

4.3 THEME 3: A CITY WITH A DIVERSE AND RESILIENT ECONOMY



4.3.1 Vision and Objectives

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Vision

A sustainable and vibrant local economy, supporting large and small businesses, retail and tourism, and encouraging employment opportunities.

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Objectives

1. To increase employment opportunities through the establishment and support of large and small enterprises;
2. To identify strategic and local sites for a range of prestige developments for businesses, university research-based and high technology industries, and business incubators;
3. To secure the vitality and competitiveness of the City centre through balanced retail development and to combine City centre retail with online shopping;
4. To build on and enhance the tourism and leisure experience in the City.

4.3.2 Context

4.90 Durham City extends beyond Our Neighbourhood to include large residential, industrial and retail estates at Belmont, Framwelgate Moor and Newton Hall. Taken together, the built-up area of Durham City has a residential population of about 46,000 and is the biggest town in County Durham. It is the 'County town' and provides the administrative headquarters of the County Council, the main hospital, the magnificent Norman Cathedral and the world-class University, as well as business services, retailing, culture, leisure and recreation - the vast majority of these located within the City centre, the heart of Our Neighbourhood. Durham City is also an important tourist venue for the County and the country.

4.91 The main employers are Durham University with over 8,000 jobs, Durham County Council with 2,000 jobs, University Hospital of North Durham sharing the major part of 7,000 jobs in the Foundation Trust's area, and Government offices with over 700 jobs. A reliance on four major public sector employers creates an economic imbalance, which is unhealthy and needs to be addressed. The role of Durham City as the 'county town' within County Durham is reflected in the 80 offices of estate agents, solicitors, accountants and related professional services. Office space is limited in the centre of town, and most of it is in Georgian and Victorian buildings. The retail sector amounts to some 1,000 full-time equivalent jobs and provides vibrancy and a relatively good retail offering, but with few independent retailers. There is a limited lunchtime economy (concentrated in the immediate City centre, with more minimal provision in the outer areas of the City centre) supported by the presence of major offices and of students, and a very significant night-time economy drawing people into Durham City from other parts of County Durham and beyond.

4.92 The level of economic activity of the residents of Our Neighbourhood is affected by the presence of students, and to a lesser extent by the higher proportion of retired people than in County Durham as a whole. The dominant occupations of the residents in Our Neighbourhood who are in employment are education, health and social services and retail and wholesale. The role of Durham City as a major centre for the whole County means that most of the people who work in the City live outside Our Neighbourhood and indeed outside Durham City itself.

4.93 There are three state primary schools, two state secondary schools, a special school and a Sixth Form Centre in Our Neighbourhood, all with good or outstanding ratings by Ofsted. Capacity issues affect several of the primary schools, and at least one of the secondary schools is customarily over-subscribed. There are also three private schools, offering education from nursery to secondary level.

4.94 The University is a member of the Russell Group and provides world-class scholarship and research. It is the third oldest University in England. Vocational skills are provided by the high quality establishments of New College Durham (just outside Our Neighbourhood) and East Durham College, Houghall Campus (offering agriculture, arboriculture and forestry, horticulture and animal care courses). The University is a key

part of the Our Neighbourhood and very important to the economy and cultural life of Durham City and Durham County. The proposed expansion of the University (Durham University, 2016, 2017a) will have a significant impact on the economy of Our Neighbourhood. However, Our Neighbourhood is more than the University and this expansion needs to be balanced and proportionate so that the needs of the wider community are considered and the special character of Our Neighbourhood is maintained.

4.95 Details of economic activity and educational attainment is given in section D1 of Appendix D. In Appendix E, Table E3 lists public and community services and facilities in Our Neighbourhood and Table E4 lists employers and educational establishments.

4.3.3 Justification

4.96 This justification refers to the Economy theme as a whole. Additional, specific justification for an individual policy is given with the policy itself.

4.97 The Forum's priority survey (Durham City Neighbourhood Planning Forum, 2015) identified that local people valued the friendly, lively, vibrant, multi-cultural feel of the City and the shops (particularly the Market Place and indoor market), coffee shops, pubs and restaurants. However, problems were identified, e.g.: a poor retail offer; poor appearance / maintenance of premises and streetscape; poor pedestrian experience; a night-time economy too geared to drinking; poor parking provision; the lack of a tourist information centre. What was needed included: an increased diversity of retail outlets; reduced business rates/rents; upgrading of areas in the City (particularly North Road, Bus Station, Market Place, Riverside); improved provision for pedestrians; improved parking provision; promotion of and support for tourism (e.g. a Tourist Information Office); more entertainment, community, leisure, and cultural facilities.

4.98 In the Forum's survey of the views of young people (Durham City Neighbourhood Planning Forum, 2016a), their suggestions for action included: improve the Bus Station; improve the streetscape of North road, particularly shop fronts; more parking and increase the Park & Ride spaces and operating hours; more events, indoor activities and community facilities for young people; shops more attractive to young people. The older respondents who were school leavers were concerned by the lack of employment opportunities in Durham City. They also felt that the choice of jobs in the City is limited. They would like a wider choice of permanent jobs to choose from and more part-time jobs to be made available to young people, particularly in the proposed new entertainment venues in the City.

4.99 The survey of businesses (Durham City Neighbourhood Planning Forum, 2016c) identified the following things that would improve the development of their business: improved parking (free or cheaper; extension of Park & Ride days and hours); better information and signposting; lower rents and rates; fast broadband fibre connectivity.

4.100 The National Planning Policy Framework supports economic growth through the planning system. Section 1 of the NPPF - Building a strong, competitive economy (para 18 to 22) - states that local authorities should: set out a clear economic vision and strategy for their area which positively and proactively encourages sustainable economic growth; set criteria or identify sites for local and inward investment to meet anticipated needs over the plan period; and support existing business sectors, and identify and plan for new or emerging sectors likely to locate in their area. Our Neighbourhood is an important provider of jobs for the wider County and beyond, as well as for local residents.



4.101 Section 2 of the NPPF - Ensuring the vitality of town centres (para 23 to 27) - states that local authorities should: recognise town centres as the heart of their communities and pursue policies to support their viability and vitality; 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. Durham City centre is a significant retail and service centre for a wide catchment area and gives economic support for the heritage assets in Our Neighbourhood; its future economic success is vital. The County Durham Plan Issues and Options consultation document (Durham County Council, 2016c; p.35, paras 4.23 to 4.25) notes the economic challenges facing town centres, e.g.: a change in consumer behaviour and the rise in e-commerce, mobile technology and Internet shopping; out of town retail centres (although more recently there has been a growth in smaller and more local convenience and discount stores). Town centres need to reflect the needs and opportunities of the communities that they serve.

4.102 The Green Paper 'Building our industrial strategy' (UK Government, 2017) Proposes a range of areas of interventions which the evidence shows drive growth. Places with higher rates of investment in research and development, more highly skilled people, better infrastructure, more affordable energy and higher rates of capital investment are places which, the Green Paper asserts, grow faster and have higher levels of productivity. Policies on trade, procurement and sectors are tools to drive growth by increasing competition and encouraging innovation and investment. Through Central Government actions and by strengthening the local institutions that support a more productive economy it is hoped to ensure that growth is driven across the whole country. In Our Neighbourhood, provision for research and technology development by harnessing the strengths of Durham University and New College Durham is essential. It will also be important to cater for innovation through incubator facilities so that ideas can be transformed into advanced processes and products.

4.103 The North East Strategic Economic Plan (North East Local Enterprise Partnership, 2014) builds on the strategic location of the North East, between Scotland and the wider north of England economy: it is well connected to the rest of the UK, Europe and the rest of the world by rail, sea, road and air. The strategic plan is to deliver 100,000 more and better jobs by 2024. The growth opportunities are: Tech North East - driving a digital surge; making the North East's future in automotive and medicines advanced manufacturing; Health Quest North East meaning innovation in health and life sciences; and Energy North East- excellence in subsea, offshore and energy technology. The Strategy recognises the three areas of the service economy for growth are: financial, professional and business services; transport logistics; and education. This is a high level strategy which applies to the whole North East region. In Our Neighbourhood there are opportunities for these distinctive streams of new employment, ranging from confirmation of the prestige strategic employment site at Aykley Heads through various kinds of bespoke units to innovation spin-out incubators, and of the particular requirements of the health and academic sectors.

4.104 The Sustainable Communities Strategy for County Durham 2014-2030 (County Durham Partnership, 2014) has a theme 'Altogether wealthier', with the aims of a thriving Durham City, vibrant and successful towns, sustainable neighbourhoods and rural communities, competitive and successful people, and a top location for business.

4.105 The County Durham Green Infrastructure Strategy (Durham County Council, 2012b) marries economic activity with support for the green infrastructure, e.g. by addressing inequalities in the quality of living environments, supporting industries which depend upon green infrastructure; using the green infrastructure as an asset to improve the image of areas, attract inward investment and provide ecosystem services. Green infrastructure is can be beneficial for the economy of Our Neighbourhood, particularly as a tourist attraction related to the City's heritage.

4.106 The Durham City Regeneration Masterplan (Durham County Council, 2014c) and its update (Durham County Council, 2016f) have a number of implementation projects and actions relevant to the economy of Our Neighbourhood (a subset of the Durham City area covered by the Masterplan), i.e. Business growth - the potential for more and better jobs through regeneration at Aykley Heads, Freemans Reach, North Road, The Gates and Lower Claypath. The Masterplan update notes what has been delivered and outlines key future activities. Completed projects include new developments in the City Centre and the running of successful major events. For Our Neighbourhood it is important that sustainable economic growth utilises, supports and enhances the historic environment of Durham City.

4.107 The saved policies from the Durham City Local Plan include references to a Science Park at Mountjoy, a Business Park at Aykley Heads and office and retail development in the City centre (City of Durham Council, 2004; Durham County Council, 2015a: EMP2, EMP4, EMP12, S2A). A number of these policies have been incorporated into the policies below.

4.3.4 Planning Policies and Proposals for Land Use

4.108

- Policy E1: Larger Employment Sites
- Policy E2: Other Employment Sites
- Policy E3: Retail Development
- Policy E4: Primary and Secondary Frontages

Policy E1: Larger Employment Sites

Support will be given to the development of larger sites suitable for the creation of employment, including the following two strategic employment sites as shown on the proposals map.

1. A business park at Aykley Heads and County Hall, Durham County Council site on non-Green Belt land for prestige office development, business incubators and start-up businesses, which fall within use classes B1a (Business - Offices) and B1b (Business - Research & Development); and
2. A site for science and high technology developments and business start-ups and incubators on the Durham Science Park, Mountjoy, which fall within use class

B1a (Business - offices) and B1b (Business - Research & Development).

4.109 Details of the sites (shown in Map 8 - <http://npf.durhamcity.org.uk/the-plan/maps/>) are as follows:

- Site E1.1 - at Aykley Heads and County Hall - is on the non-Green Belt part of this area. Ancillary uses appropriate to the principal uses at the site will be acceptable in principle. Retain woodland and veteran trees and heritage assets. Design must be appropriate to the settings of the Durham City Conservation Area and the World Heritage Site (particularly heritage Policy H2.2, points 2, 5 and 6), and promote sustainable development as set out in sustainability Policy S2.
- Site E1.2 - Mountjoy - a minimum buffer of 15m of native tree planting is required against the ancient woodland and the wetlands.

4.110 Durham Science Park is owned by Durham University and is situated next to the Mountjoy Research Centre. It has good access both to the University and the City. Science Parks usually consist of low-density development located in close proximity to a university campus, thereby allowing for the creation of close links between academic institutions and business. As such the site is well situated for start-up and incubator businesses.

4.111 A comprehensive Environmental Assessment will need to be undertaken to show the effect that new development will have upon any site and in particular the Aykley Heads and Durham County Council Headquarters area. This site provides an exceptional opportunity to attract and generate high quality jobs to Durham. This Environmental Assessment will include traffic generation, the penetration of public transport into the site, visual impact, and loss of open space and protection of nature conservation interests, as set out in the green infrastructure Policies G1.7 and G1.8. It will include an assessment of the mitigation measures appropriate to the development in a mature parkland landscape. The Environmental Assessment will form the basis upon which individual planning applications will be brought forward for the development of the land at these sites. Developments should favour sustainable transport to minimise any adverse effect created by the development on the environment (see transport Policy T1).

4.112 New commercial development should incorporate a communal open area, outdoor where possible, to enhance the well-being of their employees.

E2.1: Support will be given to the development of the following sites within or well-connected to the City centre, and sites within district centres, for new office and business enterprises, including business incubators, start-up businesses and crafts, which fall within use classes A2 (Financial and Business services) and B1 (Business - Offices):

Policy E2: Other Employment Sites

E2.1: Support will be given to the development of the following sites within or well-connected to the City centre, and to sites within district centres, for new office and business enterprises, including business incubators, start-up businesses and crafts, which fall within use classes A2 (Financial and Business services) and B1 (Business - Offices):

1. Blagdon Depot, Frankland Lane; and
2. Providence Row – old sorting office; and
3. Fowler's Yard.

E2.2: Support will be given to the development of windfall brownfield sites in Our Neighbourhood for mixed use office and business enterprises and also residential, including units for older people, families with children and young professionals.

4.113 Details of the sites (shown in Map 8 - <http://npf.durhamcity.org.uk/the-plan/maps/>) are as follows:

- Site E2.1.1 - the Blagdon Depot - is located in the Green Belt. Only proposals that meet the NPPF exceptions criteria for development in the Green Belt (NPPF para 89) would be acceptable. Retain mature vegetation around the site. The site is in Flood Risk Zone 2 and therefore appropriate infrastructure and design measures will be required and have to meet the requirements of heritage Policy H2.2, and promote sustainable development as set out in sustainability Policy S2. Development proposals for this site should undertake a site-specific flood risk assessment, a sequential test and an environmental assessment to include the impact on, and the protection of, green assets as set out in green infrastructure Policy G1.
- Site E2.1.2 - Providence Row old sorting office - the area for development is located outside the functional floodplain but is in Flood Risk Zone 3a where a high probability of flooding exists and therefore appropriate infrastructure and design measures will be required and have to meet the requirements of heritage Policy H2.2, and promote sustainable development as set out in sustainability Policy S2. Development proposals for this site should undertake a site-specific flood risk assessment, a sequential test and an environmental assessment to include the impact on, and the protection of, green assets as set out in green infrastructure Policy G1. Mature trees around the site should be retained.
- Site E2.1.3 - Fowler's Yard - an area already thriving as craft and specialist shops.

4.114 In recent times, approvals have been given on most of the City's large sites. Some of these have been contentious and remain unsupported by local people, specifically those which have been given for student accommodation which would now be refused under the new interim student accommodation policy (Durham County Council, 2016h). Where an opportunity arises from the renewal or lapsing of an application, modifications will need to be made to meet the requirements of our Neighbourhood Plan, particularly in

respect of the new interim student accommodation policy and our housing Policies D2, D3, D4 and D5 in order to meet the shortfall in provision for affordable housing, and accommodation for the elderly, families with young children and young professionals. Design must be appropriate to the settings of the Durham City Conservation Area and the World Heritage Site (see heritage Policy H2.2) and promote sustainable development as set out in sustainability Policy S2.

4.115 As a general principle, new business development should be located on sites identified in economy policies E1 and E2. Some businesses, however, may be able to meet acceptable environmental standards, without either having a detrimental impact on the amenity of neighbouring occupiers of property or on the character and appearance of the area in which they are located. Such businesses can provide important employment opportunities within their locality and make use of buildings that may otherwise become redundant and/or derelict. This is of relevance in local centres, which can often provide an opportunity for a variety of small-scale business activities to take place.

4.116 Residents and visitors are increasingly seeking 'experiences' to add to their enjoyment of the City; therefore new commercial development in the City should include an external, flexible space wherever possible, which can be used for the well-being of their employees, and for staging community events.

Justification for Policies E1 and E2

4.117 Businesses and residents have requested more land for commercial use: the sites allocated in Policies E1 and E2 are the only suitable land available in Our Neighbourhood which could be used for this purpose. To improve the economy of Durham City it is important to encourage new employment opportunities and to safeguard and assist expansion of existing businesses within the area. A good variety of serviced employment sites will help to attract new businesses and making available underused space as offices for established



businesses will increase the employment opportunities for local people, attract new employees from outside the area, and encourage the retention of graduates from Durham University. New employment opportunities within the city will increase the numbers of people who use the City, and will also strengthen the relationship between local business

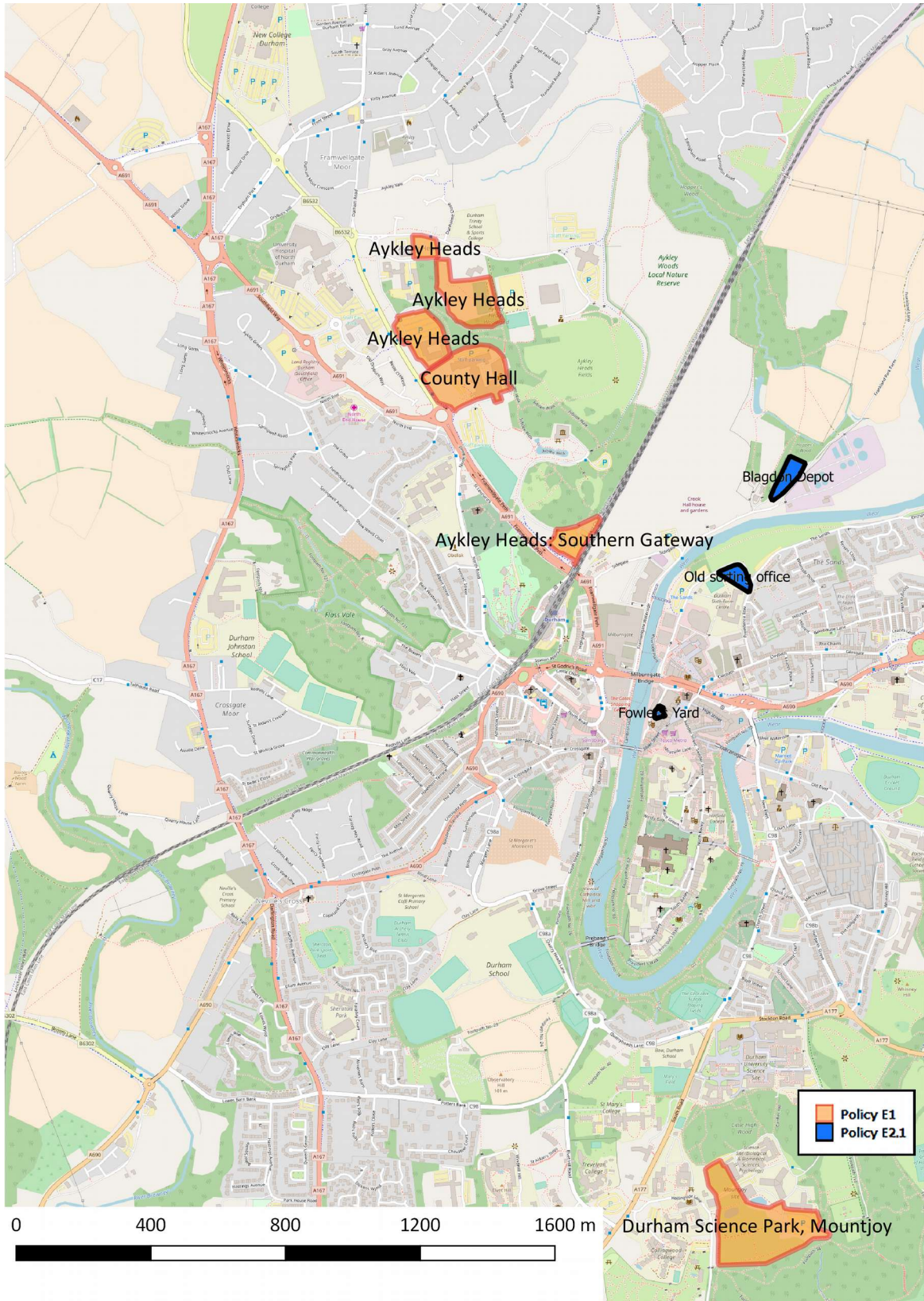
and Durham University. This is recognised in the County Durham Plan Issues and Options consultation document (Durham County Council, 2016c, p.31, para 4.9).



4.118 In accordance with guidance in the NPPF (para. 111), commercial development will be directed to brownfield sites. In satisfying the sustainable design principles of our Neighbourhood Plan, new development will avoid unacceptable impacts on local, national and international designations and physical constraints such as flood risk and topography (Durham

County Council, 2016c, p.18, para. 3.23 and 3.26). So far as flood risk is concerned, it would be highly desirable to have all brownfield employment sites located in Zone 1 (low probability of flooding). Whilst the majority of our sites meet that standard, there are three that fall within Zone 2 (medium probability of flooding) or Zone 3 (high probability of flooding). We are proposing to retain these three sites because they possess established use rights and new buildings can be designed such that occasional flooding of the ground floors is operationally acceptable.

Map 8: Map of Economic Designated Sites



Policy E3: Retail Development

Development proposals within Durham City centre, as defined in the proposals map, will be supported where it is demonstrated that they:

- A) contribute to the creation of a lively and vibrant City centre with:
 - 1) the primary frontage mainly in retail use; and
 - 2) other appropriate town centre uses (defined as retail, leisure, entertainment, sport and recreation, offices, and arts, culture and tourism) located in the City centre but outside the primary frontages; and
- B) enhance the character and attractiveness of the City centre by:
 - 1) conserving and enhancing the historic character of the Conservation Area and World Heritage Site, its setting and historic assets, both designated and undesignated; and
 - 2) sympathetically converting existing buildings outside the primary frontages and re-using redundant upper floors in the secondary frontages for office and other appropriate town centre uses (defined as retail, leisure, entertainment, sport and recreation, offices, and arts, culture and tourism); and
 - 3) safeguarding and enhancing the green setting along the River Wear; and
 - 4) ensuring that new development is of a scale appropriate to the City centre, is well-designed and is of a mass and materials appropriate to the character of the City centre; and
 - 5) improving the public realm; and
 - 6) improving the City centre environment for pedestrians and cyclists.

Policy E4: Primary and Secondary Frontages

E4.1: Within Durham City centre's primary frontage support will be given to retail development (Class A1 uses) which improve the range of shops.

E4.2: Proposals for changes of use of ground floor premises within the primary frontage to non-A1 uses appropriate to a shopping area (defined as retail, leisure, entertainment, sport and recreation, offices, and arts, culture and tourism) will be supported if it can be demonstrated that the use will add to the vitality and viability of the City centre.

E4.3: Within the secondary frontage and in upper floors of the primary frontage the following uses will be supported: shops (A1), financial and professional services (A2), restaurants and cafes (A3), drinking establishments (A4), hot food takeaways (A5), and other uses appropriate to a town centre (defined as retail, leisure, entertainment, sport and recreation, offices, and arts, culture and tourism).

E4.4: Development proposals should demonstrate that the development:

- 1. would not have an unacceptable impact on residential amenity; and

2. would have appropriate access provision; and
3. would not harm the character of the historic environment.

4.119 The NPPF glossary defines 'Main town centre uses' as retail, leisure, entertainment, sport and recreation, offices, and arts, culture and tourism.

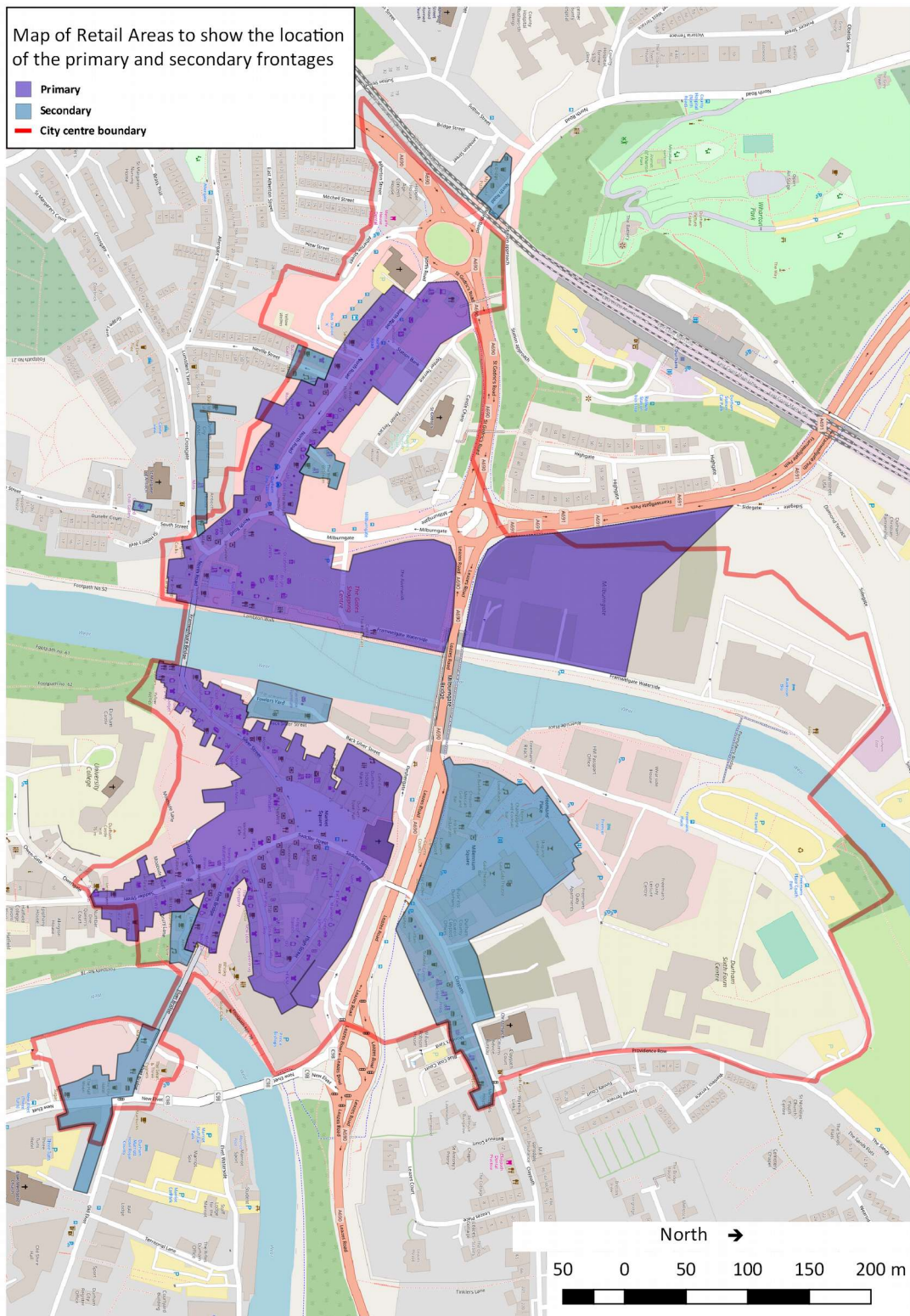
4.120 The extent of the shopping area, where new development may be approved, is expected to remain broadly as it is now. However the need to sustain and enhance Durham City centre means that opportunities to improve its retail provision should be taken when they arise through redevelopment and changes of use.

4.121 Map 9 (<http://npf.durhamcity.org.uk/the-plan/maps/>) which shows the retail areas, with the primary and secondary frontages, for Durham City has been based on a number of sources: the Retail and Town Centre Uses Study (Durham County Council, 2009b) prepared by GVA Grimley for Durham County Council; the allocations from the Durham City Local Plan (City of Durham Council, 2004); and an aspiration to improve the area of North Road, which was highlighted in the Forum's priority survey (Durham City Neighbourhood Planning Forum, 2015). It includes the historic core around the market place and westwards along North Road and extends to the major office and mixed uses at Milburngate and Walkergate. The primary frontages are along Silver Street, Saddler Street from the market place which includes the Prince Bishops precinct, North Road as far as the Methodist Church, and the new Milburngate development on the old Passport Office site. The 2009 report includes The Gates shopping precinct as primary frontage: this area is now being redeveloped as 'The Riverwalk' and will include retail provision. The secondary frontages are defined as Crossgate, Neville Street, Reform Place, North Road (west of the North Road roundabout), St. Godric's Road (north of the North Road roundabout), Walkergate, Claypath to Providence Row, Elvet Bridge and New Elvet.

4.122 Within the town centre as defined in Map 9 (<http://npf.durhamcity.org.uk/the-plan/maps/>) there are a number of sites outside the primary and secondary frontages where planned development will result in an increase of people living or working in the centre. These new development must ensure that the needs of those living, working or visiting the centre are accommodated: this includes mitigation measures for the generation of additional traffic as stated in transport Policies T1 and T2.

4.123 New developments must be designed to the highest standards and respect and enhance the Conservation Area and the historic City centre. Careful consideration should be given to the access requirements of pedestrians, cyclists, public transport, cars and emergency vehicles in the design and layout of new development.

Map 9: Map of Retail Areas Showing City Centre Boundary and Frontages



Justification for Policies E3 and E4

4.124 The NPPF (para. 23 to 25) and the Council (Durham County Council, 2016c, p.35, paras 4.23 to 4.25) recognise the importance of ensuring the viability and vitality of town centres. The threat to loss of trade in Durham City centre to large retail proposals in nearby centres including out-of-town or edge-of-town centres cannot, unfortunately, be resisted through policy in our Neighbourhood Plan as all of these rivals are outside its influence. Nevertheless, the Durham County Local Plan will include policies for protection of the City Centre and will be able to use policies and proposals in our Neighbourhood Plan in determining such applications.

4.125 The retail sector in Durham City centre is a key driver of the local economy although it is subject to seasonal fluctuations because of the impact of the University terms and vacations. To protect the vitality and viability of the City centre, it is important that a range of retailers is represented, both independent and national, to include a balanced mix of consumer goods, food and services. At present there are too many food outlets (use class A3) in the City, which has decreased the overall retail attractiveness. With the loss of the BHS department store there is a gap in the retail provision in the City centre. Attracting a new department store would be beneficial and would increase footfall. Enabling 'click and collect', online shopping delivery facilities within City centre shops will help to increase footfall through the City.

4.126 Consumers are now looking for a wider experience when visiting shopping centres. Retail development is now 'leisure led development', that is development which includes cafés, restaurants, cinemas and entertainment facilities such as a bowling alley. A more diverse retail offering in Durham City and entertainment events throughout the year will encourage shoppers to visit and revisit the City centre. Also good public transport links are needed between out-of-town shopping areas and the City centre to enable shoppers to access the full range of services, facilities and attractions.

4.127 There is a lack of affordable retail space in Durham City centre for small start-up businesses and creative businesses. One solution is to use the underused and empty buildings and shops in the City centre. These can be used temporarily for new businesses as they become established. The Government, in a written ministerial statement from the Department of Communities and Local Government on 24th January 2013, highlighted the use of empty shops as a vehicle to maintain the vitality and viability of town centres.

Getting empty town centre buildings back into use

To create opportunities for new and start-up businesses and help retain the viability and vitality of our town centres, we will allow a range of buildings to convert temporarily to a set of alternative uses including shops (A1), financial and professional services (A2), restaurants and cafes (A3) and offices (B1) for up to two years.(UK Parliament, 2013)

4.128 The primary frontages are the core of the City centre and where shoppers, visitors and tourists should experience the most lively and attractive environment which will

encourage return visits and maintain Durham City's role in the County's hierarchy of town centres. Durham City has a good mix of shops including independents and the well-loved market but the recent closure of BHS, the anchor of the Prince Bishops precinct, and a number of other vacant shop units means that every effort should be made to support the range of shops within the primary frontage. The new mixed-use development at Milburngate has been included as primary frontage in the expectation that it will attract high quality retailers. Similarly North Road has been included as primary frontage as an aspiration to improve the area, which has recently suffered from a lack of investment and a deterioration of the retail offer as noted in The Retail and Town Centre Uses Study (Durham County Council, 2009b). The County Council is now addressing the decline in North Road with improvements to roads and pavements.

4.129 Close to the primary frontages, the secondary frontages include a greater mix of uses including non-retail such as letting agents, cafes and charity shops and these are also necessary in order to provide a range of services expected in a town centre. In the case of Durham City these secondary frontages have suffered much change over the past 5 to 10 years. The secondary frontage designations as defined in the proposals map will allow opportunities for smaller retailers, including craft outlets, to add to the character and individuality of the city and contribute to a diverse retail offer.