

## CONTENTS

	Page
INTRODUCTION	1
APPLICATION 20090777 (WEYBOURNE ROAD)	2
REPRESENTATIONS	4
CONSULTATIONS (WEYBOURNE ROAD)	10
APPLICATION 20090818 (CROMER ROAD)	20
REPRESENTATIONS (CROMER ROAD)	22
CONSULTATIONS (CROMER ROAD)	30
APPRAISAL - APPLICATIONS 20090777 & 20090818	42
PLANNING POLICY CONSIDERATIONS	42
RETAIL ISSUES AFFECTING SHERINGHAM	44
OVERALL RETAIL CONCLUSIONS	63
OTHER RELEVANT CONSIDERATIONS - 20090777 (WEYBOURNE ROAD)	65
OTHER RELEVANT CONSIDERATIONS - 20090818 (CROMER ROAD)	75
RECOMMENDATIONS	79
 List of Appendices	
Appendix 1 – Definitions of net sales area and floor space comparisons	1.1
Appendix 2 – MWA Retail Audit – 20090777 - Land at Weybourne Road, Sheringham - November 2009	2.1 - 2.57
Appendix 3 - MWA Retail Audit – 20090818 – Land at Cromer Road, Sheringham - November 2009	3.1 - 3.56
Appendix 4 - Inspector’s Decision September 2008	4.1 - 4.12
Appendix 5 - PPS4 - Planning for Sustainable Economic Growth	5.1 - 5.34
Appendix 6 - MWA Supplementary Retail Update – February 2010	6.1 - 6.34