Bank East	Tynemouth	Potential Plan Allocation		1.17	1.05	100% PDL		no	yes	-	no	Site is within a conservation area, with local wildlife site, Tree Preservation Order, wildlife corridor, locally listed structures on site and allotments. Expected to be developed for residential.	59	LPCD	Tynemouth	93	661
288	Dock Road Industrial Estate	Riverside	Potential Plan Allocation		4.25	3.19	100% PDL		no	yes	-	no	Closure an disturbance of businesses problematic and expected to be a residential scheme.	70	LPCD	North Shields	144	671
293	The Buddle	Wallsend	SHLAA UNDEV	North Tyneside Council	0.31	0.31	100% PDL		yes	yes	-	no	Grade II listed building and being used for community uses			Wallsend	30	582
295	Earsdon Road	Valley	Potential Plan Allocation	North Tyneside Council	1.06	0.95	100% PDL	11/00229/FUL	yes	yes	-	no	Issues over flooding on the site and safeguarded for future transport infrastructure with the potential Metro extension.	31	LPCD	Northumberland Park	78	430
299	Land at North Shields Metro	Tynemouth	Potential Plan Allocation	Nexus	0.52	0.47	100% PDL		yes	yes	-	no	Tree Preservation Order on the site and designated open space. Proposed for residential but potential for ground floor retail and residential above.	66	LPCD	North Shields	118	97
302	Metro Sidings at Waterville Road	Riverside	Potential Plan Allocation	Nexus	1.24	1.12	100% PDL		yes	yes	-	no	Site is within the medium to outer HSE zone and is promoted for residential development. Disturbance to local residents would need to be considered.	71	LPCD	North Shields	37	543
311	Land at Albion Road	Tynemouth	Potential Plan Allocation		0.25	0.25	100% PDL		yes	yes	-	no	Grade II Listed building that is expected to be developed for residential.	62	LPCD	North Shields	35	299
312	Stephenson House	Tynemouth	Potential Plan Allocation		0.10	0.10	100% PDL		yes	yes	-	no	Site within conservation area and promoted for residential but could also accommodate retail development. However, it is not considered to be suitable for future retail provision	60	LPCD	North Shields	96	388
314	Norfolk Street & Stephenson Street Car Parks and Office	Tynemouth	Potential Plan Allocation		1.03	0.93	100% PDL		yes	yes	-	yes	Site within conservation area and promoted for residential but could also accommodate retail development. Local Plan site for mixed use development.	61	LPCD	North Shields	93	351
315	Albion House	Tynemouth	Potential Plan Allocation		0.79	0.71	100% PDL		yes	yes	-	no	Site is promoted for residential development. However it is a very accessible edge of centre site	64	LPCD	North Shields	53	189
323	Bingo Hall, North Shields	Riverside	Potential Plan Allocation		0.12	0.12	100% PDL		yes	yes	-	no	Site is promoted for residential	65	LPCD	North Shields	45	33
324	Land at Waldo Street	Riverside	Potential Plan Allocation		0.11	0.11	100% PDL		no	yes	-	no	Topography of land may have to be investigated although in theory site is suitable for retail but development promoted for residential in the Plan. Conservation area and wildlife corridor on the site.	67	LPCD	North Shields	73	388
326	Telephone Exchange	Wallsend	Other SHLAA		0.20	0.20	100% PDL	14/01938/FUL	yes	yes	-	no	Not believed to be available for retail purposes			Wallsend	126	419

328	Snooker Hall	Wallsend	Potential Plan Allocation		0.10	0.10	100% PDL		yes	yes	-	no	Not believed to be available for retail purposes	86	LPCD	Wallsend	77	490
335	High Point Hotel	Whitley Bay	Potential Plan Allocation		0.17	0.17	100% PDL	15/00731/FUL	yes	yes	-	no	Planning permission granted for 14 family homes. Wildlife Corridor on site.	51	LPCD	Whitley Bay	33	474
337	Whisky Bends	Whitley Bay	Potential Plan Allocation		0.02	0.02	100% PDL	14/00567/DEMGDO	yes	yes	-	no	Site purchased by North Tyneside Council for regeneration. Site is promoted for residential.	50	LPCD	Whitley Bay	66	491
341	The Avenue	Whitley Bay	Other SHLAA		0.04	0.04	100% PDL		yes	yes	-	no	Site purchased by North Tyneside Council for regeneration. Site is promoted for residential. Wildlife Corridor on site.			Whitley Bay	28	760
342	Whitley Bay Library	Whitley Bay	SHLAA UNDEV		0.19	0.19	100% PDL	13/00828/LAREG3	yes	yes	-	no	Former library site that is now a public car park. Not currently available.			Whitley Bay	120	725
347	Land Adjacent to ROAB Club	Wallsend	Potential Plan Allocation		0.06	0.06	100% PDL		yes	yes	-	no	Land could be developed for retail but not believed to be currently available.	88	LPCD	Wallsend	152	346
348	Portugal Place Block	Wallsend	Potential Plan Allocation		0.50	0.45	100% PDL	15/01031/FUL	yes	yes	-	yes	146-156 High Street West planning permission for retail and residential above shops. Existing Retail units and creation of 242sqm (gross) retail area	85	LPCD	Wallsend	116	378
352	Land at Backworth Metro (Northumberland Park)	Valley	Potential Plan Allocation		3.96	1.1	100% Greenfield	15/01146/OUT	yes	yes	-	yes	Currently allocated employment land but promoted for retail and retail application submitted.	30	LPCD	Northumberland Park	282	218
356	Town Hall complex	Wallsend	Other SHLAA	North Tyneside Council Now private Mr Black	0.27	0.27	100% PDL	14/00588/LBC	yes	yes	-	no	Grade II listed building and now developed for offices			Wallsend	27	471
368	Land at Glebe Crescent	Benton	Other SHLAA		0.42	0.38	100% Greenfield		yes	yes	-	no	Designated open space and promoted for housing			Forest Hall	139	1230
	Land adjacent to Boulevard Shopping Centre	Longbenton	Plan Allocation		0.15	0.11	100% Greenfield		yes	yes	-	yes	Vacant site that was never brought forward as part of the wider Longbenton regeneration but would form part of Longbenton Centre			Longbenton		
	First Second And Third Floors 78 Bedford Street North Shields	Riverside	Other Retail		0.09	0.06	Developed Vacant Site	12/00072/FUL	yes	yes	-	no	Not available			North Shields		
	North Tyneside Council Howard House Commercial Centre	Tynemouth	Other Retail	North Tyneside Council	0.07	0.05	Developed Vacant Site		No	yes	-	no	Not considered suitable			North Shields		
	Employment Services Camden House Commercial Centre Howard Street	Tynemouth	Other Retail	North Tyneside Council	0.11	0.08	Developed Vacant Site		No	yes	-	no	Not considered suitable			North Shields		
	Camden Chambers Second Floor Camden House Commercial Centre Howard Street	Tynemouth	Other Retail	North Tyneside Council	0.09	0.06	Developed Vacant Site		No	yes	-	no	Not considered suitable			North Shields		
	North Tyneside Business Centre 54 Saville Street	Tynemouth	Other Retail	North Tyneside Council	0.09	0.07	Developed Vacant Site		no	yes	-	no	Not considered suitable			North Shields		
	Vacant Unit Within 86 Bedford Street North Shields	Riverside	Other Retail		0.08	0.08	Developed Vacant Site		Yes	yes	-	yes	Site within the heart of North Shields Town centre but unknown ownership			North Shields		

Units 11 And 14 Collingwood Centre Preston North Road North Shields Tyne	Collinwood	Other Retail		0.05	0.05	Developed Vacant Site	15/01128/FUL	yes	yes	-	yes	The site has been subject to a planning application to subdivide the units to create two small units (Units 11 and 12) and retaining Units 13 and 14 merged together.			Preston Grange		
8 The Forum Wallsend	Wallsend	Other Retail	New River	0.11	0.11	Developed Vacant Site		yes	yes	-	yes	Town Centre site in the shopping centre, but anticipated to be redeveloped as new 'Inshops, which will consist of a number of smaller units.			Wallsend		
14 Northumberland Square North Shields	Tynemouth	Other Retail	North Tyneside Council	0.17	0.12	Developed Vacant Site		yes	yes	-	no	Not considered suitable or available			North Shields		
Tynemouth Station	Tynemouth	Other Retail	Station Developments	0.1	0.1	Developed Vacant Site	APP/W4515/A/10/2133781	yes	yes	-	yes	Site has not been developed since the planning application and works to the canopies within the station were completed.			Tynemouth		
Land adjacent to Forum Shopping Centre	Wallsend	Other Retail	New River	0.3	0.12	Vacant site	12/01169/FUL	yes	yes		yes	Site part of the original scheme to regenerate the centre of Wallsend with the demolition of Hedley place to allow town centre regeneration. Part of the site developed for Aldi and Burger King (14/01650/FUL) but remainder of site still vacant.					

Appendix B

Town Centre Vacancies (February 2015)

Town Centre	No. units Vacant	Vacant floorspace (sqm gross)	No. AI vacancies	% AI vacancies	AI vacant area (sqm gross)	AI vacant area %
North Shields	59	9,000	28	15.6	3300	8.4
Wallsend	45	3,000	35	21.1	2500	11.9
Whitley Bay	53	4,200	24	11.1	1800	6.7
Killingworth	0	0	0	0	0	0

Breakdown of Vacant units in all Town Centres by Gross Floorspace Thresholds (January 2015)

Gross Floorspace sqm	Number of Units	Percentage
0-100	102	68%
101-200	27	18%
201-300	13	9%
301-400	5	3%
401-500	3	2%
501-750	0	0%
751-1000	0	0%
1001-1250	0	0%
1251-2500	1	1%
2501-5000	0	0%

Appendix C

Town Centre Primary Shopping Area (2014)

Primary Shopping Frontage

Town	A1 Shops		A2 Financial and Professional Services		A3 Restaurant or cafe		A4 Drinking Establishment		A5 Hot Food Take away		B1a Office		C3 Dwelling house		D1 Non residential institutions		D2 Assembly and leisure		Sui Generis		Sui Generis (formerly A2)		Total	
	Number of Units	Sum Frontage Length	Number of Units	Sum Frontage Length	Number of Units	Sum Frontage Length	Number of Units	Sum Frontage Length	Number of Units	Sum Frontage Length	Number of Units	Sum Frontage Length	Number of Units	Sum Frontage Length	Number of Units	Sum Frontage Length	Number of Units	Sum Frontage Length	Number of Units	Sum Frontage Length	Number of Units	Sum Frontage Length	Number of Units	Sum Frontage Length
North Shields	64	798.88	12	138.30	3	61.52	2	23.15	1	9.42	1	14.46	2	2.91	2	2.8	0	0	3	21.47	3	21.21	93	1094.12
Whitley Bay	62	720.89	18	183.31	8	43.84	3	83.84	2	10.54	8	62.42	8	13.53	2	21.86	0	0	0	0	2	17.52	113	1157.75
Wallsend	54	595.10	11	82.21	3	21.13	0	0	2	16.77	2	8.39	1	1.73	0	0	1	1.84	2	13.67	2	30.80	78	771.64

Town	A1 Shops		A2 Financial and Professional Services		A3 Restaurant or cafe		A4 Drinking Establishment		A5 Hot Food Take away		B1a Office		C3 Dwelling house		D1 Non residential institutions		D2 Assembly and leisure		Sui Generis		Sui Generis (formerly A2)		Total	
	% Units	% Frontage	% Units	% Frontage	% Units	% Frontage	% Units	% Frontage	% Units	% Frontage	% Units	% Frontage	% Units	% Frontage	% Units	% Frontage	% Units	% Frontage	% Units	% Frontage	% Units	% Frontage	% Units	% Frontage
North Shields	68.82	73.02	12.90	12.64	3.23	5.62	2.15	2.12	1.08	0.86	1.08	1.32	2.15	0.27	2.15	0.26	0	0	3.23	1.96	3.23	1.94	100	100
Whitley Bay	54.87	62.27	15.93	15.83	7.08	3.79	2.65	7.24	1.77	0.91	7.08	5.39	7.08	1.17	1.77	1.89	0	0	0	0	1.77	1.51	100	100
Wallsend	69.23	77.12	14.10	10.65	3.85	2.74	0	0	2.56	2.17	2.56	1.09	1.28	0.22	0	0	1.28	0.24	2.56	1.77	2.56	3.99	100	100

Town	A1/A2/A3 Shops			
	No of Units	Sum Front Length	Units %	Frontage %
North Shields	79	998.70	84.95	91.28
Whitley Bay	88	948.04	77.88	81.89
Wallsend	68	698.44	87.18	90.51

Secondary Shopping Frontage

Town	A1 Shops		A2 Financial and Professional Services		A3 Restaurant or cafe		A4 Drinking Establishment		A5 Hot Food Take away		B1a Office		B2		B8		C3 Dwelling house		D1 Non residential institutions		D2 Assembly and leisure		Sui Generis		Sui Generis (formerly A2)		Total	
	Number of Units	Sum Frontage Length	Number of Units	Sum Frontage Length	Number of Units	Sum Frontage Length	Number of Units	Sum Frontage Length	Number of Units	Sum Frontage Length	Number of Units	Sum Frontage Length	Number of Units	Sum Frontage Length	Number of Units	Sum Frontage Length	Number of Units	Sum Frontage Length	Number of Units	Sum Frontage Length	Number of Units	Sum Frontage Length	Number of Units	Sum Frontage Length	Number of Units	Sum Frontage Length	Number of Units	Sum Frontage Length
North Shields	93	912.38	13	119.50	14	112.03	9	120.43	12	85.74	7	143.39	0	0	2	11.55	52	141.00	7	52.84	2	48.36	6	71.31	4	41.00	221	1859.54
Whitley Bay	122	927.67	22	197.79	25	202.47	5	67.53	18	125.17	9	44.49	0	0	0	0	44	91.20	7	53.24	5	26.20	6	60.53	7	56.34	270	1852.62
Wallsend	80	546.12	18	125.42	9	54.97	4	51.28	16	75.72	7	34.38	1	5.93	0	0	51	91.55	3	12.22	1	11.91	2	9.85	4	49.33	196	1068.69

Town	A1 Shops		A2 Financial and Professional Services		A3 Restaurant or cafe		A4 Drinking Establishment		A5 Hot Food Take away		B1a Office		B2		B8		C3 Dwelling house		D1 Non residential institutions		D2 Assembly and leisure		Sui Generis		Sui Generis (formerly A2)		Total	
	% Units	% Frontage	% Units	% Frontage	% Units	% Frontage	% Units	% Frontage	% Units	% Frontage	% Units	% Frontage	% Units	% Frontage	% Units	% Frontage	% Units	% Frontage	% Units	% Frontage	% Units	% Frontage	% Units	% Frontage	% Units	% Frontage	% Units	% Frontage
North Shields	42.08	49.06	5.88	6.43	6.33	6.02	4.07	6.48	5.43	4.61	3.17	7.71	0	0	0.90	0.62	23.53	7.58	3.17	2.84	0.90	2.60	2.71	3.84	1.81	2.20	100.00	100.00
Whitley Bay	45.19	50.07	8.15	10.68	9.26	10.93	1.85	3.64	6.67	6.67	3.33	2.40	0	0	0	0	16.30	4.92	2.59	2.87	1.85	1.41	2.22	3.27	2.59	3.04	100.00	100.00
Wallsend	40.82	51.10	9.18	11.74	4.59	5.14	2.04	4.80	8.16	7.09	3.57	3.22	0.51	0.56	0	0	26.02	8.57	1.53	1.14	0.51	1.11	1.02	0.92	2.04	4.62	100.00	100.00

Appendix D

Town Centre Uses

Gross Retail Floorspace in Town Centres (sq.m)

Year	North Shields		Whitley Bay		Wallsend		Killingworth	
	2011	2014	2011	2014	2011	2014	2011	2014
Convenience	7,480	6,011	8,050	4,971	4,660	5,047	-	8,132
Comparison	22,340	25,292	14,870	16,440	12,720	14,534	-	13,382
Service	-	2,335	-	2,887	-	3,032	-	319
Other	-	40,254	-	32,011	-	18,951	-	6,307
Total Retail	29,820	79,101	22,920	58,052	17,380	44,791	-	28,139

Net Retail Floorspace in Town Centres (sq.m)

Year	North Shields		Whitley Bay		Wallsend		Killingworth	
	2014	2014	2014	2014	2014	2014	2014	2014
Convenience	2,983	1,994	3,058	6,312				
Comparison	16,770	8,440	7,767	8,509				
Service	1,139	1,556	1,336	296				
Other	13	40	26	0				
Total Retail	23,606	12,991	14,075	15,117				

Appendix E

Retail and Leisure Commitments 2011-2014

App no	Location	details	Size
11/01600/FUL	Scaffold Hill	Two retail units each of which would be some 92m ²	184sqm + Medical Centre 560sqm DI
11/01358/FUL	Whitehouse Farm	267 Executive dwellings 465 square metres of ancillary commercial development (Use Class A1/A2/A3/A4)	465sqm
11/00127/OUT	Land at Dock road industrial estate coach lane	Outline planning for the erection of a retail unit	338sqm
12/02025/FUL	Station Road East	Hybrid Application 425 residential Outline	400sqm A1 + 318sqm DI
12/00270/FUL	The Musketeer, Great lime road, Forest Hall	Demolition of existing buildings and erection of foodstore with associated access, car parking, landscaping and servicing (Amended Plans Received 29.03.2012) (Additional Bat Report received 17.05.12)	990sqm
12/00565/FUL	Land To The East Of Unit A Mallard Way Silverlink	Erection of A1 retail unit, construction of access, car parking and service areas, provision of new pedestrian/cycle link and associated alterations	1672sqm
12/01303/FUL	38 Eldon Street Wallsend	Change of use from vacant offices to three shop units.	No change 197sqm being brought back into use.
12/01309/OUT	Police houses churchill street, Wallsend	Outline Planning permission for the demolition of the existing building and redevelopment of site to form three commercial units (use class A1) with associated parking and servicing arrangements	750sqm
12/01507/OUT	Unit 19 royal quays outlet	Erection of new garden centre (class A1) to form part of the Royal Quays outlet centre	766sqm
13/00135/FUL	36 hepscott Drive	Change of use from DI non residential institution, physiotherapy practice to A1 retail	No change 75 sqm being converted

13/00843/FUL	Coast road retail park, Norham road	Amalgamation of units 1 and 1a to form single unit. Installation of mezzanine floor space with ancillary cafe, new entrance details and new cladding with other ancillary modifications and minor works to external appearance of existing buildings including new roller shutters and door openings	8019sqm existing but 1770sqm new
13/01185/FUL	Benton, No Frills	Erection of Garden centre	2787sqm existing but 1047sqm new
13/01257/FUL	Unit 4 Monkseaton metro.	Change of use to A1 retail	22.30sqm
13/01360/FUL	North Tyneside Industrial Estate, Benton	Change of use from Industrial B1 and B1a to Gym (D2) and B1A office	1238sqm existing converted to 1237sqm retail.
13/01597/FUL	Killingworth	Construction of two A1 Retail units	243sqm
13/01645/FUL		Erection of a single storey retail unit block with associated car park and access	410sqm
13/01963/FUL	Auto Park, Sandy Lane, North Gosforth	Erection of cafe, petrol Filling station with shop	Existing A3 316sqm, Proposed - 272sqm A3 and 274sqm A1
14/01053/FUL	146-156 High street West	Demolition of existing buildings and construction of two storey retail/ residential development comprising of ground floor retail and first/ second floor flats.	167 sq m
12/01169/FUL	The Forum Shopping Centre	Hybrid application including outline permission for demolition of residential properties and erection of new Class A1 retail unit and ancillary shop unit	2093sqm net conv 1026sqm net comp
14/01650/FUL	Hedley Place	Aldi and Burger King	1785sqm Aldi + 150sqm Burger King restaurant = 1935sqm

Retail and Leisure Commitments 2014-2015

App no	Location	Details	Additional Convenience Retail floorspace sqm net	Additional Comparison Retail floorspace sqm net	Additional Leisure floorspace sqm gross	Loss of Retail floorspace sqm net
14/00983/FUL	Ground Floor Quorum 5 Quorum Business Park Benton Lane Longbenton	Change of use from B1 (offices) to D2 (gymnasium) and creation of new entrance at Block Q5, Quorum Business Park			1454	
14/00985/FUL	82 Park view Whitley bay Tyne and wear	Subdivision and change of existing property to form separate unit for A2 use at ground and first floor level.				-144.2
14/01286/FUL	4 Bedford terrace, North Shields	Change of use from D1 non residential institution to A1 shop ground floor and C3 dwelling	80			
14/01698/FUL	Travelodge hotel, coast road	Redevelopment to provide 4x A1 retail units plus garden centre, car parking, access and landscaping		9474		
14/01096/FUL	Foxhunters cars industrial estate	Demolition of existing car sales garage and associated buildings and construction of an Aldi store	1525			
14/00318/FUL	31 - 35 Avon Avenue North Shields Tyne And Wear NE29 7Q	Change of use, conversion and refurbishment of no. 31, 33 and 35 Avon Avenue from retail use to residential apartments.				-172
14/00436/FUL	4 North Church Street North Shields Tyne And Wear NE30 2DY	Change of use from retail to dwelling. (Retrospective)				-80

14/00866/LAREG3	13 - 31 (Odds) Bedford Avenue Wallsend Tyne And Wear NE28 8EF	Change of use and refurbishment of 5 vacant retail units into 3 accessible apartments.				-95
14/01957/FUL	53 Queen Alexandra Road West North Shields Tyne And Wear NE29 9AA	Change of use from former car showroom into 2no retail units with associated parking	542			
14/00687/FUL	Spanish City Dome Marine Avenue Whitley Bay	Change of use and refurbishment of the Dome. Promenade Level - four retail units (Use Class A1) and café/diner (Use Class A1 and/or A3). Ground Floor - Community and/or leisure (Use Class D1 and/or D2), 895 sq m. First Floor - Community and/or leisure (Use Class D1 and/or D2), 785 sq m and café/diner (Use Class A1 and/or A3), 155 sqm. Associated external alterations to restore and refurbish existing building (Certificate B received 08.05.14)	486		1680	
15/00069/FUL	Police Houses Churchill Street Wallsend	Demolition of the former Police Houses and Council housing offices and the erection of single storey and two storey development comprising 2no. retail units (Class A1) with associated car parking, servicing, access, landscaping and works to TPO trees				-92.8
15/00168/FUL	Northumberland Park District Centre	The construction of three retail units	514			

15/00424/FUL	Rudyerd House Benton Road West Allotment	Change of use from class B1 offices to A1 retail and subdivision of the ground floor to provide 4 No. shop units and conversion of the first floor areas to create 2no two bedroom flats.	135			
15/00540/FUL	35 Borough Road North Shields Tyne And Wear NE29 6RQ	Change of use from retail unit to domestic flat				-65
15/00606/FUL	Unit 21 Park View Shopping Centre Park Avenue Whitley Bay	Change of use of retail premises (Unit 21) from Class A1 to Sui Generis. Use as an office base for the Whitley Bay Neighbourhood Policing Team				-110
15/00611/FUL	1A Burnside Road Whitley Bay Tyne And Wear NE25 8PW	Change of use from motor car dealership to a retail showroom. Siting of storage container within site curtilage. (Retrospective) (amended description 23.07.2015)		208		
15/00622/FUL	11 - 12 Upper Norfolk Street North Shields Tyne And Wear NE30 1PT	Change of use from retail and office to 2 storey dwelling house				-31
15/01031/FUL	146-156 High Street West Wallsend Tyne And Wear NE28 8HZ	Demolition of existing buildings and construction of retail / residential development comprising ground floor retail and first / second floor 6no. flats. (Resubmission)	23			

15/01091/FUL	The Killingworth Centre Citadel Killingworth	Construction of two new retail units, circulation unit and amendment to car park layout	465			
15/00376/FUL	Land At Salters Lane Longbenton	Proposed leisure and entertainment facility (Use Class D2) with associated restaurant (Use Class A3) (Revised Flood Risk Assessment 22.4.15) (Revised site plan, landscaping strategy, ecology report 30.4.15)			8668	
14/01921/FUL	European Technical Centre Coble Dene North Shields	Change of use from B1/B2 to D2 health and fitness club			2118	
13/01220/FUL	Warwick House Warwick Road Wallsend Tyne And Wear NE28 6RT	Demolition of amusements to provide 15 two bed and 5 one bed flats in a mix of two and three storey L-shaped block with associated car parking within courtyard area. D2 to C3			-2100	
Total			3,770	9,682	11,820	-790
Overall Retail Total			13,452			
15/01146/OUT (pending decision)	Land North And East Of Holystone Roundabout Rotary Road Backworth	Proposed retail development (Class A1), food and drink unit (Class A3) and petrol station (Sui Generis) with associated access, parking, service area and landscaping (Amended Traffic Information received 20.08.15).	1400	8760		
Total			5,170	18,442	11,820	-790

Overall Retail Total	23,612		
-----------------------------	---------------	--	--