CABINET

URN:	**23-169**
Report Title	**First Draft Local Plan and Community Infrastructure Levy– Approval for Consultation**
Report to:	**Cabinet**
Date of meeting:	**4th March 2024**
Responsible Cabinet Member:	**Cllr Daniel Candon**
Responsible Officer:	**Sam Hubbard, Strategic Planning Manager**
Is this a Key decision ?	**Yes**
Date added to Forward Plan of Key Decisions if a Key Decision:	**18th October 2023**

EXECUTIVE SUMMARY

This report recommends that Cabinet approve the First Draft Local Plan and publish it for consultation under Regulation 18 of the Town and Country Planning (Local Planning) Regulations 2012.

The First Draft Local Plan is a consultation document which takes the form of what the final Local Plan will look like. The First Draft Local Plan sets out the Council's preferred approach to planning for future development based on the evidence collected to date and the responses to previous consultations to inform the preparation of the Local Plan.

This report also requests approval to undertake a preliminary consultation on potential rates of Community Infrastructure Levy alongside the consultation on the Local Plan.

RECOMMENDATIONS:

That Cabinet:

1) Approve the First Draft Local Plan (Appendix 1) and authorise it to be published for consultation under Regulation 18 of the Town and Country Planning (Local Planning) Regulations 2012 together with a 'call for sites' for gypsy and traveler provision and local green spaces.
2) Approve the publication of a preliminary consultation on potential rates of Community Infrastructure Levy (CIL) as set out in Appendix 2.
3) Approve the consultation plan in Appendix 3.
4) Delegate authority to the Head of Planning, to:
   i. publish on the website the First Draft Local Plan and preliminary CIL consultation, without any material alteration to the content, in an interactive format using appropriate software and mapping, for the purposes of consultation.;
   ii. publish a formatted hard-copy version of the first Draft Local Plan and preliminary consultation on CIL document.
   iii. to make any factual corrections and minor changes to finalise the consultation documentation

1. Introduction

1.1 The Local Plan is a key policy document for the Council setting out the amount of development which needs to be planned for, where that development should go and how it should be delivered. It sets out planning policies which the Council will use to determine planning applications. It forms part of the 'development plan' for the area which the Council has a statutory duty to keep under review and up to date.

1.2 The Council's recently adopted Local Plan Part 2 commits the Council to an immediate review of the existing Core Strategy (Local Plan Part 1) and the Local Plan Part 2. This is due to the age of the Core Strategy, updates to evidence and changes in national planning policy. The new plan will be a single plan covering the strategy, site allocations and detailed policies. The plan will cover a period to 2041 to ensure a 15-year coverage of strategic policies on adoption in line with the National Planning Policy Framework.

1.3 Work to date on the Local Plan has involved:

i. Collation of evidence reports on housing need, employment land needs, transport, open space, infrastructure and viability. These have been overseen by the Council's Local Plan Working Party.

ii. 'Call for Sites' consultation in Summer 2022. This was an opportunity for individuals, landowners, developers, parish councils and other interested parties to let the Council know what sites may be suitable for inclusion in the new Local Plan for development. Sites for potential housing development, gypsy and traveller accommodation, commercial development, renewable energy or other types of development were invited to be submitted. The Council also wrote directly to landowners of vacant and agricultural land within and adjacent to the settlements in the Borough. Additionally, the Council asked stakeholders and the public to submit sites for consideration as Local Green Spaces.

iii. Local Plan Options Consultation in January and February 2023. This consultation sought to obtain an understanding of what the public and stakeholders wanted the new Local Plan to address. It asked a number of questions on the amount and distribution of development, infrastructure requirements and different approaches to planning policies. The consultation also sought views on potential sites for development and local green spaces which had been submitted through the 'Call for Sites' consultation. The consultation also included a further 'Call for sites' where landowners and other stakeholder were invited to submit additional sites.

1.4 Since the Local Plan Options Consultation, officers have been working with the Local Plan Working Party to formulate a strategy for the plan, assess sites and develop policies for inclusion in the First Draft Local Plan in light of the comments received during the previous consultation and the evidence collected. The preparation of the plan has been tested against a sustainability appraisal which will be published along with the First Draft Local Plan. The sustainability appraisal documents all the options considered and reasons for selecting the preferred approach over alternative options. All evidence documents can be read here: https://localplan.great-yarmouth.gov.uk/article/11338/Evidence-Base

1.5 The First Draft Local Plan is a consultation document which takes the form of what the final Local Plan will look like. The First Draft Local Plan sets out the Council's preferred approach to planning for future development. It gives a clear direction of travel in terms of what the Council would want to see in a final Local Plan, however, it is still a first draft and could be changed should comments received during the consultation indicate it necessary.

1.6 Following a thorough review and discussion on the strategy, sites and policy options, the Council's Local Plan Working Party on 19th Feburary 2024 have reviewed the plan as written in Appendix 1 and have endorsed it.

2. Summary of the First Draft Local Plan

Vision and Objectives

2.1 The vision and objectives set out in the First Draft Local Plan have been informed by the Council's Corporate Plan, Sustainability Strategy, and other Council strategies alongside consultation responses to the Options Consultation last year. The vision and objectives are centred around meeting development needs and other key themes including, improving health and well-being, regeneration, climate change and protecting the natural and historic environment.

Scale and Location of Growth

2.2 The plan sets a housing target of 360 homes per year (7200 over the plan period to 2041). The plan identifies sufficient land to meet approximately 5% more than this, c7500. The housing target has been formulated based on the 'standard method' set out in national planning policy. There is no evidence to suggest an alternative approach should be used to identifying a housing target.

2.3 In terms of business and industrial development the plan seeks to deliver an additional 38 hectares of employment land to accommodate this type of development.

2.4 The plan seeks to distribute 45% of the new housing growth to the urban area of Great Yarmouth, 20% to Caister-on-Sea and 35% to the other villages in the borough. The amount of development proposed within the urban area and Caister-on-sea is broadly consistent with that of the current plan, however, this plan will allow for more balance in development levels between Caister-on-Sea and Bradwell. This ensures that the majority of development proposed within the Borough takes place in the locations with the most jobs and potential for economic development and best access to services and facilities. The approach also seeks to maximise development on brownfield sites to help support the regeneration of the urban part of the Borough. In doing this the plan includes a high-level strategy for urban and waterfront regeneration along with specific brownfield site allocations.

2.5 With the rural parts of the Borough, the plan focuses development on larger villages of Belton, Hemsby, Hopton, Ormesby St Margaret and Martham. The plan allows for smaller scale growth in other villages and infill development within the countryside for self builders.

2.6 The plan directs employment development to within and around the urban area, with a focus on Beacon Park and South Denes. The plan supports smaller-scale business development in rural areas. An option of dispersing such development more widely around the Borough was discounted as the main market for this development is within the urban area where the largest population is.

2.7 The plan includes proposed site specific allocations for developments to help deliver the broad distribution referred to above in the following locations:

Settlement	Policy Reference	Location	Proposed Development
Great Yarmouth	URB4	North Quay	280 homes
Great Yarmouth	URB5	Cobholm Waterfront	160 homes
Great Yarmouth	URB6	North River Road	15 homes
Great Yarmouth	URB7	Former Gas Holder	50 homes
Gorleston	URB8	Maltings Site	75 homes
Gorleston	URB9	Riverside Road	100 homes
Gorleston	URB16	Beacon Park	District Centre
Bradwell	URB17	Beacon Park	300 homes
Bradwell	URB18	Beacon Park	Business Park
Gorleston	URB19	Links Road	600 homes
Great Yarmouth	URB20	North Denes Airfield	Aeronautical Uses (protection and ancillary development)
Great Yarmouth	URB21	Harfrey Industrial Estate	Business and Industrial
Gorleston	URB22	Shrublands, Magdalen Way	Healthcare and Community
Bradwell	URB23	Beccles Road	150 homes
Caister-on-Sea	CAS1	West of Jack Chase Way	1100 homes (of which 800 expected in plan period), local centre and country park
Caister-on-Sea	CAS2	Ormesby Road	SEND School, Burial land and 40 sheltered/extra care homes
Belton	BEL1	New Road	100 homes
Burgh Castle	BUR1	Lois Dahl Road	20 homes
Fleggburgh	FLG1	Tower Road	20 homes
Hemsby	HEM1	Yarmouth Road	164 homes and 36 plots for roll-back of properties at risk from erosion.
Hopton-on-Sea	HOP1	Longfulans Lane	50 sheltered/extra care homes
Hopton-on-Sea	HOP2	Land at Coast Road	40 homes
Ormesby St Margaret	ORM1	Cromer Road	200 homes

Settlement	Policy Reference	Location	Proposed Development
Ormesby St Margaret	ORM2	Barton Way	32 homes
Ormesby St Margaret	ORM3	Yarmouth Road	125 homes
Martham	MAR1	South Repps Road	180 homes
Martham	MAR2	Bosgate Rise	90 homes
Martham	MAR3	Acacia Avenue	55 homes
Martham	MAR4	Sycamore Avenue	70 homes
Martham	MAR5	Hemsby Road	15 sheltered/extra care homes
Martham	MAR6	Staithe Road	65 homes
Repps with Bastwick	REP1	Mill Road	20 homes
Scratby	SCR1	Scratby Road	22 homes

2.8 All proposed site allocations can be seen on the draft policies map alongside other spatial policies https://gybc.maps.arcgis.com/apps/instant/basic/index.html?appid=5cefa8caa02c47e88de2261dfd64feec

Planning Policies

2.9 The First Draft Local Plan includes a number of more generic, borough-wide planning policies. Many of these roll-forward the policy approach set out in the existing plan with some tweaks to make them more effective or to respond to new evidence and consultation responses from the previous stage. The key changes from the existing Local Plan are set out below:

i. Affordable housing requirements – increased from 10-20% to 25% Borough-wide with the exception of allocated brownfield sites where a 10% requirement will apply due to viability.

ii. Introduction of national space standards for housing

iii. Introduction of a self-build plot requirement on largest sites of 5% of total plots

iv. Revisions to Houses in Multiple Occupation policy to strengthen the approach to avoiding clustering

v. Requirement for retail impact assessments for edge and out-of-centre developments to consider impacts on seafront as well as town centre.

vi. New policy permitting self-build on infill sites in countryside

vii. New policy identifying local green spaces

viii. Revision to coastal erosion roll-back policy to prioritise greenfield sites around Scratby and Hemsby for roll-back.

ix. New climate change policy to consider embodied carbon of existing building and a preference to retain existing buildings where presents lower carbon solution and practicable.

x. New policy requiring 20% on-site biodiversity net gain on greenfield sites

xi. New policy to protect dark skies.

2.10 With regard to local green spaces, it is proposed that the Council gives the community a chance through this consultation to submit additional local green spaces for consideration in the local plan.

Design Code

2.11 In line with the Levelling Up and Regeneration Act 2023, it is intended that the new Local Plan embeds the Council's recently adopted Design Code within the Local Plan. As such the Design Code is included in Appendix 1 to the First Draft Local Plan.

Infrastructure

2.12 The preparation of the First Draft Local Plan has involved assessing the likely infrastructure requirements to support the growth. The infrastructure requirements for each are are set out in the start of each relevant section. Policy OSS4 sets out a strategic approach to infrastructure delivery.

3 Gypsy and Traveller Provision

3.1 The First Draft Local Plan does not include and proposals or policies for gypsy and traveller accommodation. This is because the evidence base on accommodation need is still being prepared. As such there will be a further consultation on gypsy and traveller accommodation in the summer. However, as part of this consultation it is proposed to invite landowners to submit possible sites for gypsy and traveller accommodation for consideration as part of the plan making process. This will help the Council to identify whether there are any potentially suitable sites for gypsy and traveller provision which can then be consulted on in the summer.

4 Preliminary Community Infrastructure Levy Consultation

4.1 The Community Infrastructure Levy (CIL) was introduced in 2010 as the Government's preferred approach for local planning authorities to secure contributions towards infrastructure. Most development has some impact on the need for infrastructure and services, or benefits from them. CIL helps ensure the infrastructure that is needed to make development acceptable is funded and delivered.

4.2 The levy is a charge, expressed in pounds per sqm of internal floorspace, which is levied on new development. Funds raised can be spent on the delivery of infrastructure to support the development in the Borough. Where introduced, the levy often replaces section 106 planning obligations as the primary tool for securing developer contributions towards infrastructure although section 106 is still often used to secure affordable housing and on-site infrastructure on large developments.

4.3 Rates of the levy are set by Local Planning Authorities in a document called a charging schedule and are principally based on whether there is a funding gap for infrastructure needed to support development and what developers can viably afford to contribute.

4.4 More information on CIL can be found here: https://www.gov.uk/guidance/community-infrastructure-levy

4.5 When CIL was first introduced, the Council considered whether to adopt it but at the time decided against it due to the lack of viability of development across the Borough which would have resulted in only minimal rates of levy being charged. More recent evidence on viability collected as part of the preparation of the new Local Plan suggests that a meaningful level of CIL could be charged across the Borough to enable more funding for infrastructure.

4.6 A community infrastructure levy would reduce the time spent on negotiating section 106 obligations, give developer's greater certainty of the likely contributions required and potentially raise a greater amount of funding for infrastructure across the Borough. Furthermore, up to 5% of levy receipts can be retained to cover administrative costs, a feature which is more difficult to secure through section 106.

4.7 The Levelling Up and Regeneration Bill includes proposals to replace CIL and section 106 with a new Infrastructure Levy which will be based on the final sales values of new development. From the draft legislation and technical consultation documents produced, it would appear that the new levy would work very similarly to the way in which CIL works. The recent technical consultation on the new Levy, indicates that it will not be in place until around 2030. However, having a CIL in place before then, will put the Council in a better position for when the new levy is introduced.

4.8 Given the above, it is recommended that the introduction of a CIL in Great Yarmouth is considered alongside the preparation of the Local Plan. With that in mind, the First Draft Local Plan has been drafted in such a way to assume the eventual introduction of CIL alongside the plan. As such it is recommended that alongside the consultation on the Local Plan, the Council also consults on potential rates of CIL as set out in Appendix 2 to this report.

4.9 The rates proposed are based on what development can viably afford to pay without putting delivery of the emerging Local Plan at risk. In terms of residential development, the viability evidence indicates that £80 per sqm could be charged on most sites across the Borough, with the exception of brownfield sites in the urban area where it would not be viable to charge CIL. As such areas where the Local Plan promotes development on brownfield sites within the urban area, such as allocated sites, the town centre, and back of seafront area it is proposed that there is a zero rate of CIL. It is not proposed to have a CIL rate for the large site proposed to be allocated to the west of Caister. It is best practice for large sites to continue to rely on section 106 contributions so that contributions can be phased in such a way to ensure the viability of development alongside the timely delivery of infrastructure.

4.10 At £80 per sqm, a typical 3-bed house at 100sqm would pay £8000. As a comparison, on average the Council secures an average of £4,890 per unit under section 106 (and only for major development). As such it is likely that in the long term more funding will be available for infrastructure through the CIL route.

4.11 Our evidence indicates there is also scope to charge CIL on supermarket developments and retail warehouse developments. It is not viable to charge CIL on sheltered housing, office and industrial development and other types of development in the borough.

4.12 It is proposed that the rates of CIL as shown in Appendix 2 will be made available as an HTML document on the Council's website as part of the consultation.

5 Consultation

5.1 It is expected that the consultation will begin on Wednesday 13th March 2024 and will run for 8-weeks (rather than the normal 6-week period) as the consultation will extend over the Easter Holidays. A consultation plan is included in Appendix 3 to this report which sets out the publicity and engagement activities the Council will undertake during the consultation period. Cabinet's approval of this consultation plan is requested as part of the recommendations of this report.

6 Next Steps

6.1 Following the consultation on the First Draft Local Plan, comments received will be considered by officers and the Council's Local Plan Working Party. As noted above a further consultation on gypsy and traveller provision will take place in June which will be put before Cabinet for approval. The results of both consultations will inform a Final Draft Local Plan. The Final Draft Local Plan will be put before Cabinet and Full Council for agreement to conduct a further six-week consultation before being submitted to the Secretary of State for independent examination. Following this, the Local Plan will be presented to Cabinet and Full Council for adoption. It is expected that the Local Plan will be adopted in early 2026.

6.2 If a decision is made to progress with CIL following this consultation, a formal consultation on rates in a Draft Charging Schedule will take place alongside the Final Draft Local Plan. It is expected that the CIL Charging Schedule would be submitted for examination alongside the Local Plan and adopted at the same time.

7 Financial Implications

7.1 With regard to Local Plan preperation there are no additional implications. Preparation of the Local Plan and other documents is provided for in the agreed Strategic Planning budget.

7.2 With regard to the Community Infrastrure Levy, should this progress further, and subject to further Cabinet approval, there will be additional administrative costs associated with collecting, enforcing and spending the levy. However, it is expected that these can be covered by the levy itself where it is possible to retain 5% of receipts for administration costs.

8 Legal and Risk Implications

8.1 The consultation will form part of the engagement required by regulation 18 of the Town and County Planning (Local Planning) Regulations 2012 (as amended). The consultation will take place in accordance with the Council's adopted Statement of Community Involvement (2022).

8.2 There are no specific regulations governing a preliminary consultation on the Community Infrastructure Levy. Should this be progressed further, there is one formal stage of consultation under the Communtiy Infrastruce Levy Regulaitons 2010 required which will be undertaken at the same time as consultation on the Final Draft Plan.

9 Conclusion

9.1 It is recommended that Cabinet:

1) Approve the First Draft Local Plan (Appendix 1) and authorise it to be published for consultation under Regulation 18 of the Town and Country Planning (Local Planning) Regulations 2012 together with a 'call for sites' for gypsy and traveler provision and local green spaces.
2) Approve the publication of a preliminary consultation on potential rates of Community Infrastructure Levy as set out in Appendix 2.
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   ii. publish a formatted hard-copy version of the first Draft Local Plan and preliminary consultation on CIL document.
   iii. to make any factual corrections and minor changes to finalise the consultation documentation

10 Appendices

10.1 Appendix 1 – First Draft Local Plan

10.2 Appendix 2 – Rates of Community Infrastructure Levy for consultation

Appendix 3 – Consultation Plan

Consultations	Comment
Monitoring Officer Consultation:	Through ELT
Section 151 Officer Consultation:	Through ELT
Existing Council Policies:	n/a
Equality Issues/EQIA assessment:	Available here: https://localplan.great-yarmouth.gov.uk/article/11338/Evidence-Base

APPENDIX 1
FIRST DRAFT LOCAL PLAN CONSULTATION DOCUMENT
Unformatted Version for Cabinet

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1. Introduction

1.1. The Local Plan is a key document which sets out a vision and framework for the future development of the area. The Local Plan sets out the amount of development which needs to be planned in an area and identifies where that development should go and how it should be delivered. The Local Plan also sets out planning policies which are used to help determine planning applications for development.

1.2. The current Local Plan for Great Yarmouth is split over two documents, the Core Strategy (adopted in 2015) and the Local Plan Part 2 (adopted in 2021).

1.3. Great Yarmouth Borough Council is currently progressing a review of the whole Local Plan. The new Local Plan will eventually replace the Core Strategy and the Local Plan Part 2. The new Local Plan will be a single document, rather than being separate local plans covering strategy, allocations and detailed policies.

1.4. The new Local Plan will cover the period to 2041.

What is this Consultation?

1.5. This consultation document takes the form of what the final Local Plan will look like. Together with the comments received during last year's Local Plan 'Options' consultation, a significant amount of evidence has been collected to justify the proposals and policies in the First Draft Plan. However, it is just a first draft which sets out the Council's preferred approach and can change before the Council finalises its approach.

1.6. The Council is keen to understand the views of the public and other stakeholders on the draft strategy, draft policies and site allocations contained within this document. The Council would like to know whether you agree with the policies and sites proposed and how the policies and proposals in the plan could be improved. Alongside the Local Plan consultation is a draft Sustainability Appraisal Report. This assesses the sustainability of the content of the plan. It also assesses a number of alternative approaches and sites which the Council has considered in preparing the Local Plan. We would welcome your thoughts on whether there are alternative policy approaches or alternative sites which may provide a better outcome for the area.

1.7. Comments on the document can be made online at https://localplan.great-yarmouth.gov.uk/, or by email to localplan@great-yarmouth.gov.uk. Alternatively, comments can be sent by post to Strategic Planning, Great Yarmouth Borough Council, Town Hall, Hall Plain, Great Yarmouth, NR30 2QF. Please make clear in your response which policy or part of the document you are commenting on.

Context

1.8. The borough of Great Yarmouth is situated on the east coast of Norfolk, adjacent to the Broads. The borough covers 17,000 hectares including 24 kilometres of coastline, with productive farmland and environmentally important wetlands and habitats. As of 2021 the borough had a population of 99,537 people. Approximately 65% of the population live in the urban area of Great Yarmouth, Gorleston-on-Sea and Bradwell, with the remainder living in the surrounding villages. The borough has good links along the A47 to Norwich to the west and Lowestoft to the south. There are regular train services from Great Yarmouth

to Norwich and onward to London. The A143 provides links to Beccles to the south and the A149 provides links from Great Yarmouth to Cromer to the north.

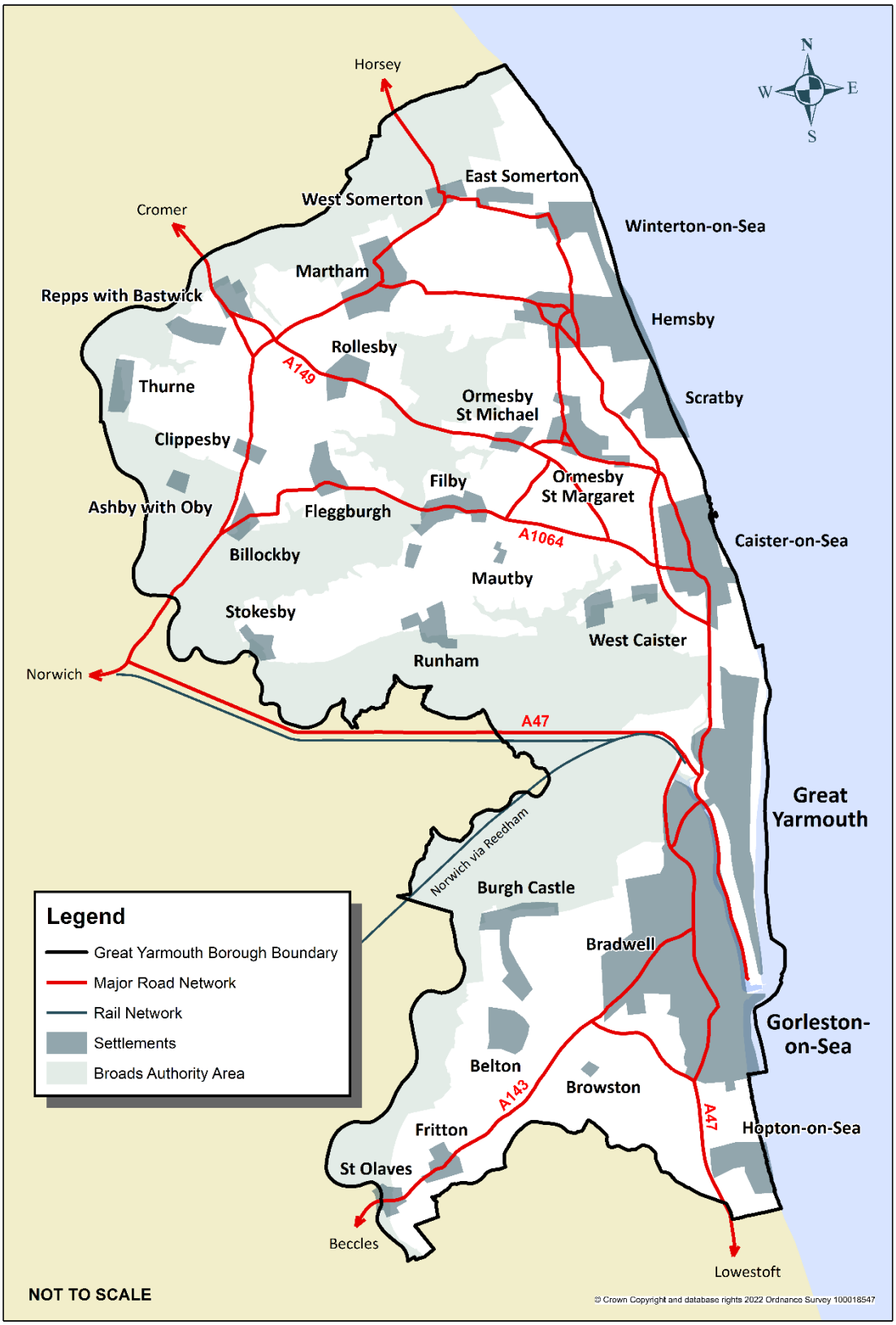


Figure 1 - Map of Borough

1.9. Sandwiched between Breydon Water and the North Sea, the town of Great Yarmouth is the largest settlement and focal point of the Borough with a population of 28,135. Great Yarmouth is one of the UK's most popular seaside tourist destinations and is a centre for the country's offshore renewable energy industry. The town has a strong cultural scene with a rich historic fabric and nationally recognised events. The town acts as a shopping, community and administrative centre for the Borough. The town has a busy port with an inner and outer harbour supporting a range of offshore activities.

1.10. To the south of Great Yarmouth is Gorleston-on-Sea with a population of 25,328. Gorleston benefits from an unspoilt seafront with a sandy beach backed up a rich historic environment of predominantly Edwardian architecture with a theatre, hotels, bars and restaurants. The town centre provides day-to-day services for residents with shops, restaurants, financial services and a library. On the edge of the town, the Beacon Park Enterprise Zone provides a modern business park with a range of offices, light industrial and warehouse premises. Gorleston is also home to the James Paget University Hospital which serves the borough and the northern part of East Suffolk and is soon to be redeveloped into a brand new modern hospital.

1.11. Adjoining Gorleston is the village of Bradwell with a population of 11,628. Bradwell is predominantly residential in character with a number of local centres providing services and facilities for residents. The village has good connections to the Beacon Park Enterprise Zone and the hospital.

1.12. Caister-on-Sea is the largest settlement outside of the urban area with a population of 9,095. Caister-on-Sea has a busy village centre which provides most day-to-day services for local residents. The village benefits from a large holiday park which provides local employment opportunities.

1.13. To north and to west of Caister, are the Trinity Broads which are surrounded by several small and large villages including Martham, Ormesby St. Marget, Filby, Fleggburgh and Martham. To north along the coast is the popular seaside resort of Hemsby which benefits from a number of large holiday parks and associated leisure facilities. To the north of Hemsby is the village of Winterton which is adjacent the Norfolk Coast National Landscape Area.

1.14. To the south of Gorleston and Bradwell are the villages of Belton, Burgh Castle, and Hopton along with a few smaller villages which have close links to Suffolk to the south.

Key Issues and Opportunities

1.15. The key issues and opportunities the Local Plan will need to address are as follows:

- Economic Matters:
    - **High Unemployment rates and low earnings.** The overall number of jobs in the Borough has remained stagnant since 2015 and unemployment rates are higher than regional and national averages. Earnings are also lower than regional and national averages.
    - **Growing offshore energy sector.** Great Yarmouth is home to several businesses operating in the offshore energy sector supporting the £39 billion

of investment into energy infrastructure forecasted to occur over the lifetime of the plan.

- **Strong tourism industry.** As of 2019 the value of the Borough's tourism industry was estimated at £648 million supporting 9,369 jobs.
- **Town centre health.** The levels of vacancies within town centres have fluctuated over recent years but remain under treat from the pressures of internet shopping and out-of-centre retailing and wider challenges in the retail sector.
- **Infrastructure.** Several significant infrastructure projects are underway or have recently completed, including a third crossing into the town and key junction improvements. The James Paget University Hospital is currently planned to be redeveloped into a modern hospital.

- Social Matters:
  - **Poor overall level of health and wellbeing**. The borough suffers from lower than average life expectancy and higher than average rates of many diseases and obesity.
  - **High levels of multiple deprivation.** The borough is the 24th most deprived local authority area in the Country with some wards in the top 10% most deprived in England.
  - **Housing need.** There is a need for 360 new homes per year in the Borough, of which at least 40% need to be affordable. There is also a significant need for specialist housing for the elderly and a need for additional accommodation for gypsy and travellers.
  - **Low educational attainment rates.** The borough has a lower level of qualifications across all four scales when compared with both the east of England and national trends.
  - **Access to services and facilities**. Some rural areas have poor access to services and facilities.
- Environmental Matters:
  - **Rich historic environment.** The borough benefits from many heritage assets. However, at present twelve of these are considered at risk and three of the borough's conservation areas are also considered to be at risk.
  - **Sensitive designated habitats**. The borough has a wealth of internationally, nationally, and locally designated sites that are important for their biodiversity, however, they are sensitive to recreational disturbance and other impacts from the urban environment. The majority of water bodies in the borough are in poor or moderate quality, including parts of the Trinity Broads. There is scope for biodiversity net gain to be delivered locally as part of new developments.

- **High-grade agricultural land.** The majority of the countryside within the Borough benefits from rich soils and is identified as 'best and most versatile' agricultural land.
- **Climate Change.** Much of the town of Great Yarmouth is at risk from flooding and along the coast, there are communities which are at risk from coastal erosion.
- **Sensitive landscapes.** The borough is adjacent to the Broads National Park and contains part of the Norfolk Coast National Landscape Area.

Cross Boundary Matters

1.16. The duty to cooperate is a legal duty on local planning authorities, county councils and public bodies to engage constructively, actively and on an ongoing basis in the context of strategic cross boundary matters.

1.17. Great Yarmouth Borough Council has engaged constructively with all partners to date in the preparation of this Local Plan and in the preparation of neighbouring authorities Local Plans.

1.18. Norfolk's local planning authorities (including Norfolk County Council) have a long track record of working together to achieve shared objectives. The Norfolk Strategic Planning Framework fulfils the requirement for Norfolk Local Planning Authorities to produce a statement of common ground setting out the effective and on-going joint working across the county on strategic planning matters. The work is overseen by a member forum which is made up of councillors from each Norfolk authority and a member of the Broads Authority. It addresses key cross-boundary issues and progress in cooperating to address these.

1.19. Great Yarmouth has strong links southwards to Lowestoft and the council works closely with East Suffolk Council to the south, meeting regularly to discuss cross boundary matters.

1.20. The borough area forms its own housing market area and functional economic area. Therefore, this local plan meets all the needs for housing and economic development within the Borough. At present there is no need for the Borough to meet any outstanding need from neighbouring areas.

1.21. The development needs identified in this local plan represent the need for the entire borough, which includes part of the Broads Authority local planning authority area. Whilst some of the borough's development needs may be met within the Broads Authority area, this local plan identifies sufficient land to meet all needs within the Borough's local planning authority area.

1.22. In terms of infrastructure provision, the council has worked constructively with infrastructure providers such as the NHS and Norfolk County Council to ensure infrastructure needs are assessed and planned for within the plan.

1.23. The council has also engaged with the Marine Management Organisation, both in the preparation of the local plan and in production of the East Marine Plans. The local plan is considered to be consistent and complementary to the marine plans.

Neighbourhood Plans

1.24. Neighbourhood plans are prepared by communities (usually parish councils) and set out planning policies for the use and development of land within the area covered by the plan. They form part of the development plan alongside the local plan. There are currently adopted neighbourhood plans for Filby, Fleggburgh, Hemsby, Rollesby and Winterton within the Borough. The policies of these plans have been considered when preparing this local plan. This local plan contains strategic policies which future neighbourhood plans need to be in conformity with. Neighbourhood plans do not have to be in conformity with the non-strategic policies in this plan and can set out an alternative approach if necessary to meet the specific needs and challenges within their areas.

Policies Map

1.25. An online interactive policies map showing the geographic representation of the policies and site allocations in this local plan has been published on the Councils website and can be viewed at https://localplan.great-yarmouth.gov.uk. A paper version is also available on request.

2. Vision and Objectives

2.1. The vision and objectives for this Local Plan are set out below. The vision and objectives aim to address the key environmental, social and economic issues and opportunities and are aligned with the vision and objectives of the Council's corporate plan 'The Plan 2020-2025' and other Council strategies including the Economic Strategy (2020), the Housing Strategy (2018), the Cultural Heritage and Tourism Strategy (2020) and the Sustainability Strategy (2022).

Vision

2.2. In 2041, Great Yarmouth Borough will have a vibrant economy, with a high quality of place to the benefit of those living, working and visiting the area. The health, wellbeing and life chances of the population will have improved with sufficient high-quality housing available to meet all needs. The impacts of climate change will be well-managed with communities, local emissions will have decreased, and well on the way to net-zero.

2.3. New developments will have been constructed in accessible locations which allow for active travel, and new and improved open spaces will provide opportunities for physical activity, benefitting the health of the local population. A stronger economy through development of new business and industrial premises, will benefit residents through more employment opportunities and better earning potential. Developments such as 'The Place' on the marketplace, together with new schools to support development will help improve educational attainment. This in turn will have led to lower levels of multiple deprivation.

2.4. The waterfronts and seafronts in Great Yarmouth and Gorleston will be thriving and attractive places to live, work and play for local people and visitors alike. The borough's unique and important natural, built, and historic environment including the Broads, the Norfolk Coast National Landscape and the numerous heritage assets will have been conserved and enhanced with well-designed new developments seamlessly integrating with the surrounding townscape and landscape. The distinctive characters and identities of the borough's settlements will have been maintained.

2.5. The offshore energy industry will have expanded, with South Denes and Beacon Park providing the focal points for the industry. Alongside side this, other key sectors will have expanded, including; engineering, advanced manufacturing and ports and logistics. The borough's tourism economy will have developed into an enhanced year-round offer, complimented by nationally recognised cultural events which take advantage of the borough's unique assets and strong communities. The borough's town centres will have evolved to be strong hubs for local communities offering a range of services as well as a varied retail and leisure offer.

2.6. New development will have been supported by necessary community infrastructure such as schools and medical facilities. The borough's transport network will be resilient, and congestion well managed following the opening of the third river crossing and improvements to key junctions on the A47. The James Paget University Hospital will have been transformed into a modern hospital serving the residents of the Borough and northeast Suffolk.

Objectives

Objective 1 – To ensure at least 38 hectares of land is available in the right locations to support the economic growth of the Borough.

Objective 2 – To enhance the vitality and viability of the borough's town centres as important community and cultural hubs where people live, work, shop, learn and undertake leisure activities.

Objective 3 – To revitalise the waterfront of Great Yarmouth and Gorleston through new housing and commercial development and maximise the use of previously developed land to meet development needs.

Objective 4 – To improve and grow the year-round tourist offer of the Borough, including the enhancement of Great Yarmouth and Gorleston seafronts.

Objective 5 – To encourage efficient patterns of movement and the use of sustainable transport options.

Objective 6 – To improve the quality and provision of all types of infrastructure.

Objective 7 – To improve the health and wellbeing and education opportunities for the whole population.

Objective 8 – To ensure sufficient land is available to deliver at least 7,200 new homes by 2041 and maximise the delivery of affordable housing and specialist housing to meet specific needs.

Objective 9 – To reduce overall greenhouse gas emissions on the pathway to net zero by 2050 and support adaptation to minimise the risks from climate change.

Objective 10 – To deliver net-gains for biodiversity and protect designated habitat sites.

Objective 11 – To protect and enhance the landscape and the built and historic environment of the borough.

Objective 12 - To significantly improve the quality of urban design.

3. Overall Spatial Strategy

Scale and Location of Growth

Policy OSS1 – Housing Growth and Location

The housing requirement for the borough for the period 2021-2041 is 7,200 homes (360 per annum). Provision has been made in this Local Plan through site allocations and existing commitments to deliver approximately 7,500 homes.

New homes will be planned across the borough approximately as follows:

- **Urban area of Great Yarmouth, Gorleston and Bradwell – 45% of housing growth**
- **Caister-on-Sea – 20% of housing growth**
- **Villages – 35% of housing growth**

No specific housing targets are set for Neighbourhood Plans; however, Neighbourhood Plans can allocate additional growth to meet local needs at a scale which does not undermine the overall distribution set out above and in Policy RUR1.

Supporting Text

3.1. Over time household sizes in Great Yarmouth are getting smaller, this means for the same population more homes are needed. Additionally, more people migrate into the borough then leave (mainly from other parts of the UK). These factors mean there is a need for new housing to be built in the borough. If we don't plan to meet these needs, demand can outweigh supply meaning steeper rises in house prices which can make it more difficult for people to enter the housing market.

3.2. The housing target in Policy OSS1 has been calculated based on the standard methodology as required by national planning policy and detailed in the associated National Planning Practice Guidance. The calculation is based on household growth forecasts with an uplift to take into account affordability. The calculation is set out below:

- Annual average projected household growth from DLUHC 2014 based household projections (2021-2031): 308 households
- Median workplace affordability ration (ONS 2023): 6.7
- Adjustment factor: $\left(\frac{6.7-4}{4}\right) \times 0.25 + 1$ = 1.169
- Local Housing need (annual) = $1.169 \times 308 = 360$
- Local housing need 2021 to 2041 = 7,200

3.3. The housing requirement of 360 is for the entire borough, not just the local planning authority area of Great Yarmouth Borough Council. Therefore, this need accommodates that generated from the Broads Authority part of the borough. No reliance on the Broads Authority is made to deliver their part of this element which is very small at just under 3 per annum.

3.4. Within this figure, there is a need for approximately 40% of the homes to be affordable and up to 27% to be for sheltered/extra care housing. Site specific policies and policies in the housing section of plan aim to help meet these specialist needs.

3.5. Provision has been made in this Local Plan through site allocations to deliver approximately 7,500 new homes as set out below.

- 704 completions from 2021-2023
- 2,872 homes with planning permission yet to be built
- 95 homes benefiting from allocation in Rollesby Neighbourhood Plan
- 3,838 homes allocated in this local plan (which are expected to be delivered within the plan period).

3.6. This represents an uplift of approximately 5% and ensures resilience in delivery should some sites not come forward and ensures there is sufficient land available to demonstrate a robust five-year supply of housing upon adoption of the plan. The additional housing planned will also help ensure more affordable housing is delivered to meet needs. Additional growth can also be expected from unallocated sites which do not yet benefit from planning permission (windfall sites).

3.7. For the avoidance of doubt, housing delivery will be measured against the housing requirement of 7,200 (360 per annum).

3.8. National planning policy states that local plans should promote a sustainable pattern of development which aligns growth with infrastructure, improves the environment, mitigates climate change, and adapts to its effects.

3.9. The plan seeks to focus the highest proportion of growth within the urban area of Great Yarmouth, Gorleston and Bradwell. The urban area has the best potential for economic growth and has the best access to existing and emerging employment opportunities, services and facilities and is supported by a range of infrastructure. It also has the greatest opportunity for development on previously developed sites which the plan seeks to maximise. This can help improve the quality of the built environment and support the vitality and viability of town centres.

3.10. Caister-on-Sea is the largest settlement outside of the urban area and has good links into Great Yarmouth. The village has only had modest levels of growth over the last 20 years and over the last 10 years the population of the parish has declined by around 300 people. The Local Plan Part 2 (adopted 2021), allocated 665 homes to the west of Caister including a new school, medical centre and local centre. This local plan proposes to create an extension to this allocation and provide a new link between Jack Chase Way and the A149 to create more resilience in the highway network. The additional homes will support the viability of the planned services and facilities on the existing allocation. The scale of development means it will be possible to provide significant additional public open space in the form of a country park and new commercial facilities.

3.11. The total proportion of development directed to the urban area and Caister at 65% is the same as the distribution strategy set out in the Core Strategy (adopted 2015) and ensures that the majority of development is located in largest settlements, aligned with employment growth and with the best access to services and facilities.

3.12. The remainder of housing growth is proposed for the other villages within the Borough. Whilst there are less services, facilities and employment opportunities within the villages, it is important to ensure there is sufficient planned development to support existing services and facilities within the villages. Development in villages provides a greater opportunity for newly forming households to stay within them. This will help ensure demand for housing does not outstrip supply leading to faster than average increasing house prices in the rural parts of the borough. Section 6 of the local plan provides a more detailed strategy for the rural parts of the borough outside of the urban area and Caister-on-Sea.

Policy OSS2 – Economic Growth and Location

In the period 2021 to 2041 the Council will make provision for the delivery of a minimum of 38 hectares of land for employment uses including industrial, storage and distribution and office uses. Development will be focussed in and around the urban area of Great Yarmouth, Gorleston-on-Sea and Bradwell. There will be opportunities for smaller-scale employment development to take place in Caister-on-Sea, Martham and Rollesby.

Supporting Text

3.13. The latest Employment Land Needs Assessment (2024) identifies a need for approximately 38 hectares of employment land over the plan period. The assessment applies a precautionary approach having assessed demand through employment forecasting (jobs growth) and previous take up rates (considered over 10 years of monitoring).

3.14. Employment land consists of industry/manufacturing, storage and distribution and office uses (Use Classes: B2, B8, Eg) i), ii), iii)). To assess jobs growth within these sectors, three separate forecasts were used indicating a jobs growth ranging between -522 to 930 over the plan period. The latter end of this range was the latest forecast (and therefore considered to represent the most up-to-date scenario) and the traditional employment land sector represented only approx. 20% of the total jobs growth over the plan period.

3.15. Much of the employment land take up, feeding demand, has emanated from Beacon Business Park and South Denes following growth in the offshore energy and port logistics industries and supporting services to those industries. There is an expectation that these industries will continue to grow over the plan period. It will therefore be important to focus employment land supply within these key industry areas to meet such demand.

3.16. There will also be demand for employment land in the heavy industry and storage sectors that is not specialised towards the energy industry. Such uses will be better suited to the Borough's existing industrial estates, most of which are in Great Yarmouth and Gorleston.

3.17. Opportunities to support smaller businesses in rural areas will be encouraged. To achieve this, further growth at Caister provides the opportunity to identify land for small-scale employment, and those which can be undertaken in any residential area without causing detriment to the amenity of the area. Similar opportunities will apply to existing business parks at Martham and Rollesby.

Policy OSS3 – Development Limits

Development Limits are defined on the Policies Map.

Development will be supported in principle within the Development Limits subject to compliance with other relevant policies in the development plan.

Development will not be permitted on land outside of Development Limits except where:

a) **It is on a site allocated for development within this Local Plan or in a Neighbourhood Plan for the uses specified in the allocation policy;**

b) **it comprises agricultural or forestry development;**

c) **it comprises the provision of utilities and highway infrastructure; or**

d) **specific policies in the Local Plan indicate otherwise.**

Supporting Text

3.18. The local plan makes provision for more than enough development to meet needs over the plan period and therefore satisfies the presumption in favour of sustainable development for plan making. For the strategy to be successful, it is necessary that the local plan controls and limits development in certain locations. The local plan also needs to give clear signals to developers, the community and infrastructure providers about where development will take place and where it will not take place. Development Limits as defined in Policy OSS3 above are one of the key policy tools available to achieve, by guiding the location, type and amount of development to ensure it delivers, and is consistent with, the overall objectives for the local plan and the strategy for development as detailed in policies OSS1 and OSS2. Development Limits also help to avoid urban/suburban sprawl, the unplanned coalescence of settlements and unnecessary loss of agricultural and undeveloped land. This is particularly important in Great Yarmouth Borough given that much of the agricultural land is high grade.

3.19. The Development limits defined on the Policies Map do not necessarily include the whole area of every settlement but exclude areas on the edge of settlements considered unsuitable for general development. This might be, for example, in order to maintain their open and rural character, to avoid development eroding the gaps between settlements, or to discourage backland development (especially where there are large or long back gardens) where this is judged likely to be inappropriate.

3.20. Land within Development Limits is considered broadly suitable for development in principle, however, considerations in other policies of the plan and other material considerations will be relevant in determining whether development will be permitted or not. The policy restricts development outside of Development Limits except where other policies of the plan indicate otherwise. These include Policies RUR2, RUR3, RUR4, RUR5, RUR6, HOU3, HOU5, HOU10, HOU11, HEC4, EMP1, RTC2, TCL2, TCL3, CLC4 and CLC5.

Infrastructure Provision

Policy OSS4 - Infrastructure Provision

The Council will work with partners to ensure that growth outlined in this Local Plan is supported by necessary infrastructure.

The Council will help ensure the success and timely delivery of the following pieces of strategic infrastructure through working with partners and considering development proposals:

Strategic transport:

- **A47 dualling and junction improvements**
- **A143 Beccles Road improvements**
- **Improvements to Great Yarmouth Train Station**
- **Improvements to pedestrian and cycle network in line with the Local Cycling and Waling Infrastructure Plan including an improved cycle/pedestrian link between Gorleston and Lowestoft.**

Strategic infrastructure:

- **Redevelopment of new James Paget University Hospital, and associated facilities in accordance with Policy URB15**
- **Provision of upgraded healthcare facilities at the Shrublands Centre, in accordance with Policy URB22**
- **Provision of a new Primary School and health centre west of Jack Chase Way, Caister**
- **Provision of a new Special Educational Needs school in Caister in accordance with Policy CAS2**
- **Upgrading of the Great Yarmouth's flood defences**
- **Port, harbour and quay infrastructure in accordance with Policy URB14.**

Developers must consider the infrastructure requirements needed to support and service the proposed development. All development will be expected to contribute towards infrastructure provision to meet the needs generated, including identified improvement measures in the Great Yarmouth Transport Strategy and Local Cycling Walking Infrastructure Plan where practicable and appropriate.

Off-site infrastructure will generally be funded by the Community Infrastructure Levy, with the exception of development on land allocated by Policy CA1, where section 106 planning obligations will instead be used. On-site infrastructure, such as open space will be secured through section 106 planning obligations. Contributions to the Norfolk Green Infrastructure and Recreational Avoidance and Mitigation Strategy will be secured through section 106 planning obligations.

Development will not be permitted where it would have a significant effect on the capacity of existing infrastructure, and therefore creates potential risks to the environment, the economy or society which cannot be mitigated.

Supporting Text

3.21. The provision of new and improved infrastructure is essential to ensure that new development in the Borough is sustainable. Infrastructure includes a wide range of facilities and services including schools, medical facilities, community facilities, open space, roads, cycle paths and flood defences.

3.22. New growth can place extra pressure on existing infrastructure and create a need for new services and facilities.

3.23. The Local Plan has been informed by several evidence bases and strategies to both support and prioritise the infrastructure needs of the Local Plan. These include:

- Great Yarmouth Local Plan Infrastructure Needs Study (2024) which assessed what infrastructure is needed to support the growth outlined in the Local Plan
- Local Plan Transport Modelling Analysis (2023) which assessed the impact of different housing growth distribution options on the local road network, and reported on where transport mitigation measures may be needed to accommodate growth.
- A143 Bradwell Transport Study (2022) which provided a transport analysis and assessment of the A143 Beccles Road/Church Lane/Mill Lane/Long Lane junction
- Great Yarmouth Transport Strategy (2020) which identifies a range of strategic and local transport schemes and measures to support additional growth
- Great Yarmouth Local Cycling and Walking Infrastructure Plan (2022) which identifies and prioritises possible improvement schemes to enhance walking and cycling across the borough.

3.24. There are a number of strategic pieces of infrastructure which are likely to be delivered during the plan period. Not all of these are essential to accommodate the growth planned in the Local Plan but will nonetheless benefit the occupants of new developments alongside the existing population. The Council will continue to work with partners to help facilitate these key pieces of infrastructure and will help ensure, that through consideration of development proposals that the success of the infrastructure provision is maximised.

3.25. Infrastructure necessary to help accommodate the development in this plan will mostly be funded through the introduction of a Community Infrastructure Levy. The levy will allow for the pooling of contributions from a wide range of developments to help maximise the funding available for infrastructure over the plan period. With respect to development allocated by Policy CAS1, this will contribute towards infrastructure provision through section 106 planning obligations. Section 106 planning obligations are preferable to the levy for very large sites which are likely to be built out over many years. It allows for more flexible phasing of payments and therefore potentially allows for greater sums to be secured than would otherwise be possible through the Community Infrastructure Levy. There will also be much larger amounts of on-site open space and other facilities which are better secured through section 106.

3.26. On smaller sites, infrastructure such as open space will continue to be secure through section 106 planning obligations.

Policy OSS5 – Development Viability

Development viability with respect to planning obligations and other planning policy requirements will only be considered as a justification for lowering levels of contributions, affordable housing or departing from other planning policy requirements at the planning application stage under following circumstances:

a) **On land allocated by Policy CAS1; the cumulative total for planning obligations would exceed £15,000 per unit in addition to the affordable housing requirement under Policy HOU1.**

b) **Elsewhere, where:**

   i. **the development is on previously developed land; or**

   ii. **the cumulative total for planning obligations would exceed £2,000 per unit in addition to Community Infrastructure levy and the affordable housing requirement under Policy HOU1.**

Supporting Text

3.27. National policy and guidance are clear that planning applications will be considered as viable where they comply with planning contributions set out in up to date policies, and only in particular circumstances will the consideration of viability be appropriate.

3.28. The Local Plan Viability Assessment (2024) indicates that viability is likely to be challenging on brownfield sites (i.e. previously developed land) and in situations where the cumulative total for planning obligations would exceed £2,000 per unit in addition to the Community Infrastructure Levy contribution and affordable housing requirement. For development on land allocated by Policy CAS1 the cumulative total for planning obligations would need to exceed £15,000 per unit in addition to the affordable housing requirement as this site is proposed to have a zero rate of community infrastructure levy as detailed in the supporting text to Policy OSS4. In these scenarios the Council will consider lowering affordable housing, planning obligation requirements and other planning policy requirements where robust viability evidence is submitted with a planning application. In all cases, viability assessments will need to be in compliance with the National Planning Practice Guidance and have regard to other professional guidance published by the Royal Institute of Chartered Surveyors or other professional bodies. Viability assessments submitted with planning applications will be published and not treated confidentially. There will be an expectation of the Council for applicants to meet the Council's costs in having viability assessment independently and robustly reviewed.

3.29. Where viability is a matter at the development stage, changes to the affordable housing tenure mix should be considered before reducing the overall target or other planning obligation requirements as this may improve viability sufficiently.

3.30. Where planning obligations are to be negotiated on the basis of viability, any negotiation on planning obligations which would lead to unacceptable impacts (such as upon highway safety) would be resisted in accordance with Policy OSS4.

Key Diagram

3.31. The key diagram shows a spatial representation of the overall vision and plans for growth outlined in the Local Plan.

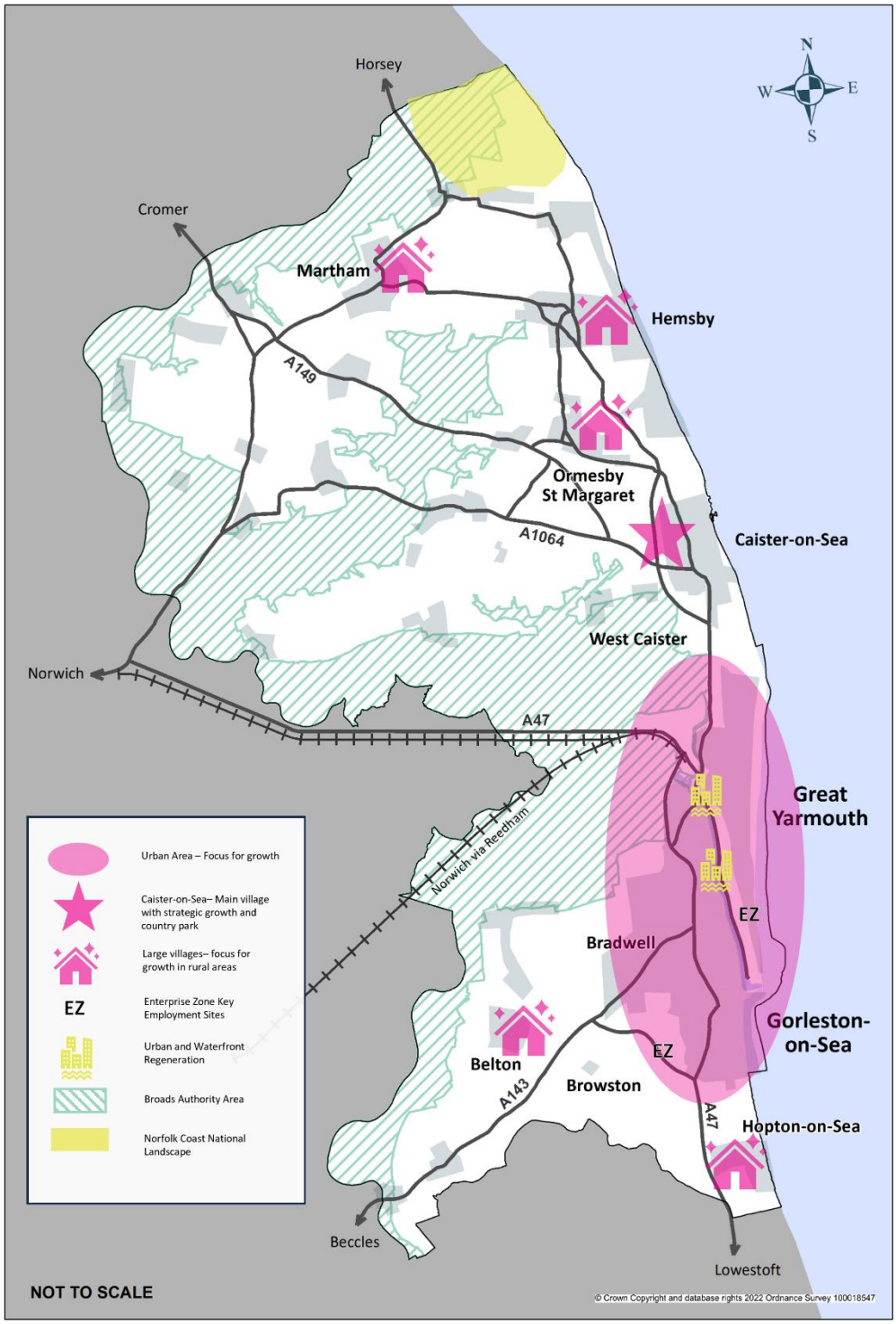


Figure 2 - Key Diagram

4. Strategy for the urban area of Great Yarmouth, Gorleston and Bradwell

Introduction

Great Yarmouth

Key information

28,135 people in 2021 which represents a 3.1% increase from 2011.

13,130 homes

584 housing completions between 2011 and 2021.

Services and Facilities:

✓ 10 Early Years Learning Facilities (Nurseries/Pre-schools & 1 Specialist Educational Needs)
✓ 8 Primary Schools
✓ 1 Secondary School – Great Yarmouth Charter Academy
✓ 1 Further Education Facility – East Coast College
✓ 4 Medical Centres
✓ Great Yarmouth Town Centre
✓ 5 Local Centres
✓ 14 Places of Worship
✓ Great Yarmouth Library
✓ 54 Public Houses
✓ 11 Community Centres
✓ Great Yarmouth Seafront

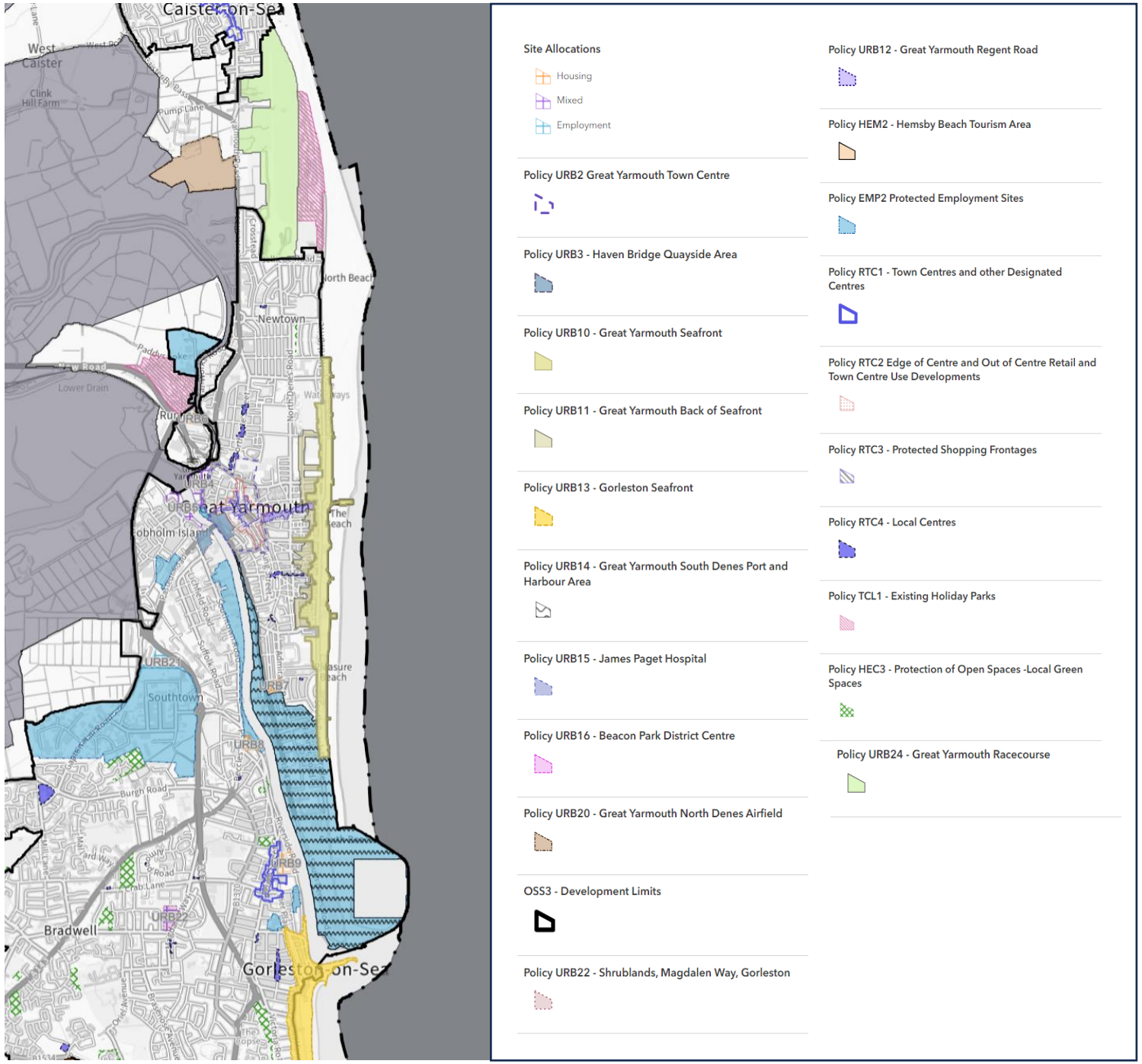
4.1. The town of Great Yarmouth is at the centre of the Borough geographically and in terms of its housing, employment, services and facilities, and cultural offer. As one of the UK's most popular seaside destinations, it has everything that one would expect from a vibrant coastal resort. Great Yarmouth benefits from a deep water harbour with port facilities also spanning the length of the River Yare. The town has good access by train, bus services, walking and cycling. The A47 connects the town inland to Norwich and southwards to Lowestoft; the A149 connects the town northwards to Caister-on-Sea and beyond to Cromer.

4.2. The town contains some of the county's most deprived areas as identified through the Indices of Multiple Deprivation. The current overall ranking as a Local Authority is 20th most deprived out of 317 authorities in the country. The figures are broken down to smaller areas which identifies clear pockets of deprivation focused within the inner urban Wards such as within the Nelson Ward of Great Yarmouth. Of particular significance is the education, skills and training ranking which ranks the Borough 2nd most deprived in the country. Other factors that contribute to the low multiple deprivation ranking include poor quality housing, lack of access to open spaces, higher than average crime rates, and a population with lower than average general health with high levels of disability.

4.3. The town has a rich and diverse history which is intertwined with its culture including the medieval Rows and the Grade II* Church of St Nicholas (Minster). Great efforts are being

made to restore the town's historic assets with the Waterways at the seafront and the Grade II* listed Winter Gardens which while registered as a building at risk, has grant funding for a full restoration.

4.4. The Local Plan provides an opportunity to regenerate specific areas within the town that are either vacant or under-utilised. Critically, there is an opportunity to provide high quality housing in prominent sites around the waterfront. There will also be opportunities to enhance connectivity between areas, from the train station via North Quay and The Conge, to the market place, along Regent Road and through to the seafront. Policies within the plan seeks to protect employment uses, to improve the vitality and viability of the town centre, and to encourage year round, sustainable tourism.



Great Yarmouth Settlement Overview

Gorleston-on-Sea

Key information

25,328 people in 2021 which represents a 0.3% increase from 2011.

11,611 homes

324 housing completions between 2011 and 2021.

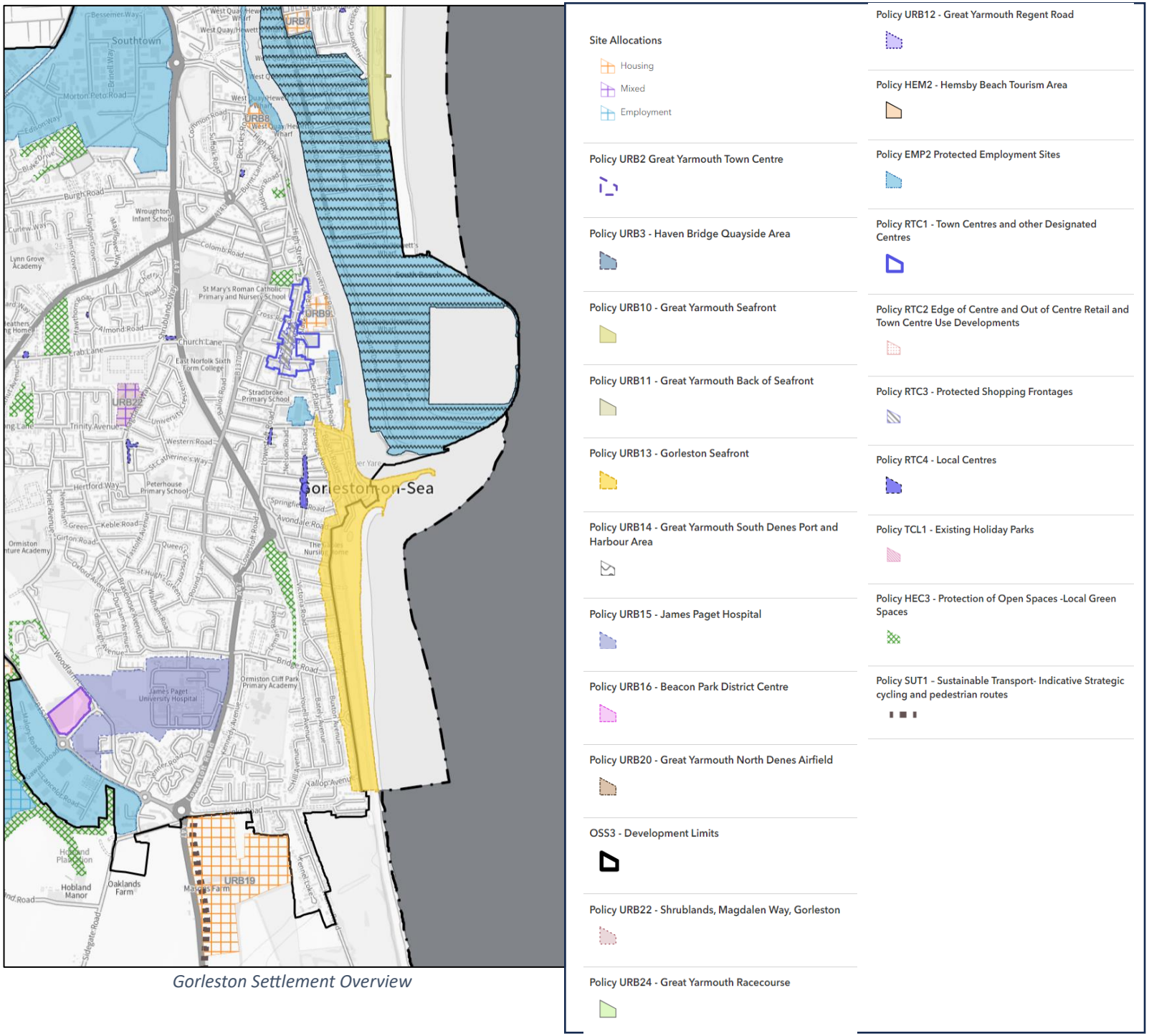
Services and Facilities:

✓ 10 Early Years Learning Facilities (Nurseries/Pre-schools)
✓ 7 Primary Schools
✓ 1 Secondary School – Cliff Park Ormiston Academy
✓ 1 Further Education Facility – East Norfolk Sixth Form College
✓ James Paget University Hospital
✓ 2 Medical Centres
✓ Gorleston High Street (Town Centre)
✓ 6 Local Centres
✓ 11 Places of Worship
✓ Gorleston Library
✓ 14 Public Houses
✓ 12 Community Centres
✓ Gorleston Seafront

4.5. The town of Gorleston-on-sea (or Gorleston) is located just south-west of the town of Great Yarmouth, connected with Bradwell as the Borough's main conurbation. North Gorleston runs along the west bank of the River Yare benefitting from some industry, though uses have declined over the last 20 years. South of the River Yare mouth is Gorleston's seafront which offers a more tranquil seaside destination. The town benefits from its own town centre which runs along a High Street which runs parallel to the west of the River Yare.

4.6. The historic core of the town remains focused along the High Street, seafront and waterfront, with the likes of the Grade II listed pavilion theatre and lighthouse being iconic features. Post-war residential development extended the town south and west, beyond the former railway route (which now facilitates the route of the A47 southward to Lowestoft). South Gorleston hosts the James Paget University Hospital which serves the Borough and beyond to meet a wide variety of healthcare needs. Just to the south, is Beacon Park which merging into Bradwell, includes Beacon Business Park which is a strategic employment site offering high quality business space to support a range of needs including supporting services to the offshore energy industry.

4.7. The Local Plan provides an opportunity to regenerate specific areas within the town that are either vacant or under-utilised. There are sites along or close to the riverfront which provide opportunities for high quality residential accommodation with excellent access to local services and facilities. Growth in south Gorleston at Links Road provides an opportunity to provide a strategic residential allocation including specialist elderly accommodation, improved walking and cycling links to Hopton-on-Sea and open space to help preserve the gap between the settlements.



Gorleston Settlement Overview

Bradwell

Key information

11,628 people in 2021 which represents a 10.4% increase from 2011.

5385 homes

683 housing completions between 2011 and 2021.

Services and Facilities:

✓ 2 Employment Areas: Harfreys Industrial Estate, Beacon Business Park
✓ 4 Early Years Learning Facilities (Nurseries/Pre-schools)
✓ 3 Primary Schools: Woodland Primary Academy, Hillside Primary, Homefield Primary
✓ 2 Secondary Schools: Lynn Grove Academy, Ormiston Venture Academy
✓ 5 Community centres: Lords Lane, Green Lane, Mill Lane, The Close, Ecclestone Close
✓ 3 Local Centres
✓ 2 Medical Centres: Falkland Surgery, Mill Lane Surgery
✓ Dentist
✓ Place of worship: St Nicholas Church
✓ Bradwell Community Library
✓ Public House

4.8. Bradwell is located to the west of Great Yarmouth and Gorleston-on-Sea, forming part of the Borough's main conurbation. The settlement has grown substantially from the latter half of the 20th century around the A143 Beccles Road and has experienced recent major estate scale development to the south of the settlement.

4.9. Bradwell has a predominantly residential character but contains no obvious 'centre'. It has relatively few local shops relative to its size, and employment opportunities are mostly concentrated at Beacon Business Park, which straddles the south-east of Bradwell with Gorleston-on-Sea. The A143 Beccles Road is one of the borough's significant travel-to-work corridors to the main urban area, however it experiences significant congestion at its junction with Mill Lane, Long Lane, Lords Lane and Church Lane. This often results in traffic rat-running through other parts of the settlement causing local issues.

4.10. The Local Plan provides an opportunity to provide a new district centre to serve the Bradwell community, and specifically residents to living around Beaufort Way. This will enhance the availability of services and facilities in the area and, combined with the location of a new primary school, and additional job growth through the expansion of the Beacon Business Park, provide a sustainable heart for the local community.

4.11. A modest amount of additional housing growth is planned to the north of the A143 and south of Beaufort Way. This will help to meet the local needs of the community and provide active travel opportunities to help reduce the reliance upon private modes of transport.

Infrastructure

4.12. Infrastructure will be delivered across the main urban area which includes the towns of Great Yarmouth and Gorleston with Bradwell.

4.13. To accommodate growth there is a need to provide improved healthcare provision for the urban area comprising of acute healthcare, intermediate healthcare, primary healthcare,

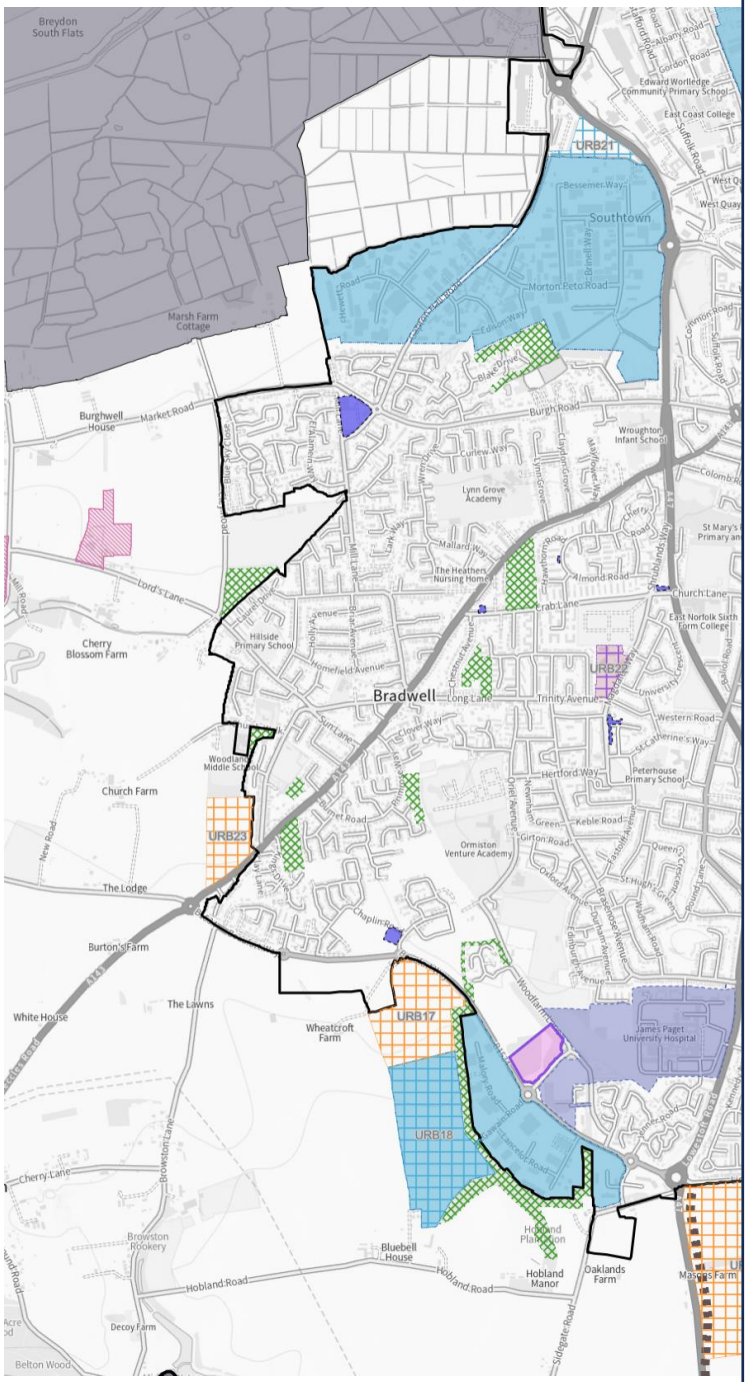
and mental health. Such need will be accommodated for through community infrastructure levy contributions towards the costs outlined in the Infrastructure Needs Study (2024). Improvements will include enhanced healthcare facilities at Shrublands and the replacement James Paget University Hospital.

4.14. Within Great Yarmouth, there is a good level of primary school provision capacity with the exception of Cobholm Primary Academy where there is a forecast deficit of spaces. Gorleston also benefits from a good level of primary school provision capacity overall, however, there may be localised deficits. Bradwell has a projected deficit in primary school provision, though a new primary school provided at Beacon Park will boost provision. There is a projected need for secondary school provision across the urban area. Localised deficits can be addressed through extensions to schools which community infrastructure levy receipts can help fund.

4.15. Great Yarmouth, Gorleston and Bradwell would each benefit from community facilities provision as a result of growth. This could be funded through community infrastructure levy receipts. The increase in homes will necessitate improvements to library provision. These can be funded through community infrastructure levy receipts.

4.16. The Plan will continue to support the enhancement of strategic transport infrastructure including the A47 network through Great Yarmouth and Gorleston, The A143 network through Bradwell, the train station, bus station, and port and harbour facilities. A strategic cycling and pedestrian link has been identified between Gorleston and Hopton that will promote sustainable transport and support social and economic growth between the two settlements and beyond to Lowestoft.

4.17. Given the route of the River Yare between the towns of Great Yarmouth and Gorleston, and the resulting extent of areas at risk of flooding (from rivers and sea, and tidal flooding), it will be necessary to ensure that the towns flood defences are appropriately managed and maintained to support growth. Accordingly, the Local Plan sets out where flood defence works will need to be considered.



Bradwell Settlement Overview

Site Allocations

- Housing
- Mixed
- Employment

Policy URB2 Great Yarmouth Town Centre

Policy URB3 - Haven Bridge Quayside Area

Policy URB10 - Great Yarmouth Seafront

Policy URB11 - Great Yarmouth Back of Seafront

Policy URB13 - Gorleston Seafront

Policy URB14 - Great Yarmouth South Denes Port and Harbour Area

Policy URB15 - James Paget Hospital

Policy URB16 - Beacon Park District Centre

Policy URB20 - Great Yarmouth North Denes Airfield

OSS3 - Development Limits

Policy URB22 - Shrublands, Magdalen Way, Gorleston

Policy URB24 - Great Yarmouth Racecourse

Policy URB12 - Great Yarmouth Regent Road

Policy HEM2 - Hemsby Beach Tourism Area

Policy EMP2 Protected Employment Sites

Policy RTC1 - Town Centres and other Designated Centres

Policy RTC2 Edge of Centre and Out of Centre Retail and Town Centre Use Developments

Policy RTC3 - Protected Shopping Frontages

Policy RTC4 - Local Centres

Policy TCL1 - Existing Holiday Parks

Policy HEC3 - Protection of Open Spaces -Local Green Spaces

Policy SUT1 - Sustainable Transport- Indicative Strategic cycling and pedestrian routes

Urban and Waterfront Regeneration

4.18. The towns of Great Yarmouth and Gorleston-on-Sea offer significant opportunities for urban regeneration, growth and investment. Such opportunities build upon the Borough Council's Corporate Plan growth ambitions and seek to strengthen the local economy, provide skilled jobs and training opportunities, enhance social wellbeing, provide high quality housing, support a year-round visitor economy and to invest in enhanced walking and cycling connectivity.

4.19. The policies within this section focus on sites which have been, for many years, subject to change whether through industrial decline or under-utilisation. The aim of this section of the plan is therefore to protect those areas for uses that are critical to the Borough's economy and community such as the areas at South Denes and Great Yarmouth Town Centre, while identifying alternative uses of land to sites that are surplus to requirements or have been vacant for several years.

4.20. Within the Urban Regeneration Opportunity Areas, approximately 10.4ha of land has been identified to accommodate approximately 680 new homes. Opportunities have also been identified across the area to provide retail, leisure, cultural and community facilities.

Policy URB1 – Urban Regeneration Opportunity Areas

The Borough Council will work with partners including Norfolk County Council, Historic England, Homes England, the Environment Agency, Network Rail, the Marine Management Organisation, the Broads Authority, and Great Yarmouth port operators as well as other partners, landowners and local businesses to deliver the Borough's regeneration and growth ambitions.

Within the urban regeneration opportunity areas (set out in the following map) development will be expected to contribute to the Borough's wider growth ambitions and the spatial objectives identified below.

Supplementary Plans may be prepared to add further detail to the policies and objectives in this Local Plan.

Supporting Text

4.21. The 2015 Core Strategy Local Plan allocated a 40+ hectare site at 'Great Yarmouth's Waterfront' to support a comprehensive residential-led, mixed use regeneration. This was later supported by further guidance from the 'Great Yarmouth Town Centre Regeneration Framework & Masterplan' (2017), and Supplementary Planning Documents for Hall Quay and North Quay. The Borough Council has been proactive in securing public funding to help deliver smaller regeneration projects within the wider waterfront area through the Government's Future High Streets Fund, Town Deal and Levelling Up funding streams. The above policy therefore seeks to update the Borough Council's approach to regeneration across the urban area, building on all the progress made since the adoption of the previous Local Plans.

4.22. The Urban Regeneration Opportunity Areas' broad aim is to make best use of vacant or under-utilised brownfield parcels of land or buildings. Key locations that include the town centre, port areas, beach areas and extensive areas of waterfront, have rich historic value and directly provide or are otherwise supplied with good transport links.

4.23. To deliver these high-level growth ambitions, the above policy and following map identify the Urban Regeneration Opportunity Areas, the links between them, and the overall spatial objectives for those areas. It is expected that development proposals should be broadly in line with the spatial objectives for each Urban regeneration Area. Most of the areas benefit from specific policies within the Local Plan to help deliver these objectives. Policy references have been provided where this is the case.

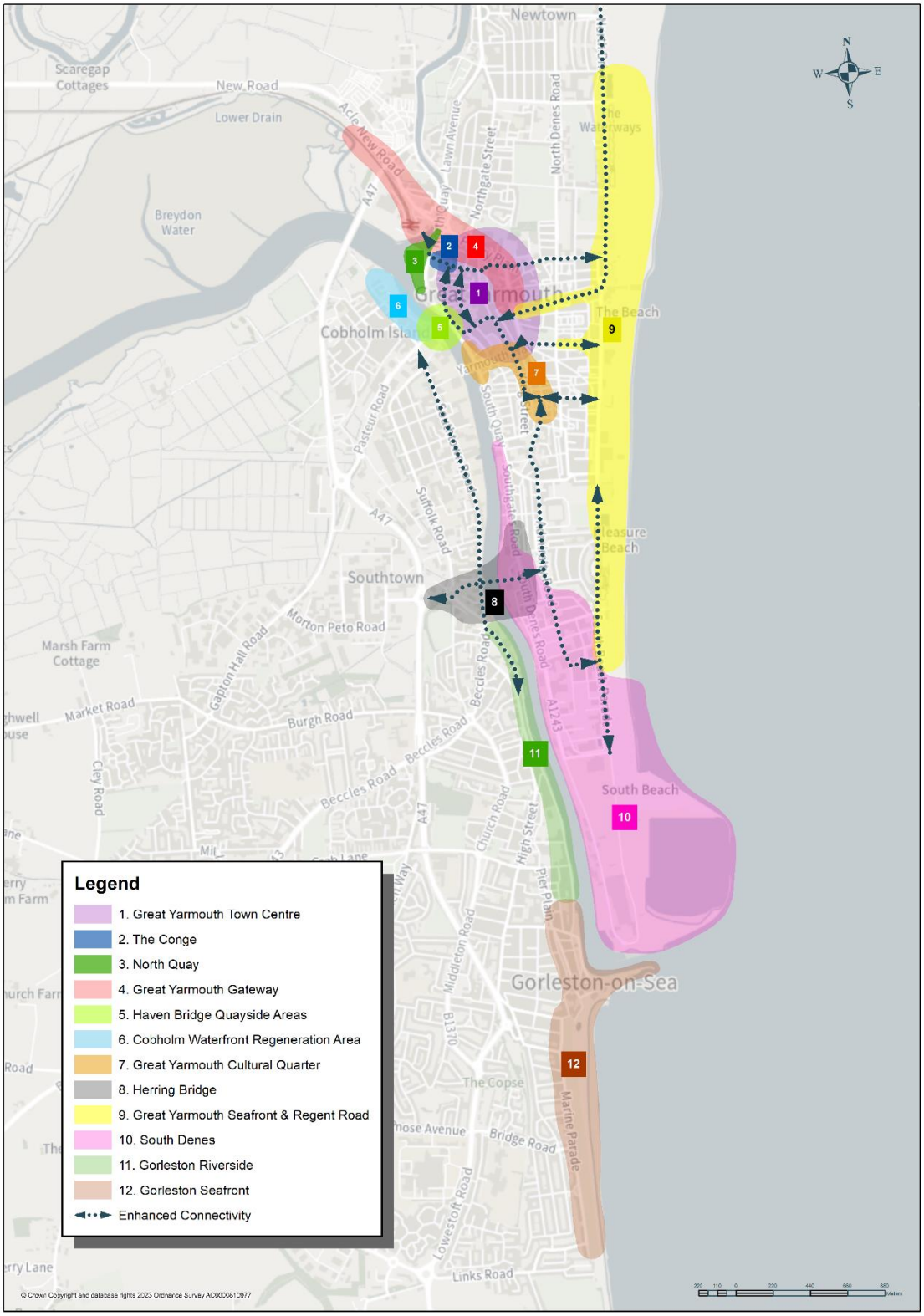


Figure 3 - Urban Regeneration Opportunity Areas Map 1

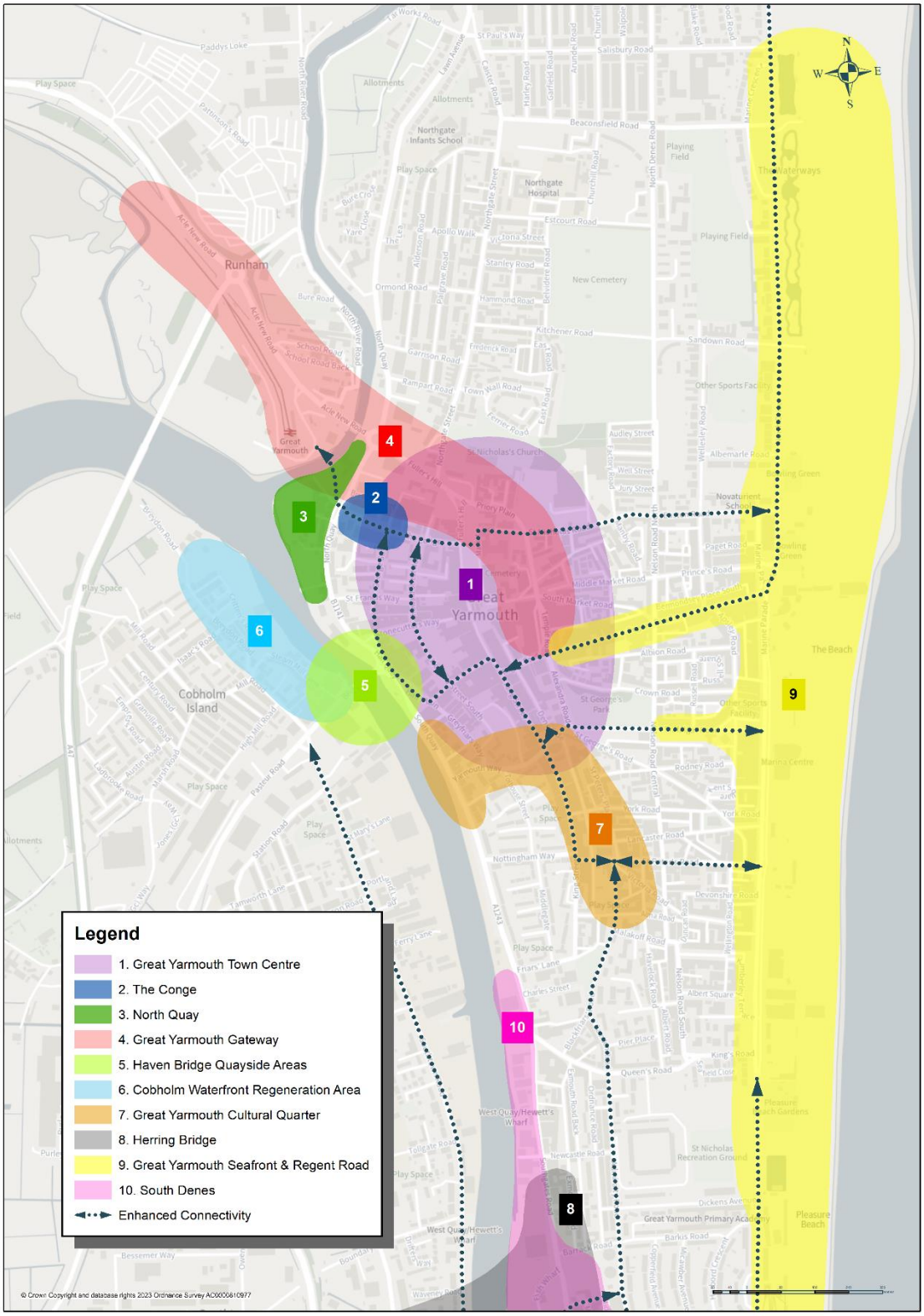


Figure 4 - Urban Regeneration Opportunity Areas Map 2 (GY Town Centre enlarged)

Spatial Objectives for Urban Regeneration Opportunity Areas

1. Great Yarmouth Town Centre – Development will be delivered in accordance with Policy URB2. A redevelopment of Great Yarmouth's fixed Market Place is entering the final stages of construction. Construction has commenced on the former Palmer's Department Store to refurbish and transform this historic building to deliver a new public library, university and learning centre, called 'The Place'. Development within this area will support the overall vitality and viability of the town centre, but also to deliver high quality housing in the appropriate locations. Opportunities will also be taken to better connect the town centre to the seafront.

2. The Conge – Is located within Great Yarmouth Town Centre, North Quay and the Train Station, The Conge offers a clear opportunity for redevelopment to deliver high quality housing and improve the access corridor between the waterfront and town centre. The Borough Council is progressing detailed plans for a residential-led, mixed-use redevelopment of a large section of The Conge.

3. North Quay – Development will be delivered in accordance with Policy URB4. North Quay provides an excellent opportunity for the redevelopment of a key waterfront site and gateway to the town centre. The Borough Council has secured significant external funding and is in the process of seeking a development partner to deliver a comprehensive mixed use redevelopment of the site.

4. Great Yarmouth Gateway – The Borough Council is working with partners to deliver an enhanced sense of arrival into the town. Significant public realm improvements have been delivered at the train station including new paving, signage, parking and drop-off facilities; and further improvements are encouraged through Policy OSS4. National Highways has been tasked with improving Vauxhall roundabout which is a key junction on the A47 network. Market Gates Bus Station provides an alternative arrival point to the town with services connecting the Borough's villages. Opportunities will be taken to further enhance the visual appeal of such gateway sites, to improve the ease of movement and provide supporting facilities for travel.

5. Haven Bridge Quayside Area – Development will be delivered in accordance with Policy URB3. The broad aims are to make best use of existing historic buildings at Hall Quay to support the leisure and hospitality offer of the town centre to support the evening and night-time economy and enhance the public realm. On the opposite side of Haven Bridge is the Ice House, another building with historic importance and offers the potential to expand the Borough's cultural offer. The area benefits from a location with excellent links being within Great Yarmouth Town Centre and adjacent to waterfront areas. Opportunities to further enhance the waterfront setting's visual appeal will be taken.

6. Cobholm Waterfront Area – Development will be delivered in accordance with Policy URB5. The area contains various parcels of vacant and under-utilised land parcels with the opportunity to provide high quality waterfront residential and employment development and enhanced public waterside accessibility.

7. Great Yarmouth Cultural Quarter – Southwards from the town centre, the town offers an eclectic mix of historic buildings, civic spaces, cultural and leisure-based facilities. From the restored St George’s Theatre to the Drill House and Time and Tide Museum, much of the Borough's cultural heritage is focussed within this relatively small area.

Opportunities to support the Borough's cultural offer will be encouraged and such uses will be protected in accordance with Policies TCL5, DHE2, DHE3 and DHE4 (where relevant).

8. Herring Bridge – Great Yarmouth's third river crossing is nearing completion. The bridge will provide enhanced connectivity between South Denes and South Quay east of the River Yare to the wider A47 network via Harfrey's roundabout and journeys southwards via Gorleston. The bridge creates a new gateway between the towns and provides an opportunity to enhance the entrances by making best use of vacant and under-utilised land and buildings such as at The Maltings (Policy URB8), the former Grade II listed Gasholder site (Policy URB7), and the Grade II listed former Dolphin Public House.

9. Great Yarmouth Seafront and Regent Road – Development will be delivered in accordance with Policy URB10 and URB12. The seafront includes successfully delivered regeneration projects such as the 'The Waterways' and Marina Centre, offering a wide variety of community, recreation and leisure activities to support health and well-being. The Borough Council has secured national heritage funding and is working with partners to restore the Grade II* listed Winter Gardens, a building which is currently registered by Historic England as being at risk of loss. Opportunities within this area to further enhance the tourist offer and unlock its historic value will be broadly encouraged. The Local Plan has also identified Regent Road as a key connection between the seafront and the town centre which provides tourism based shopping facilities, restaurants, pubs and other leisure facilities. The 'Back of Seafront Area' (Policy URB11) aims to improve the character, amenity and physical condition of properties, and the wider street scene by encouraging an appropriate range of uses and the refurbishment and maintenance of existing buildings within the area to complement the seafront. Opportunities to improve connections to the town centre to the seafront will also be explored and encouraged.

10. South Denes – Is a strategically important employment space offering access to the Borough's riverside port space and deep water outer harbour. Much of the site also benefits from 'Enterprise Zone' status and a Local Development Order (LDO) which permits some forms of development through a simplified planning process. Within this area the Borough Council has assembled a small area of land to form a specialised 'Energy Park' to cluster services supporting offshore energy. The Borough Council, having granted planning permission, is working with Norfolk County Council and the New Anglia Local Enterprise Partnership (LEP) to deliver a new operations and maintenance campus located at the bottom of South Denes with excellent access to the outer harbour to serve the offshore energy industry. Policy URB14 will apply to development proposals that fall outside of the LDO process. Opportunities to expand the Borough's offshore energy and port-related industries within this wide area will be supported.

11. Gorleston Riverside – Comprises brownfield redevelopment potential with land parcels at Riverside Road and The Maltings (Site Allocation Policies URB8 & URB9). Sites within this area offer the potential for riverside redevelopment and the opportunity to improve the appearance and accessibility along the riverside, also benefitting from excellent access to Gorleston High Street.

12. Gorleston Seafront - is a strategically important tourist area providing a more tranquil alternative to the 'Golden Mile' of Great Yarmouth's Seafront. The Gorleston Seafront Masterplan (2022) sets out a vision with the main objectives focused on enhancing the

existing character of the area, providing further conveniences and to improving the overall accessibility of the area. Development principles for the area are set out in Policy URB13.

Policy URB2 – Great Yarmouth Town Centre

The Great Yarmouth Town Centre Area is defined on the Policies Map.

Main town centre use development is permitted within Great Yarmouth Town Centre along with other uses which enhance the vitality and viability of the centre in accordance with the criteria set out below and Policy RTC3.

Developments will be permitted where they:

- **a) enhance and expand the retail and leisure offer of Great Yarmouth Market Place and its associated facilities;**
- **b) support public realm improvements around the bus terminus;**
- **c) enable the refurbishment and enhancement of shop frontages;**
- **d) improve the appearance, safety and environmental quality of the area and public realm;**
- **e) protect and enhance the town centre's rich variety of historic assets;**
- **f) improve the connectivity to and from the town centre, particularly those that make best use of The Rows;**
- **g) provide enhanced community facilities, such as 'The Place' development at the former Palmers Department Store;**
- **h) increase residential uses within the town centre area:**
  - **i. on vacant upper floors within the Protected Shopping Frontage;**
  - **ii. through re-development of the Conge; and**
  - **iii. through the re-purposing and redevelopment of vacant buildings in the remaining areas of the town centre; and**
- **i) align with the Borough Council's town centre strategies, emerging ambitions and/or funding bids, and the Great Yarmouth Design Code in Appendix 1 which defines the character area within the town walls.**

Within the Great Yarmouth Town Centre area, improvements to car parking provision will be considered where this:

- **j) makes the town centre a more attractive place to shop, live or visit;**
- **k) supports local businesses; and**
- **l) maintains or improves the quality of the townscape.**

Supporting Text

4.24. Great Yarmouth Town Centre is the Main Town Centre defined at the top of designated centre hierarchy as per Policy RTC1. The main retail core of the town centre is fixed around the Market Place and the principal retailing streets that are contiguous to it. This tighter central area of the town centre forms the delineation of Great Yarmouth's Primary Shopping Area which will be used when identifying sequentially preferable sites as set out in Policy RTC2. The main retailing frontages are situated along the Market Place, King Street (southward to corner of Regent Road), Regent Road (to Alexandra Road), Market Gates

Shopping Centre (until Temple Road), Market Row and Broad Row which are designated as Protected Shopping Frontage (in accordance with Policy RTC3).

4.25. Great Yarmouth Town Centre continues to face significant challenges affecting its vitality and viability, including rising levels of vacancies, tightened and selective customer spending, and continued competition from on-line shopping and out-of-centre retailing. Managing the future role and direction of the town centre is a top priority of the Council and new investment opportunities and initiatives are being pursued in the town centre such building on the Council's adopted Great Yarmouth Town Centre Regeneration Framework and Masterplan (2017), Future High Streets Fund, Town Deal, and the Urban Regeneration Opportunity Areas (Policy URB1). The above policy therefore seeks to protect and enhance Great Yarmouth Town Centre's strategic function as the main centre for retail, but also to support wider ambitions to regenerate and facilitate its continued vitality and viability.

4.26. Market Gates shopping centre is located within the town centre as well as the Primary Shopping Area and part of the Protected Shopping Frontage. It is the main covered shopping centre in the Borough and is highly visible from, and connected to, the Market Place and currently performs a key anchor role for the town centre.

4.27. The Great Yarmouth Market Place lies at the heart of the town centre providing a hub for activity and a high quality townscape based upon the town's rich heritage. A new permanent covered market space consists of approximately 30 stalls. In addition, space is provided for a 2-day 'pop up' market and flexible events area to support a greater range of activities and maximise the efficiency of space.

4.28. Critical to diversifying Great Yarmouth Town Centre's offer is expanding the range of leisure and community facility uses within it. As part of Great Yarmouth's Town Deal programme, the Borough Council is working with East Coast College, the University of Suffolk, and Norfolk County Council to deliver a new library and university centre in the former Palmers department store in Great Yarmouth Market Place. The Council will continue to work with partners to deliver regeneration projects and support the wider growth ambitions which includes a focus on Great Yarmouth Town Centre as the main commercial, community and cultural hub of the Borough.

4.29. Non-main town centre uses, including residential uses, can play an important role to support the vitality of centres. Proposals for residential uses will be particularly encouraged on vacant upper floors within Great Yarmouth Town Centre. Consideration will be given to the repurposing and redevelopment of vacant buildings to residential use where this would not be detrimental to the overall function and character of the town centre in accordance with national planning policy on heritage and Policies DHE3 and DHE4.

4.30. Some shop frontages form part of, or are otherwise attached to, listed buildings and many of these are in a poor state of condition or of a design which does not complement either the listed building itself or setting of the town centre (much of which is identified as a Conservation Area). The Council will support the refurbishment or replacement of shopfronts, particularly where they strengthen the local distinctiveness of the town and showcase its heritage. The reinstatement of original ground floor frontages, and historic townhouses, will also be encouraged for their contribution to the town's historic character,

unless this has an adverse impact on the Protected Shopping Frontage, or upon heritage assets, as per Policies RTC3, DHE2, DHE3 and DHE4.

4.31. The conservation areas within the town centre include a wide range of listed buildings, scheduled monuments and non-designated heritage assets. Key features include the Grade II* listed Minster Church of St Nicholas, the medieval town wall, and the historic rows which provide a historic network of narrow walkways (approximately 80) between buildings and connecting the river frontage through the town centre. Regeneration of the town centre provides an opportunity to restore such heritage and improve overall accessibility. A key opportunity identified through the Urban Regeneration Opportunity Areas (Policy URB1), is to facilitate enhanced connection from the train station to the town centre, through to the seafront. The Council will broadly support proposals that help to achieve such aims.

4.32. Policy DHE1 requires that development achieves high quality sustainable design that contributes positively to local character as defined in the Design Code (in Appendix 1). The town centre forms the historic core within the medieval town walls and, accordingly, is defined as a character area. The Design Code sets out the key design requirements for the area including density, height, and materials.

4.33. Improvements or measures which upgrade or enhance the town centre's public realm and facilities will be encouraged. This may include the provision of new public facilities such as toilets, seating, public art, green spaces or greenery. Wayfinding signage must be well-designed and attractive to optimise the movement of people around the town centre and beyond to wider facilities and attractions within the town. The Council will also consider ways in which to address deficiencies in the public realm for example seeking environmental improvements or encouraging the replacement or alteration of buildings and structures which present a blank facade at ground level or an impediment to pedestrian movement.

Policy URB3 – Haven Bridge Quayside Area, Great Yarmouth

The Haven Bridge Quayside Development Area, Great Yarmouth is defined on the policies map.

The area has the potential to contribute to the regeneration of the town centre by improving the public realm, access to the waterfront, and widening the food, drink, leisure and cultural offer.

The following uses will be focused within buildings which provide the principal frontage to Hall Quay:

- **a) food and drink uses;**
- **b) hotels;**
- **c) retail and office uses where these provide active ground floor frontage;**
- **d) residential uses on upper floors.**

The following uses will be supported at the former Ice House building:

- **e) cultural or leisure uses; and**
- **f) ancillary food and drink uses.**

To help deliver the policy aspirations for the Haven Bridge Quayside Development Area, the Council will support and, where possible, help to bring forward projects and proposals which accord with the borough wide design requirements, and criterions CHA1 and DDR2 of the Design Code (Appendix 1), and:

- **g) reduce the dominance of traffic, highway uses and car parking along Hall Quay and the corner of Bridge Road/Southtown Road;**
- **h) improve the public realm and townscape of the area;**
- **i) improving pedestrian and cycling linkages around Haven Bridge and to connect with the rest of the town centre, utilising The Rows (where possible);**
- **j) restore, protect and enhance historic building features;**
- **k) promote the outside use of space for dining where street furniture does not obstruct public movement along footways;**
- **l) encourage improved short stay mooring and information facilities for visiting leisure craft in the general vicinity of Haven Bridge; and**
- **m) along the northern side of Bridge Road:**
    - **i. enhance existing shop frontages; and**
    - **ii. provide a strong, consistent building line.**

The adopted Hall Quay Planning Brief Supplementary Planning Document provides further guidance for the Hall Quay part of this area.

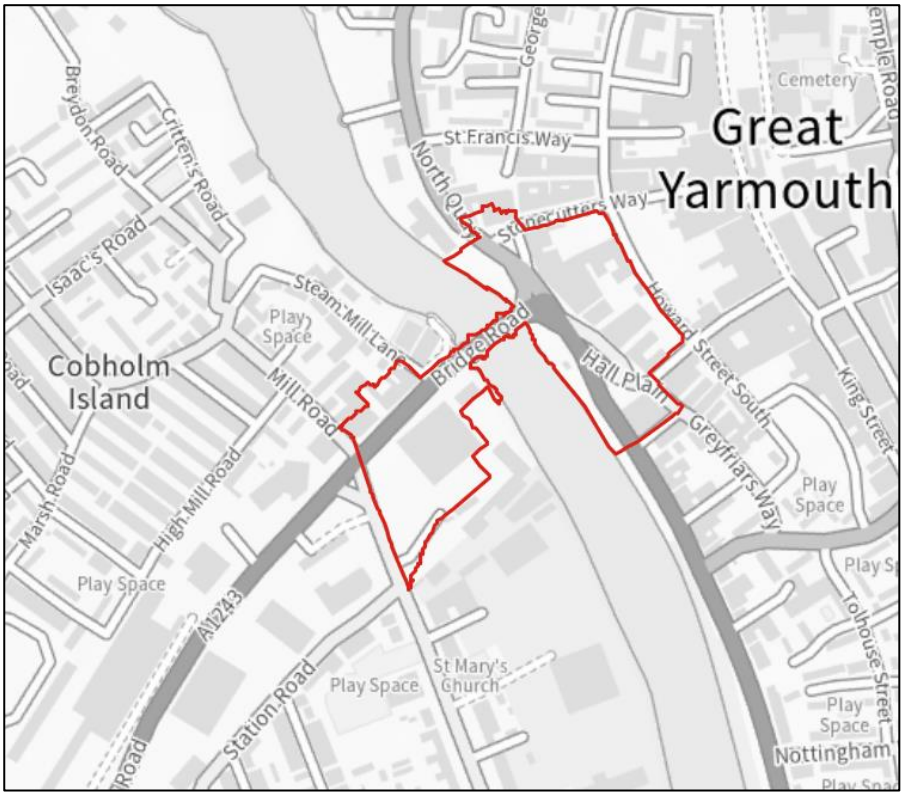
Supporting Text

4.34. The Haven Bridge Quayside Development Area is partly within the Great Yarmouth Town Centre Area (Policy URB2). The above policy sets out the specific town centre uses which will be actively encouraged within Hall Quay and the opposite side of Haven Bridge to help

strengthen the town centre's early evening and night-time economy and cultural offer. This will be achieved through widening of the town centre's food, drink and leisure offer at Hall Quay but also the cultural use of the former Ice House building. The policy also may take the opportunity to enhance the amenity and landscaping around Bridge Road and the Matalan department store. Development in this location supports an ambition as set out in Policy URB1.

4.35. Hall Quay has in recent years undergone a period of significant commercial change, with all the high street banks having closed or relocated to the Market Place. This has left many of the large, listed, former banking halls fronting the quay vacant. The re-purposing of this area towards a new food, drinking and leisure 'cluster' was initially identified in the Council's adopted Town Centre Regeneration Framework and Masterplan (2017). The Hall Quay Supplementary Planning Document was prepared to provide further guidance for the development of this area. The Council will keep the Supplementary planning Document under review and update it as necessary in accordance with this policy.

Haven Bridge Quayside Area



4.36. Development proposals which are located or positioned along the principal frontage to Hall Quay will be carefully managed to ensure that an appropriate mix and type of uses are brought forward to help to stimulate activity and prioritise pedestrian movement within the area. In pursuance of this, new food and drink and hotel proposals will be particularly supported within the area. Other retail and office related uses may also be permitted where these continue to provide active ground floor frontage i.e. window displays, entrances and views of internal activity. Residential uses will be generally supported within the policy area but will be restricted to upper floors in buildings fronting Hall Quay to help avoid blank or in-active frontages on Hall Quay.

4.37. The policy also seeks to support the implementation of other complementary projects to help fully deliver the vision of Hall Quay, as envisaged through the Urban Regeneration Opportunity Areas (Policy URB1). This includes supporting major highway and public realm improvements to help reduce the dominance of the highway in order to provide an environment more conducive to the uses being proposed in Hall Quay e.g. casual dining, public open space.

4.38. The role of Great Yarmouth as a destination/stopover for sailing yachts and motorboats is poorly represented, with little facilities and information for visiting craft. Encouraging increased numbers of visiting leisure craft to the town will help to strengthen its tourist economy and the presence and appearance of mooring vessels would both complement and help support planned leisure-focused regeneration of Hall Quay. Such facilities could take a number of forms, and could potentially be located either at Hall Quay, or on the opposite bank near the former Ice House. Arrangements for the management and maintenance of such facilities will be an important factor, as would ensuring that the facility does not compromise commercial craft movements and other port activities.

4.39. Bridge Road forms one of the main gateways into the town centre via Haven Bridge. The area is very car dominant with dual carriageway and a busy junction at Southtown Road which leads westwards to Gapton Hall roundabout on the A47 network. Cyclists are required to dismount to cross the bridge before joining a shared-use path along Bridge Road and Pasteur Road. The Great Yarmouth Local Cycling and Walking Infrastructure Plan (2022) identifies the need for walking and cycling improvements within the area, including appropriate cycling provision over Haven Bridge and an improved shared-use path between the bridge and Southtown Road to aid better east-west connectivity within the area.

4.40. The Ice House, located on the west bank of the River Yare, is a Grade II listed building with a thatched roof that provides a focal point and recognition to the town's maritime past. The building has remained vacant for several years, however, in April 2021, planning permission was granted for a change of use to multi-functional training and educational venue for circus with fabrication space for equipment (ref. 06/20/0642/F), with the intention to expand the Borough's cultural offer. Cultural facilities will be protected and enhanced in accordance with Policy TCL5.

4.41. The row of shops along the northern side of Bridge Road suffers from a poor appearance. Modern alterations have covered or removed original features, undermining the character of that frontage. Bridge Road provides a car dominated area in the centre and the retail store on the southern side lacks landscaping and visual amenity. At Bridge Road the policy seeks to encourage landscaping and improved accessibility and with existing buildings to restore original features, enhance shopfronts and provide a consistent building line that gradually scales up eastwards to the waterfront.

4.42.

Policy URB4 – North Quay, Great Yarmouth

Land at North Quay, Great Yarmouth (3.45 hectares) as identified on the Policies Map is allocated for mixed use development to accommodate approximately 280 dwellings, retail, leisure and business floorspace falling under use class E, drinking establishments, a hotel, and community uses. The site should be developed in accordance with the following site-specific criteria:

a) **Housing will be developed at a high density of up to 150 dwelling per hectare.**

b) **A minimum of 10% of the housing should be provided as affordable housing unless it can be demonstrated through the submission of a site-specific financial viability assessment that the development would be unviable.**

c) **Main town centre uses provided on the site should complement and not detract from the wider offers from the town centre seafront areas.**

d) **Development should exhibit exceptional urban design. The design of the development must accord with the borough wide design requirements and criterion CHA1 of the Design Code (Appendix 1). Development should also have regard to the adopted North Quay Supplementary Planning Document (and any subsequent updates).**

e) **Provide a safe and appropriate access and necessary highway improvements to integrate into the existing pedestrian, cycling and road networks including:**

    i. **Enhanced foot and cycle connections between North Quay and the train station via Vauxhall Bridge;**

    ii. **The provision of an attractive and active public realm at the waterfront which is accessible for its entire length;**

    iii. **Improved signage, wayfinding and safety to connect North Quay to the town centre via The Conge and historic Rows;**

    iv. **Where practicable, making best use of existing vehicular accesses at Lime Kiln Walk, Bowling Green Walk, Quay Mill Walk and Fishers Quay onto North Quay;**

    v. **Off-site improvements to key junctions**

f) **Provide approximately 0.58 hectares of open space on-site to meet children's play space and informal amenity green space needs . At least part of the open space provided should be located as part of the link to the train station (via Vauxhall Bridge).**

g) **The design and layout of development will need to conserve and enhance the character and setting of listed buildings located within the site and those adjacent and the character of the Conservation Area in accordance with Policies DHE1, DHE2 and DHE4. There is a presumption in retaining and reusing listed buildings, scheduled monuments and locally historic buildings that hold significance within the Conservation Area. A Heritage Impact Assessment must be submitted to ensure that there is appropriate investigation and preservation (as appropriate) of archaeological potential.**

h) Deliver an on-site biodiversity net gain in accordance with Policy NAT3.

i) Piecemeal development which undermines a comprehensive and coordinated approach to the development of the whole site will not be permitted.

j) A site-specific Flood Risk Assessment (FRA) is required to demonstrate how the site can be developed and occupied safely. The FRA must also include information as to how existing flood defences will be protected and maintained in agreement with the Environment Agency, Lead Local Flood Authority and Borough Council where it will be necessary to provide additional flood defences.

Supporting Text

4.43. The area of land identified at North Quay offers a significant brownfield regeneration opportunity in Great Yarmouth Town's historic core to provide homes, commercial uses, community facilities, public realm, and enhanced access at the riverfront. It also offers an opportunity to help better connect the town centre with the railway station and to integrate and coordinate with other planned urban regeneration projects across the town such as at Hall Quay (Policy URB3), The Conge, and the town centre (Policy URB2). Development in this location supports an ambition as set out in Policy URB1.

North Quay

4.44. It is expected that the site can accommodate approximately 280 homes. These should be delivered alongside retail, leisure and business uses which can accommodate ground floors and provide active frontages. The Local Plan Viability Assessment indicates that development on brownfield sites will likely have strained viability. As such a reduced level

of 10% affordable housing is sought in line with the requirements in the National Planning Policy Framework.

4.45. Retail and leisure uses should complement and support and not detract from the town centre offer. The supplementary planning document estimate that between 1000sqm and 7,000sqm of floorspace could be provided in addition to residential development on the site. Given the proximity of the rail station and town centre there is also scope for the provision of a hotel on the site which could help support the town centre trade and the wider tourism industry.

4.46. Due to the site's location, size, density aspiration and the need to maximise development potential, it will not be possible to provide on-site accessible natural green space in accordance with the Open Space Needs Assessment (2022). The site will, however, benefit from its proximity to such green space at Cobholm island and alternative beach space along Great Yarmouth's seafront. However, approximately 0.58 hectares of open space should be provided on-site in the form of play space and amenity space, this could include the waterfront walkway.

4.47. The site should be designed in accordance with Policies DHE1, DHE2, DHE4, the Design Code in Appendix 1, and the North Quay Supplementary Planning Document. Given the high visibility of the site and the gateway nature of the site, development should exhibit exceptional urban design. In general, the design will be expected to:

- locate strong, active, continuous and varied building frontages overlooking the waterfront and North Quay Road;
- use existing vehicular access points and perimeter block forms of development to create a fine-grained network of broadly east-west streets with continuous frontages;
- ensure the route to and from the station via Vauxhall Bridge is clear and "legible" to support foot and cycle access and provide key views;
- locate smaller buildings onto North Quay south of the Conge. Focus height in the north-western area, where it can relate positively to expansive views over the waterfront;
- minimise blank building frontages at ground floor level by incorporating non-residential uses where possible. Use landscape and public realm to conceal and/or soften blank edges where they are unavoidable;
- punctuate the built form with landmark (distinctive, high quality building elements) buildings that terminate key view lines into the site;
- where possible, enhance the site's biodiversity through appropriate landscape planting, building design and provision of bird nesting boxes, and potentially through the inclusion of innovative flood defence measures such as stepped, plated gabion walls.

4.48. Three Grade II listed buildings are situated along the frontage of North Quay while a substantial part of the site is also within the designated Market Place, Rows and North Quay Conservation Area. The site also includes a WWII pill box, as well as other WWII

defences and archaeological finds. Buildings and their settings which are of historic and local significance contribute to the conservation area.

4.49. There is a presumption that such historic assets are retained and reused, particularly where they make a positive contribution to the setting and their significance is sustained and enhanced as part of the redevelopment. Proposals for new development (including conversion, adaptation or re-use) will need to show how the design and uses proposed have assessed heritage significance including the potential effects and impacts arising and how such assets have formed an integral part of the scheme's design. The developer will also be required to submit an archaeological assessment to understand the significance of any archaeological remains on site and how this will be best addressed through the development of the site.

4.50. In addition to the site as a historic entrance into the town, it provides a key waterfront setting. This requires that development complement views between the River Yare and Breydon Water which form an entrance into the Broads landscape (which has status equivalent to a National Park).

4.51. The site is currently in multiple landownerships and the Council has a project underway to assemble the site in order to deliver a comprehensive approach to the regeneration of the site. The Council is in the process of assembling parts of the site through negotiated acquisitions. The Council has compulsory purchase powers to acquire land, should it be considered appropriate to use them and there is a compelling case in the public interests. To ensure comprehensive regeneration of the site, the Council will not permit piecemeal development which could undermine the regeneration of the entire site. Key considerations will be the ability of a development to integrate with adjoining parcels and whether the development would frustrate the delivery of adjoining parcels, in terms of, but not limited to, access, highway impacts, flood risk and design.

4.52. The site is entirely within Flood Zone 3a (assessed as having a 1 in 100 years or greater annual probability of river flooding or a 1 in 200 years probability of flooding from the sea). A sequential test has been passed at Local Plan level. A site-specific Flood Risk Assessment will be required to demonstrate that the development will be safe from all sources of flooding without increasing flood risk elsewhere and where possible showing opportunities to reduce flood risk overall. Development proposals must demonstrate that any residual flood risk can be safely managed and accord with national planning policy and Policy CLC2.

4.53. Any planning application should also be supported by a drainage strategy which demonstrates how foul and surface water generated by the development can be appropriately accommodated, in accordance with Policies CLC2 and CLC3. This should include the use of sustainable drainage measures and should demonstrate how these will contribute to the amenity and biodiversity of the development.

4.54. There may be a requirement for more substantial infrastructure such as the construction or repair of flood defences. Future development will also need to consider the possible requirement for a marine licence for works which take place below the mean high-water mark, in consultation with the Marine Management Organisation and with regard to Marine Policy Statement (September 2011) and the East Inshore and East Offshore Marine Plans (April 2014). Works within 16m of the existing flood defences would also require a Flood Risk Activity Permit from the Environment Agency. It will also be necessary to

consider and agree the site approach to flood risk management with the Lead Local Flood Authority and Borough Council.

4.55. Survey work of the North Quay area has identified the potential for archaeological remains from various periods from medieval and earlier periods back to medieval times. There is also the potential for unexploded wartime ordnance within the area. Innovative design of below ground structures and services may be needed where in-situ preservation of identified archaeological remains is required.

Policy URB5 – Cobholm Waterfront Area, Great Yarmouth

Land at Cobholm Waterfront Area, Great Yarmouth (2.28 hectares) as identified on the Policies Map is allocated for mixed use development to accommodate approximately 160 dwellings and employment uses (under use classes B2, B8 and Eg) i), ii) and iii)). The site should be developed in accordance with the following site-specific criteria:

- **a) Housing will be developed at a high density of up to 150 dwelling per hectare.**
- **b) A minimum of 10% of the housing should be provided as affordable housing unless it can be demonstrated through the submission of a site-specific financial viability assessment that the development would be unviable.**
- **c) Development should exhibit exceptional urban design to support waterfront development. The design of the development must accord with the borough wide design requirement and criterion CHA5 of the Design Code (in Appendix 1).**
- **d) Provide a safe and appropriate access and necessary highway improvements to integrate into the existing pedestrian, cycling and road networks including:**
  - **i. the provision of an attractive public realm at the waterfront which is accessible for all users, linking to the existing Public Right of Way network;**
  - **ii. A vehicular access at Crittens Road north of the Grist Mill and via Steam Mill Lane south of the Grist Mill;**
  - **iii. Foot and cycle improvements along Crittens Road and Steam Mill Lane leading to Bridge Road.**
- **e) Approx. 0.37 hectares of open space should be provided on-site to meet children's play space and informal amenity green space needs.**
- **f) Deliver an on-site biodiversity net gain in accordance with Policy NAT3.**
- **g) A site-specific Flood Risk Assessment (FRA) is required to demonstrate how the site can be developed and occupied safely. The FRA must also include information as to how existing flood defences will be protected and maintained in agreement with the Environment Agency, Lead Local Flood Authority and Borough Council where it will be necessary to provide additional flood defences.**

Supporting Text

4.56. The Cobholm Waterfront Regeneration area provides an opportunity to develop on under-utilised land fronting the river. The site represents another entrance into the town via Haven Bridge and along the River Yare from Breydon Water. There are existing activities on parts of the waterfront such as port-related activities at Grist Mill, community uses at the sea cadets centre, and the residential apartments at Steam Mill Lane. In between these uses sit vacant parcels of land that would be better suited to residential uses. Development in this location supports an ambition as set out in Policy URB1.

Cobholm Waterfront

4.57. Within the waterfront site, three parcels of land have been identified as having the capacity to accommodate approximately 160 houses. The Local Plan Viability Assessment indicates that development on brownfield sites will likely have strained viability. As such a reduced level of 10% affordable housing is sought in line with the requirements of national planning policy. Such development will be expected to comply with the Local Plan's housing and design policies, the Design Code (in Appendix 1) including specific consideration of the character area design requirements (CHA5) of the Design Code. Waterfront development has the potential to support greater heights along the river front. Given the high visibility of the site along the waterfront, exceptional urban design is expected.

4.58. There may be opportunities for further employment uses (under Use Classes: B2, B8 and Eg) i), ii) and iii)) within the site, such as adjacent Grist Mill. Employment uses in this location will benefit from waterfrontage. Consideration must be given to neighbouring residential uses in accordance with Policy HEC6.

4.59. Due to the site's location, size, density aspiration and the need to maximise development potential, it will not be possible to provide on-site accessible natural green space in accordance with the Open Space Needs Assessment (2022). The site will, however, benefit from its proximity to such green space at Cobholm island and alternative beach space along Great Yarmouth's seafront. However, approximately 0.37 hectares of open space should be provided on-site in the form of play space and amenity space, this could include a waterfront walkway.

4.60. A key design principle is to ensure that waterfront development delivers pedestrian and cycle access along the river frontage. There are existing sections of Public Rights of Way in the north of the site (east of Breydon Road) and east of Steam Mill Lane which must be retained (or replaced) and connected to the wider network along the waterfront.

4.61. Cobholm Waterfront area is entirely within Flood Zone 3a (assessed as having a 1 in 100 years or greater annual probability of river flooding or a 1 in 200 years probability of flooding from the sea). A sequential test has been passed at Local Plan level. A site-specific Flood Risk Assessment will be required to demonstrate that the development will be safe from all sources of flooding without increasing flood risk elsewhere and where possible showing opportunities to reduce flood risk overall. Development proposals must demonstrate that any residual flood risk can be safely managed and accord with national planning policy and Policy CLC2.

4.62. Future development will also need to consider the possible requirement for a marine licence for works which take place below the mean high-water mark, in consultation with the Marine Management Organisation and with regard to Marine Policy Statement (September 2011) and the East Inshore and East Offshore Marine Plans (April 2014). Works within 16m of the existing flood defences would also require a Flood Risk Activity Permit from the Environment Agency. It will also be necessary to consider and agree the site approach to flood risk management with the Lead Local Flood Authority and Borough Council.

4.63. Any planning application should also be supported by a drainage strategy which demonstrates how foul and surface water generated by the development can be appropriately accommodated, in accordance with Policies CLC2 and CLC3. This should include the use of sustainable drainage measures and should demonstrate how these will contribute to the amenity and biodiversity of the development.

4.64. There are several sources of potential land contamination within the Cobholm Waterfront area, particularly given the historical uses of the site. Further investigation including mitigation measures will be required prior to development of the site.

Policy URB6 – North River Road, Great Yarmouth

Land at North River Road, Great Yarmouth (0.31 hectares) as identified on the Policies Map is allocated for residential development to accommodate a minimum of 15 dwellings. The site should be developed in accordance with the following site-specific criteria:

a) The site will be developed at a density of approximately 60 dwellings per hectare.

b) A minimum of 10% of the housing should be provided as affordable housing unless it can be demonstrated through the submission of a site-specific financial viability assessment that the development would be unviable.

c) The design of the development must respond to the characteristics of a waterfront development, according with the borough wide design requirements, and criterions CHA5 and DDR2 of the Design Code (Appendix 1).

d) Provide a safe and appropriate access and necessary highway improvements to integrate into the existing pedestrian, cycling and road networks including:

i. the provision of a footpath connecting to the existing at North River Road;

ii. Use of the existing vehicular access off North River Road;

e) Deliver an off-site biodiversity net gain if this cannot be achieved on-site in accordance with Policy NAT3.

Supporting Text

4.65. Land at North River Road provides an excellent opportunity to provide a small-scale infill development of approximately 15 properties on a vacant parcel of brownfield land. The site benefits from an existing vehicular access onto North River Road and presents an opportunity to provide waterside fronting properties with views across the River Bure.

Land at North River Road

4.66. The scale and design of development must reflect the character of the area, considering adjacent residential properties and those situated on the opposite side of the river. Such development will be expected to comply with the Local Plan's housing policies and design policies, the Design Code (in Appendix 1) including specific consideration of the character area (CHA5) and infill design requirements (DDR2) of the Design Code.

4.67. The Local Plan Viability Assessment indicates that development on brownfield sites will likely have strained viability. As such a reduced level of 10% affordable housing is sought in line with the requirements in the National Planning Policy Framework.

4.68. The site appears to be overgrown with vegetation. Redevelopment of the site provides an opportunity to complement vegetation south of the site with planting of high quality vegetation supporting local habitat connectivity. However, given the limited size of the site, it may be impracticable to provide the full biodiversity net gain on-site, therefore an off-site provision would be required in accordance with Policy NAT3. For the same reason, it will not be possible to provide on-site open space on this site.

4.69. The site entirely within Flood Zone 3a (assessed as having a 1 in 100 years or greater annual probability of river flooding or a 1 in 200 years probability of flooding from the sea). A sequential test has been passed at Local Plan level. A site-specific Flood Risk Assessment will be required to demonstrate that the development will be safe from all sources of flooding without increasing flood risk elsewhere and where possible showing opportunities to reduce flood risk overall. Development proposals must demonstrate that any residual flood risk can be safely managed and accord with national planning policy and Policy CLC2.

4.70. Any planning application should also be supported by a drainage strategy which demonstrates how foul and surface water generated by the development can be appropriately accommodated, in accordance with Policies CLC2 and CLC3. This should include the use of sustainable drainage measures and should demonstrate how these will contribute to the amenity and biodiversity of the development.

Policy URB7 – Former Gasholder Site, Admiralty Road, Great Yarmouth

Land at the former Gas Holder Site, Admiralty Road, Great Yarmouth (1.21 hectares) as identified on the Policies Map is allocated for mixed use including residential development to accommodate a minimum of 50 dwellings, community uses and open space. The site should be developed in accordance with the following site-specific criteria:

- **a) The housing will be developed at a density of approximately 55 dwellings per hectare, having reserved approx. 0.3 hectares for the Gasholder, community uses and open space.**
- **b) A minimum of 10% of the housing should be provided as affordable housing unless it can be demonstrated through the submission of a site-specific financial viability assessment that the development would be unviable.**
- **c) The design of the development must accord with the borough wide design requirements, and criterion CHA5 of the Design Code (Appendix 1).**
- **d) The Grade II listed Gasholder must be protected and enhanced. A Heritage Impact Assessment accompanied by an Archaeological Field Evaluation of the site will be required. Development should be designed to retain the dominance of the Gasholder and ensure that long distance views of the structure as a key part of the Great Yarmouth skyline are maintained.**
- **e) Provide a safe and appropriate access and necessary highway improvements to integrate into the existing pedestrian, cycling and road networks including:**
  - **i. Vehicular access at South Denes Road;**
  - **ii. Footway provision along Sutton Road; and**
  - **iii. Enhanced footway provision along Barrack Road.**
- **f) At least 0.12 hectares of open space should be provided on-site to meet children's play space and informal amenity green space needs. This should be located around the Gasholder structure.**

Supporting Text

4.71. The former gas works along Admiralty Road have been decommissioned, with the Grade II listed gasholder remaining along with some vacant utilities infrastructure. The site provides a brownfield regeneration opportunity at the landing of the newly constructed Herring Bridge. In terms of the design of the site, there are opportunities to support the industrial and historic character of the site and provide residential street frontages to strengthen the relationship of the site perimeter with surrounding residential uses.

Former Gasholder Site

Trinity Square
Southgates Road
Eastern Road East
Eastern Road
Dickens Road
Dickens Avenue
Admiralty Road
Barks Road
Barrack Road
Depot
GREAT YARMOUTH
South Home Road
Fish Wharf
Sutton Road
Cooper Field Avenue
McLaughlin Avenue
Peggotty Road
Wellington Road West
Wellington Road East
Swanston S Road
El Sub Sta
Battery Road
Southtown Road
Beach Tram
Beach Bldgs
Beach Ave
Beach Way
Beach Coach Ways
Marine Parade
Pier Hill
Pier Tram
Pier Hotel
Pier Gardens
Wellington Pier
Pleasure Beach
Hall Quay
Tolhouse St
Market Place
Market Gates
Market Place
Market Place
Market Place

A sequential test has been passed at Local Plan level. A site-specific Flood Risk Assessment will be required to demonstrate that the development will be safe from all sources of flooding without increasing flood risk elsewhere and where possible showing opportunities to reduce flood risk overall. Development proposals must demonstrate that any residual flood risk can be safely managed and accord with national planning policy and Policy CLC2.

4.77. Any planning application should also be supported by a drainage strategy which demonstrates how foul and surface water generated by the development can be appropriately accommodated, in accordance with Policies CLC2 and CLC3. This should include the use of sustainable drainage measures and should demonstrate how these will contribute to the amenity and biodiversity of the development.

4.78. There is a likelihood of archaeological potential on site and any planning application must be supported by a heritage statement accompanied by the results of an archaeological field evaluation and should demonstrate the impacts of development on archaeological remains and proposals for managing those impacts.

4.79. The site has multiple contamination records associated with previous uses including utilities and employment uses. A detailed contamination assessment will be required to determine the level of risk to people, property or the environment, and set out the necessary remediation works to be carried out.

Policy URB8 – Maltings Site, Beccles Road, Gorleston

Land at the Maltings Site, Beccles Road, Gorleston (1.16 hectares) as identified on the Policies Map is allocated for residential development to accommodate a minimum of 75 dwellings. The site should be developed in accordance with the following site-specific criteria:

a) **The site will be developed at a density of approximately 65 dwellings per hectare.**

b) **The design of the development must accord with the borough wide design requirements and criterion CHA5 of the Design Code (Appendix 1).**

c) **A minimum of 10% of the housing should be provided as affordable housing unless it can be demonstrated through the submission of a site-specific financial viability assessment that the development would be unviable.**

d) **Provide a safe and appropriate access and necessary highway improvements to integrate into the existing pedestrian, cycling and road networks including:**

   i. **Provision of segregated cycle lane along Malthouse Lane between its junction with Beccles Road and Ferry Hill;**

   ii. **Shared use cyclepath improvements along Beccles Road / High Road to the triangular island,**

   iii. **Improvements to the bus stop located at the island to provide a shelter and real time information;**

   iv. **The provision of a crossing point for pedestrians to access the bus stop on the west side of Beccles Road;**

   v. **Vehicular access at Beccles Road; and**

   vi. **To remove vehicular accesses via Malthouse Lane.**

e) **Deliver an on-site biodiversity net gain in accordance with Policy NAT3.**

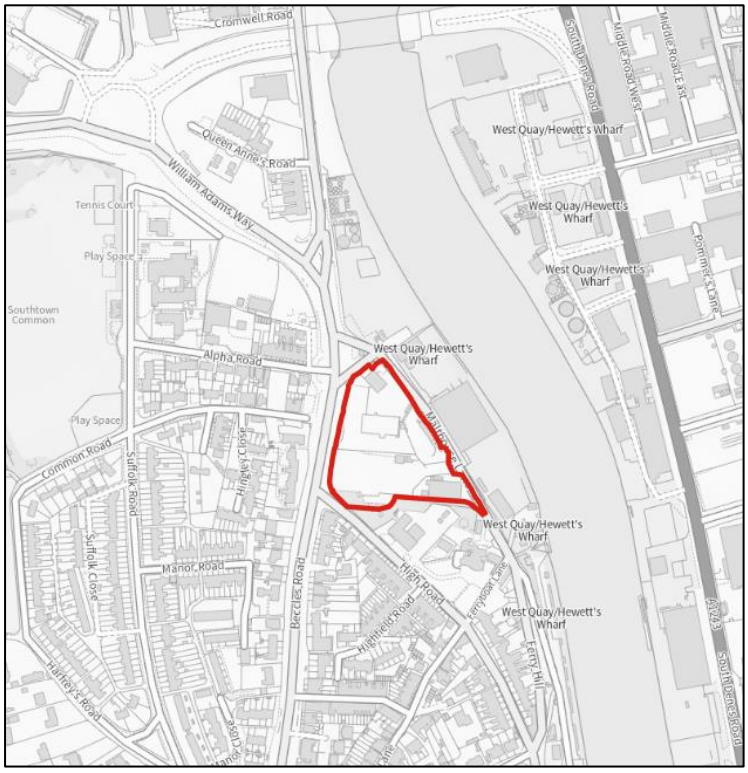
f) **Approximately 0.14 hectares of open space should be provided on-site to meet informal amenity green space needs.**

g) **A desk based archaeological assessment and, if necessary, a programme of archaeological fieldwork, will be required prior to development, in accordance with Policy DHE5.**

Supporting Text

4.80. The site at the Maltings, Beccles Road, is a brownfield redevelopment opportunity at the entrance of Gorleston from Great Yarmouth. The site is just 300m south of the newly constructed Herring Bridge and therefore has the potential to be a prominent site between the towns. Development in this location supports an ambition as set out in Policy URB1.

Maltings Site, Beccles Road



4.81. The Local Plan Viability Assessment indicates that development on brownfield sites will likely have strained viability. As such a reduced level of 10% affordable housing is sought in line with the requirements in the National Planning Policy Framework.

4.82. The design of the site must take into consideration the industrial character of the area given its location adjacent Malthouse Quay portside uses. Criterion CHA5 of the Design Code sets out how residential accommodation can be delivered in such a location, with the potential to increase building heights, though this must be transitioned appropriately through the site having regard to surrounding scales including residential uses to the west and those proposed to the south of the site.

4.83. While the site does already benefit from good access by foot and cycle, this can be further enhanced by providing a pedestrian crossing to the west side of Beccles Road to promote access to public transport north-bound via the existing bus stop. Development also provides an opportunity to improve the shared pedestrian and cycle path running along Beccles Road via the island through to High Road, and provision of a segregated cycle path along Malthouse Lane as identified in the Great Yarmouth Local Cycling and Walking Infrastructure Plan (2022).

4.84. The existing site has negligible biodiversity value, though there is a strip of vegetation running along the southern boundary of the site. Redevelopment of the site provides an opportunity for a new planting scheme of high-quality vegetation to support local biodiversity connectivity. The landscaping scheme should be integrated into the design and layout of the site to provide screening, shading, and cooling; and can be used to support the drainage strategy for the site.

4.85. The site is entirely within Flood Zone 3a (assessed as having a 1 in 100 years or greater annual probability of river flooding or a 1 in 200 years probability of flooding from the sea). A sequential test has been passed at Local Plan level. A site-specific Flood Risk Assessment will be required to demonstrate that the development will be safe from all sources of flooding without increasing flood risk elsewhere and where possible showing opportunities to reduce flood risk overall. Development proposals must demonstrate that any residual flood risk can be safely managed and accord with national planning policy and Policy CLC2.

4.86. Any planning application should also be supported by a drainage strategy which demonstrates how foul and surface water generated by the development can be appropriately accommodated, in accordance with Policies CLC2 and CLC3. This should include the use of sustainable drainage measures and should demonstrate how these will contribute to the amenity and biodiversity of the development.

4.87. The site contains a monument record in the form of a post-medieval maltings. Therefore, the policy requires the developer to submit an archaeological assessment to understand the significance of any archaeological remains on site and how this will be best addressed through the development of the site.

4.88. The site has multiple contamination records associated with previous employment uses. A detailed assessment will be required to determine the level of risk to people, property or the environment, and set out the necessary remediation works to be carried out.

4.89. As a brownfield site, there may be limited opportunity to provide on-site open space. Given that the site is only 250m from the play facilities at Southtown Common, provision for play could be met off-site (with other forms of open space). The site should have the capacity to provide informal amenity green space on-site. With the third crossing (Herring Bridge)

Policy URB9 – Land at Riverside Road, Gorleston

Land at Riverside Road, Gorleston (1.90 hectares) as identified on the Policies Map is allocated for mixed use development including a minimum of 100 dwellings (across 1.3 hectares) and 0.6 hectares of employment land (under Use Class E g) i), ii) and iii)). The site should be developed in accordance with the following site-specific criteria:

- **a) The housing will be developed at a density of approx. 75 dwellings per hectare to reflect the potential for waterside apartments and terraces, in accordance with Policy DHE1 (and Appendix 1).**
- **b) A minimum of 10% of the housing should be provided as affordable housing unless it can be demonstrated through the submission of a site-specific financial viability assessment that the development would be unviable.**
- **c) The design of the development must accord with the borough wide design requirements and criterion CHA5 of the Design Code (Appendix 1).**
- **d) Provide a safe and appropriate access and necessary highway improvements to integrate into the existing pedestrian, cycling and road networks including:**
  - **i. Enhanced foot and cycle connections along Riverside Road and Dock Tavern Lane;**
  - **ii. Enhanced foot connections to the High Street via Dock Tavern Lane and Blackwall Reach; and**
  - **iii. Vehicular access by Riverside Road.**
- **e) Deliver an on-site biodiversity net gain in accordance with Policy NAT3.**
- **f) A desk based archaeological assessment and, if necessary, a programme of archaeological fieldwork, will be required prior to development, in accordance with Policy DHE5.**

Conditions will be imposed to restrict the use of new employment development on the site to avoid changes to alternative uses within the same use class (Class E) which would not be appropriate outside of designated centres.

Supporting Text

4.90. Land at Riverside Road, Gorleston, provides an opportunity to develop upon vacant brownfield land fronting the River Yare. The site can facilitate the transition between employment and residential uses along the Gorleston waterfront. The site is adjacent to Gorleston Town Centre and a large residential development could help strengthen the viability of the town centre. Development in this location supports an ambition as set out in Policy URB1.

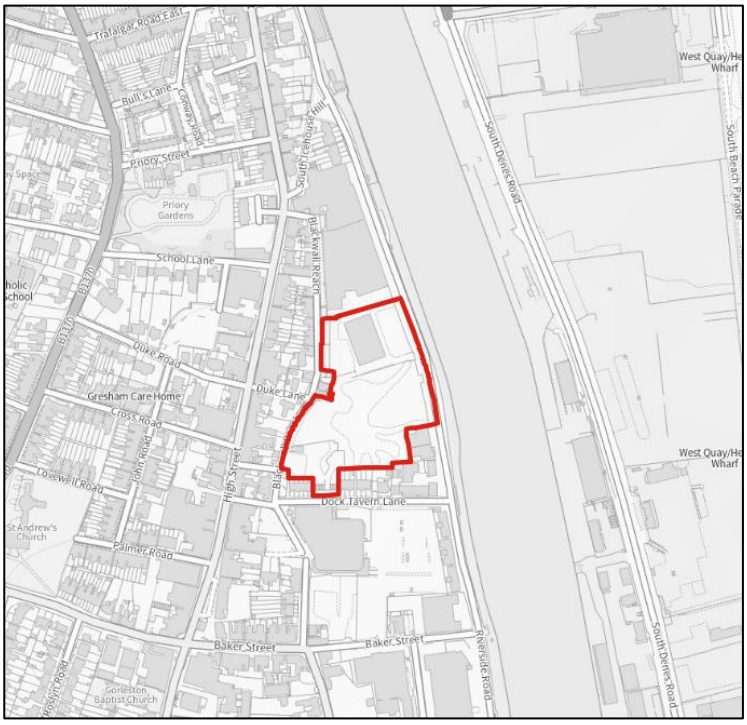
4.91. The Local Plan Viability Assessment indicates that development on brownfield sites will likely have strained viability. As such a reduced level of 10% affordable housing is sought in line with the requirements in the National Planning Policy Framework.

4.92. The design of the site must take into consideration the industrial character of the area given its location adjacent riverside works and opposite South Denes. Criterion CHA5 of the Design Code sets out how residential accommodation can be delivered in such a location, with the potential to increase building heights along the waterfront, though this must be

transitioned appropriately through the site having regard to the scale of existing housing at Dock Tavern Lane.

4.93. The site has limited, overgrown shrub vegetation along the west boundary of the site, which offers little existing biodiversity value. The site is required to support net gains of biodiversity in accordance with local and national policies. Landscaping must deliver a planting scheme that incorporates SuDS features, breaks up the built form and provides street trees that can mature and shade.

Land at Riverside Road



4.94. A small portion of the site (0.6 hectares) can provide employment uses under Use Class E g) i), ii) and iii). Such uses must be suitable to be located immediately adjacent residential development without detriment to the amenity of residents. A planning condition will restrict the potential for changes of use to other Class E uses that would otherwise be permissible to protect the nearby town centre in accordance with Policy RTC2.

4.95. Given the size of the site and the density of development proposed, together with the close proximity to Priory Gardens it is not considered desirable to secure a meaningful amount of public open space on-site. That said in the interests of design there should be amenity areas of planting throughout the development which will help meet the biodiversity net gain requirements under criterion e) of the policy.

4.96. The site is entirely within Flood Zone 3a (assessed as having a 1 in 100 years or greater annual probability of river flooding or a 1 in 200 years probability of flooding from the sea). A sequential test has been passed at Local Plan level. A site-specific Flood Risk Assessment will be required to demonstrate that the development will be safe from all sources of flooding without increasing flood risk elsewhere and where possible showing opportunities to reduce flood risk overall. Development proposals must demonstrate that any residual flood risk can be safely managed and accord with national planning policy and Policy CLC2.

4.97. Any planning application should also be supported by a drainage strategy which demonstrates how foul and surface water generated by the development can be appropriately accommodated, in accordance with Policies CLC2 and CLC3. This should include the use of sustainable drainage measures and should demonstrate how these will contribute to the amenity and biodiversity of the development.

4.98. The site contains multiple monument records relating to WWII defences. Therefore, the policy requires the developer to submit an archaeological assessment to understand the significance of any archaeological remains on site and how this will be best addressed through the development of the site.

4.99. The site has multiple contamination records associated with previous employment uses. A detailed assessment will be required to determine the level of risk to people, property or the environment, and set out the necessary remediation works to be carried out.

Great Yarmouth and Gorleston Seafronts

Policy URB10 – Great Yarmouth Seafront Area

The Great Yarmouth Seafront Area as identified on the Policies Map is a strategically important tourist area within the Borough.

The following tourist, leisure and entertainment developments will be permitted within the Great Yarmouth Seafront Area:

a) **hotels, self-catering accommodation, bed & breakfast establishments where the owner is resident on the premises**

b) **food and drink uses**

c) **small (retail) conveniences**

d) **kiosks and stalls**

e) **nightclubs**

f) **amusement arcades**

g) **theme park attractions**

h) **sport, leisure and entertainment facilities**

i) **beach huts**

j) **and other ancillary facilities and uses to support the above.**

Development proposals should:

k) **protect and enhance the area's tourist attraction uses;**

l) **support the vitality and viability of Great Yarmouth Town Centre where new retail uses (Use Class Ea)) are proposed, by being subject to the sequential test and retail impact assessment where the development has a net floorspace of 200sqm or more.**

m) **conserve the seafront's historic value by:**

   i. **having regard to the special qualities of the Seafront Conservation Area**

   ii. **where possible, renovating vacant buildings back into a viable, active tourist use; and**

   iii. **restoring original historic building features which have been hidden by modern alterations;**

n) **improve the quality, design and attractiveness of buildings along road frontage in accordance with criterion CHA2 of the Design Code (Appendix 1) to ensure that development is sympathetic to the surrounding environment and local street scenes;**

o) **enhance the public realm, increase the quality and/or quantity of public open spaces, and where appropriate installing public art and green features;**

p) **maintain public amenity by:**

i. **avoiding the obstruction of local footways, promenades and esplanades;**

ii. **avoiding developments that may give rise to significant adverse cumulative impacts; and**

iii. **providing adequate bin storage for customers and discreet operational refuse;**

q) **improve beach visibility and accessibility from the roadside; and**

r) **manage traffic and encourage active travel movements.**

Existing tourist uses in the seafront will be protected in accordance with Policy TCL4.

Within the Great Yarmouth Seafront Area, proposals for self-contained residential apartments and other non-tourist uses will only be permitted on upper floors of buildings where they are in accordance with Policy TLC4 and do not undermine the tourist appeal of the area.

Residential accommodation which is not self-contained, such as houses of multiple of occupation and other similar forms of accommodation including non-tourist hostels will not be permitted within the Great Yarmouth Seafront Area.

Supporting Text

4.100. Great Yarmouth's Seafront Area provides the main location for holiday makers in the Borough with the greatest concentration of tourist attractions and range of other related tourism and entertainment uses. It is therefore strategically important to the Borough's economy, culture, and heritage.

4.101. The holiday market is changing, and this policy provides sufficient flexibility to support major and incremental investment into Great Yarmouth seafront to support the evolution and improvement to its overall offer (such as identified in Policy URB1). This policy provides further detail to assess development proposals and appropriate uses along the Seafront.

4.102. Maintaining and encouraging new vibrant and visually active uses along the seafront is fundamental for the continued vitality of the Borough's tourism, leisure and cultural offer. Such uses provide interest and 'pull' along the extent of its area, and help to encourage a variety of visitors, spend and footfall throughout the year. In furtherance of this, investment in new leisure, entertainment and tourist uses will be flexibly supported throughout the Seafront Area and particularly where this maintains or re-introduces ground floor frontage and/or activity to the seafront. Tourist and leisure proposals which activate the upper floors of seafront buildings will also be positively encouraged, particularly where this helps to secure the long-term maintenance and integrity of heritage assets. Proposals for tourist development, entertainment and leisure facilities will be exempt from the sequential test requirements for main town centre uses.

4.103. Proposals for food and drink uses such as café/restaurants, drinking establishments and takeaways provide a complementary function to the tourist and leisure offer along the seafront. However, it is necessary to manage these proposals more carefully to ensure that their proposed concentration (as a main town centre use) does not undermine the vitality of Great Yarmouth town centre, nor the amenity of adjacent residents or business occupiers, especially where in the form of new kiosks or stalls. Larger-scale retail uses,

those over 200sqm (net) floorspace (or other town centre uses not specified by the policy), will only be considered acceptable where these meet the requirements of the retail sequential test and retail impact assessment. Such proposals will therefore need to satisfy the requirements under Policy RTC2.

4.104. The Council will resist the loss of tourism uses to non-tourism uses, particularly where it currently provides ground floor activity or frontage to the Seafront Area. The change of use of a ground floor tourist use to non-tourist use will not be permitted. Within upper floors, the above policy provides more flexibility to determine non-tourist related uses, supporting self-contained residential apartments where they accord with Policy TCL4, which requires a marketing assessment to demonstrate a lack of demand over a period of at least 12 months. Further detailed guidance on marketing assessments is provided in Appendix 2.

4.105. Great Yarmouth Seafront has a variety of tourist attractions that have strategic and historic importance such as the Briannia Pier, Wellington Pier, The Hippodrome, The Waterways, Winter Gardens, and Pleasure Beach (including the Scenic Railway Roller Coaster). It is therefore important that these attractions are protected for their specific tourist draw, though supporting uses that maintain its function will be encouraged. Most of these attractions are within, or adjacent to, conservation areas.

4.106. The quality and condition of the Seafront's heritage assets is currently of some concern, with the Grade II* Winter Gardens being identified by Historic England as being in poor condition (within their Heritage at Risk Register). The Borough Council is working with Historic England, having secured substantial heritage funding, to restore the Winter Gardens and support viable, tourism supporting uses.

4.107. There is a need to ensure that all development proposals complement and enhance the historic fabric of the Seafront Area and have regard to the setting of designated heritage assets and be of high quality design in line with Policies

Great Yarmouth Seafront

DHE1, DHE2, DHE4, and the Design Code (in Appendix 1), including specific consideration of the character area design requirements (CHA2) of the Design Code. Proposals which seek active, viable uses of key seafront heritage assets will be particularly encouraged and supported for the benefit of maintaining the long-term maintenance and integrity of heritage assets. Proposals for new illuminated signage and advertisements will also be managed carefully in line with Policy DHE6 to balance the needs against their potential impact on the amenity and character of designated heritage assets.

4.108. The Seafront's public realm facilities and open space will continue to be upgraded or enhanced for the needs and enjoyment of residents, tourists and businesses operating in the area. Consideration will be given to the provision of new public facilities such as toilets, seating and shelters, and well designed, attractive signage, wayfinding to optimise the use of open space, the beach and wider resorts and facilities linked to the town centre and train and bus stations. The Council will also consider ways in which to address deficiencies in the public realm, for example seeking environmental improvements or encouraging the replacement or alteration of buildings and structures which present a blank facade at ground level or an impediment to pedestrian movement.

4.109. The Council will continue to liaise with the local highway authority, public transport providers and local accessibility groups to strengthen pedestrian and cycling access throughout the Seafront area, and ensure, as far as practicable, access for people with disabilities to all public areas and facilities. Where new parking for cars, motorcycles, cycles and coaches is required, proposals will be considered where the form does not detract from the streetscape and holiday appeal of the seafront.

4.110. It is important that the seafront does not suffer from amenity issues associated with the loss of tourist uses and an increase in Houses in Multiple Occupation (HMOs) and similar uses which have the potential to detract from the higher value and higher quality environment desired by the policy. While there is a recognised need for HMOs in the Borough, the concentration of such uses in this location would be inappropriate given the need to protect the overall vitality of the area as the largest visitor destination within the Borough. The policy therefore seeks to prohibit HMO use in this particular area. This is consistent with the approach of Policy HOU7 Houses in Multiple Occupation which details when and where HMOs will be permitted. Uses with similar impacts to that of HMOs such as non-tourist hostels will also be resisted.

Policy URB11 – Back of Great Yarmouth Seafront Improvement Area

The 'Back of Great Yarmouth Seafront Improvement Area' is defined on the Policies Map.

The following uses will be permitted within this area:

a) **self-contained dwellings (Use Class C3).**

b) **specialist housing for older people and housing with care (within Use Class C2).**

c) **hotels providing wholly or predominantly short-term holiday accommodation (within Use Class C1).**

d) **bed & breakfasts (within Use Class C1).**

In determining applications for development in this area the following considerations will be given particular attention:

e) **to enhancing and where possible, restore original principal elevation features;**

f) **design in accordance with Policy DHE1, and criterion CHT1 of the Design Code (Appendix 1)**

g) **resisting the infilling of curtilages to the rear and sides of existing properties;**

h) **the provision of adequate, concealed (out of sight from the street) bin and cycle storage for the intended uses; and**

i) **providing flexibility in the current parking arrangements.**

j) **making use available enforcement powers pro-actively to control developments adversely affecting the area.**

Within the Back of Great Yarmouth Seafront Area, houses of multiple of occupation (HMOs) (and commensurate uses) will not be permitted.

Supporting Text

4.111. The above policy provides guidance for assessing development proposals and appropriate uses in areas at the back of Great Yarmouth's seafront. These areas largely contain properties that have attractive qualities such as large, colourful, bay frontage windows, many of which were in use as or still provide holiday accommodation in the form of hotels, guest houses and Bed and Breakfast (B&B) establishments. As the demand for holiday accommodation has changed over the years, the previous predominance of hotel and B&B uses within these areas has reduced. The intention of the policy is to manage this process of change, to protect and enhance the historic and architectural contribution of properties which retain strong links to the seafront.

4.112. The area has significant potential by making the best use of its pleasant buildings, proximity to the sea, and relatively low property values. Clearly, such properties can provide high quality residential accommodation. The policy provides a clearer steer to the future management of spaces and amenity within the area. This includes the resistance of infilling of some building curtilages to avoid additional pressure on parking space and ensuring adequate and concealed bin storage to maintain and improve the character and amenity of the area. Criterion CHT1 of the Design Code in Appendix 1 provides further detailed guidance as to how such improvements should be delivered.

4.113. Within the area, consideration will also be given to providing some flexibility in car parking provision requirements in order to encourage investment in the locality and in recognition of the constraints of the layout of the area and the proximity of public transport and public parking facilities. However, changes which would place major demands on parking in the locality will be resisted in order to avoid significantly exacerbating the existing pressure on parking in the locality.

Back of Seafront Area

4.114. The policy provides positive encouragement for self-contained forms of residential accommodation which will contribute to improving the character and physical condition of the buildings, and more generally improve the overall appearance of the area. To help manage this transition of uses, particular on the amenity of existing and adjacent occupiers, Policy HEC6 (Amenity) should be considered.

4.115. Over the last decade or so, there has been a transition from some former hotels and B&Bs within the area becoming Houses in Multiple Occupation (HMOs). It is important that the back of seafront area does not suffer further from amenity issues associated with the loss of tourist uses and an increase in HMOs. While there is a recognised need for HMOs in the Borough, the concentration of such uses can result in problems for neighbouring occupiers, and impact upon the special qualities of the area and the dsire of the policy to improve the quality of the area in close proximity to the seafront. The policy therefore seeks to prohibit further HMO in this particular area. This is consistent with the approach of Policy HOU7 Houses in Multiple Occupation which details when and where HMOs will be permitted. Uses with similar impacts to that of HMOs will also be resisted.

Policy URB12 – Regent Road, Great Yarmouth

Regent Road within Great Yarmouth, as identified on the Policies Map, provides a vibrant link between the seafront and town centre in terms of both access and tourist activities.

Subject to the below criteria, the following uses will be permitted in Regent Road:

- **a) tourism based comparison goods retail shopping.**
- **b) food and drink uses.**
- **c) Entertainment and leisure uses.**
- **d) in upper floors only, self-contained residential accommodation.**

New development proposals and uses will be permitted within this area where it:

- **e) supports year-round active ground floor frontage to Regent Road;**
- **f) conserves or, where possible, enhances the Conservation Area and the setting of any nearby listed buildings, particularly with regard to the appearance of shopfronts and/or advertisements;**
- **g) integrates successfully with any existing residential or holiday accommodation properties in the immediate vicinity, and enhances or preserves the amenities of their occupiers; and**
- **h) supports the vitality and viability of Great Yarmouth Town Centre where new retail uses are proposed, by being subject to the sequential test and retail impact assessment where the development has a net floorspace of 200sqm or more.**

The use of outside space for dining, where street furniture does not obstruct the public local footways, is encouraged.

Existing tourist uses at Regent Road will be protected in accordance with Policy TCL4.

Supporting Text

4.116. Regent Road is a strategically important link between Great Yarmouth's town centre and seafront providing a range of retail, cafe, restaurant, and leisure uses. This policy supports development proposals that will improve the overall quality of development, and conserve and enhance the best characteristics of Regent Road in order to strengthen this strategic historic, cultural and commercial links. The area is currently constrained from reaching its full potential, in part due to the seasonality of uses which are focused on summer tourism. Therefore, the policy seeks to redress this balance by encouraging new retail and leisure uses which support year-round use and maintain active frontages to Regent Road.

Regent Road Area

4.117. Regent Road is outside of the Great Yarmouth Town Centre Area (Policy URB2). A balance must be struck between improving Regent Road's overall tourist offer and managing the impact of uses which may affect the vitality and viability of the town centre. When assessing individual proposals for comparison goods retail, food and drink, leisure and entertainment uses in Regent Road, these will generally be permitted where they provide ground floor frontage to Regent Road. Larger-scale retail uses, those over 200sqm (net) floorspace (or other town centre uses not specified by the policy), will only be considered acceptable where these meet the requirements of the retail sequential test and retail impact assessment in accordance with Policy RTC2.

4.118. Hot food and takeaway proposals will need to have regard to Policy HEC7 to ensure that they are compatible with the amenity of the area and do not have any adverse effects on neighbouring uses and occupiers.

4.119. The above policy also provides support for self-contained residential accommodation in upper floors only of the Regent Road properties. Such an approach ensures that the character of Regent Road remains with active tourist-based ground floor uses while making best use of vacant or under-utilised space in upper floors.

4.120. Regent Road has a variety of heritage assets including the Grade II* Listed St Mary's Church, Grade II Listed Regent Cinema, townhouses, and a Conservation Area covering its entirety. Development proposals including changes of use and new shopfront/advertisements in Regent Road will be required to contribute to the historic character of the area in a sensitive manner in accordance with policies DHE2, DHE4 and DHE6.

Policy URB13 – Gorleston Seafront

Gorleston Seafront Area is a strategically important tourist location identified on the Policies Map.

To help achieve the aims of the Gorleston Seafront Masterplan, where applicable, development will:

- **a) improve the offer of tourism and leisure related concessions, restaurants, cafes, bars and other leisure uses, particularly at the lower promenade, where they are appropriate in size and nature to retain the tranquil character of the area;**
- **b) provide further beach huts along the lower esplanade, where demand has been identified;**
- **c) provide street furniture and public amenities including signage, benches, bins and toilets that meet the overall design and environmental aims of the area;**
- **d) accord with the borough wide design requirements and criterion CHA4 of the Design Code (Appendix 1);**
- **e) support inter-connectivity between the Seafront and High Street;**
- **f) maximise use of the promenade, lower esplanade and beach for uses including public realm, active travel, open space and landscaping;**
- **g) enhance the cliff top areas for open space, leisure and recreational uses;**
- **h) protect and enhance the tourist and leisure functions of Gorleston Pavilion, Ocean Rooms and the shelters along the promenade;**
- **i) protect and, where possible, enhance heritage assets;**
- **j) not undermine the vitality or viability of Gorleston Town Centre where new main town centre uses are proposed, therefore requiring such proposals be subject to:**
  - **i. the sequential test where it is not a use specified in the above criteria; and**
  - **ii. a retail impact assessment where the retail and leisure development proposal has a net floorspace of 200sqm or more in accordance with Policy RTC2.**

Supporting Text

4.121. Gorleston Seafront is a popular seaside destination that offers a sandy beach with a strong Victorian and Edwardian character. It retains its tranquillity yet supports year-round tourism. As a strategically important tourist facility, the Borough Council has prepared the Gorleston Seafront Masterplan which sets out a framework of how the seafront can be sustainably improved and conserved. The area on the Policies Map is aligned with that from the adopted Masterplan, stretching from Brush Quay car park at its northern most extent to the end of Marine Parade at its southern tip. Tourist development in this seafront location supports an ambition as set out in Policy URB1.

4.122. The historic value of the area is captured by buildings such as the Grade II listed Gorleston Pavilion Theatre and Lighthouse, but also public spaces such as the bandstand, the shelters and promenade. In recognition of this value, the Conservation Area spans nearly the entire Gorleston Seafront Area. It is therefore important that the policy seeks to

enhance historic assets and make best use of public open spaces for the enjoyment of the area. The cliff top already provides for a wide range of open space and recreation needs, including the recently upgraded tennis court facilities; though it is clear that the spaces require regular maintenance, and some spaces would benefit from further enhancement. Criterion CHA4 of the Design Code (in Appendix 1) sets out further detailed requirements for the Gorleston Seafront Area.

Gorleston Seafront

4.123. The promenade, lower esplanade, beach, and cliff tops provide ways to move around and can be further enhanced by supporting access for all visitors. It is therefore important that all development proposals consider the impacts upon movement within the area including walking, cycling, and car parking. In addition, the provision of signage, bins and benches will support wayfinding and encourage a clean, tidy and sustainable environment.

4.124. The Borough Council has identified the opportunity to provide additional concessions within the seafront area. New, small scale, retail, leisure and food and drink concessions could help bolster the local economy and support year-round tourism. Planning permission has recently been granted (ref. 06/22/0112/F) for 2 additional concessions for retail (Use Class E a) purposes only). Clearly, appropriate locations must relate to the immediate seafront, i.e. the promenade/esplanade or in limited circumstances the cliff top. As such development meets the national definition of main town centre uses, it is important to restrict the type of such uses to ensure that this does not result in harm to designated centres such as Gorleston Town Centre, in accordance with Policy RTC2. Planning consents will be controlled by condition to restrict the change of use to other town centre uses that are not supported by the above policy.

4.125. The Borough Council has installed beach huts at the seafront, having secured planning permission for 70 huts along the southern stretch of the lower promenade. The Masterplan identifies that the demand for such use should be reviewed with the potential to provide additional beach huts. Public amenities such as benches, bins, signage, and toilet facilities will also be welcomed where these respect the character of the area.

4.126. The Grade II listed Gorleston Pavilion and the Ocean rooms cater for much of the area's cultural and leisure needs and must be protected for the functions they serve. The shelters along the promenade also serve an important function supporting leisure and recreation needs.

4.127. In considering design, proposals must have regard to the borough-wide design requirements and criterion CHA3 of the Design Code in Appendix 1, as well as Policy DHE1. Such principles will be particularly relevant to residential development sea facing buildings, fronting Marine Parade.

Great Yarmouth Port

Policy URB14 – Great Yarmouth South Denes Port and Harbour Area

Within the South Denes Port and Harbour Area, as defined on the Policies Map, development will be permitted where:

a) **it is for port activities such as maritime related transport, logistics, storage, industrial and office uses (under Use Classes E g) i), ii) and iii)), and small-scale uses ancillary to these;**

b) **it is for offshore energy industry uses;**

c) **it extends the outer harbour or its supporting facilities;**

d) **it provides an operations and maintenance facilities for offshore energy developments;**

e) **quayside and harbourside areas (and land immediately adjacent to them) are used only for activities that require frequent port access and uses that facilitate the requirements of vessels moored at the quayside;**

Business uses and infrastructure which are unrelated to port operations, will be permitted only, where they can be demonstrated it is compatible with the continuing long-term availability and adequacy of port related land, or where they are essential to support port operations.

Existing business uses which do not conform to the above will be given assistance to relocate elsewhere where this frees up land to strengthen port related activities in general, and the offshore energy sector in particular.

Housing will not be permitted in the South Denes Port and Harbour Area, because of its strategic significance in supporting port logistics and offshore energy.

The Grade I listed Nelson's Monument must be protected and enhanced. A Heritage Impact Assessment will be required where development may impact upon its setting. Development should be designed to retain the dominance of Nelson's Monument and ensure that long distance views of the structure as a key part of the Great Yarmouth skyline are maintained.

Development must accord with borough wide design requirements, and criterions CHA5 and DDR3 of the Design Code (Appendix 1).

Supporting Text

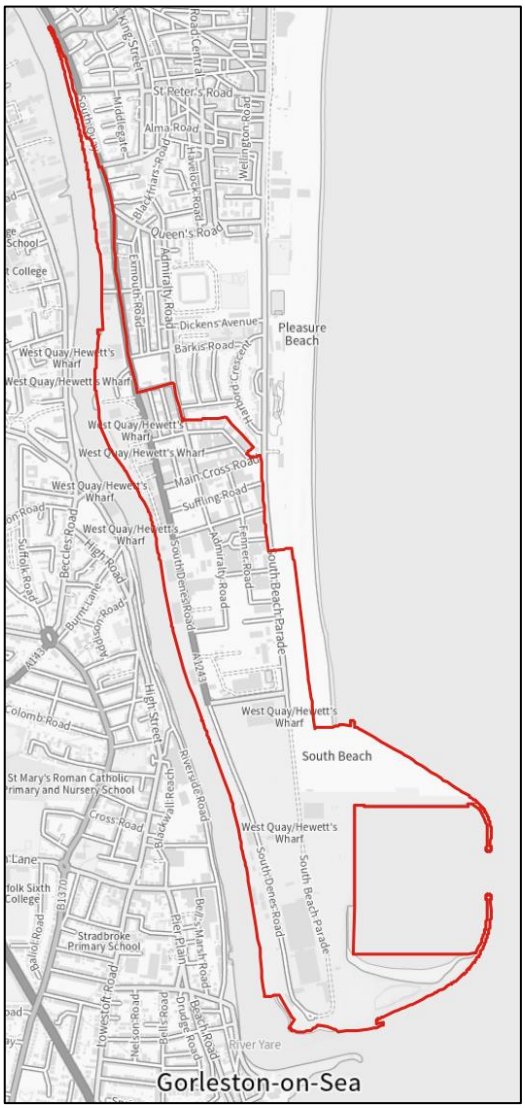
4.128. The port, quays and harbour in Great Yarmouth South Denes are key strategic infrastructure assets for the Borough supporting offshore-related industries, and particularly the offshore energy industry. In accordance with Policy EMP2, the above policy recognises the strategic need and importance of retaining land for such uses. The strategic importance of the South Denes part of the port area is recognised in the Norfolk Strategic Planning Framework. Employment development in this location supports an ambition as set out in Policy URB1.

4.129. Office uses are a type of main town centre use. The above policy supports the development of offices within South Denes port and harbour area to support the economic growth and clustering of businesses in the area. Therefore, proposals for office uses will be exempt from the town centre use sequential test requirements for main town centre uses.

4.130. Following joint work between Norfolk County Council and the Borough Council, planning permission has been granted for the first phase of a new Operations and Maintenance facility to support offshore renewable energy projects. The facility will require the creation of new berthing points along the South Denes quay wall, pontoons and other supporting infrastructure. Phases 2 and 3 of the development scheme are envisaged to bring forwards the operational elements of the facility which will be developer led.

4.131. Opportunities to further intensity the use of the outer harbour by expanding docking facilities such as through the creation of a south terminal will be encouraged through the above policy. The site also benefits from significantly improved access with the development of Herring Bridge, which connects South Denes to the A47 strategic road network.

Great Yarmouth South Denes Port and Harbour Area



4.132. Within part of this area there are opportunities to encourage offshore energy and related port and logistics activities at the South Denes Enterprise Zone where it benefits from the Local Development Order (LDO) for South Denes (2022) which enables some types of development through self-certification. Applicants are encouraged to consider whether their proposals fall within the scope of the LDO.

4.133. Existing business uses that do not contribute to offshore-related industries are given assistance by the Borough Council to relocate to a suitable alternative location, freeing up further land for the appropriate uses.

4.134. In determining new proposals for port related developments, applicants should have particular regard to the impact of traffic from increased port activity on the Great Yarmouth seafront and wider town area, in compliance with Policy SUT1.

4.135. Residential development is not considered to be compatible with port related activity, as it would permanently reduce land conveniently located for port related activities. This would compromise the strength and future potential of one of the Borough's key growth industries. Accordingly, residential development will not be permitted in the Great Yarmouth Port and Harbour Area.

4.136. The 24-hour operational nature of the Port & Harbour Area means it has the potential to impact on the amenity of neighbouring uses. In accordance with national

planning policy and Policy HEC6, when considering amenity, the Council will apply the 'agent of change' principle. This ensures that unreasonable restrictions are not placed on existing businesses, facilities and uses in the port as a result of new development within close proximity to the port. It will be for the applicant (the agent of change) to demonstrate that suitable mitigatory measures can be incorporated into the development to minimise any impacts on amenity to occupants of the new development arising from existing operations at the port.

4.137. Nelson's Monument is a Grade I listed structure built between 1817 and 1819. It was the first monument erected in England to Admiral Lord Nelson. The overall height of the Monument is 44 metres (144 ft.) The monument features a figure of Britannia at the top of the column. In determining the potential impact of development, regard will be given to the Borough-wide Design Code (in Appendix 1) and the LDO Design Code which considers the appropriate height of new builds within the vicinity of the monument. Sight lines are particularly sensitive along the Monument Road (and the intersecting Fenner Road); therefore, proposals in such locations will require a Heritage Impact Assessment.

4.138. Developments will be required to incorporate pollution control measures as appropriate in accordance with Policies HEC5 and HEC6.

4.139. The Borough Council will work with key partners such as the local port operators and Marine Management Organisation (MMO) to deliver enhancements to the South Denes port and harbour. The MMO is responsible for planning for marine areas and has prepared the East Inshore and Offshore Marine Plans, of which the Borough Council must have regard to in cross-boundary strategic matters.

Beacon Park and South Gorleston area

4.140. The Beacon Park and South Gorleston area remains a focus for growth in this Local Plan with opportunities to expand the existing business park, develop a district centre together with the redevelopment of the James Paget University Hospital. Given the range of businesses, services and facilities in the area, this location is a highly suitable location to support further housing growth. The area has good links to Gorleston town centre and south to Lowestoft which will benefit from the proposed cycle route between the two towns.

Policy URB15 – James Paget University Hospital, Lowestoft Road, Gorleston

The area defined on the Policies Map for the James Paget University Hospital is designated for a new hospital, and other healthcare, social care and ancillary uses to these.

Development of the hospital should:

- **a) provide an approved contamination remediation scheme;**
- **b) compensate for the loss of public open space;**
- **c) provide pedestrian and cycle links to and through the hospital site;**
- **d) retain existing trees where possible, particularly those fronting the Lowestoft Road; and**
- **e) provide/maintain appropriate screening to surrounding residential properties.**

The following mix of uses will be permitted on suitable areas of land that become surplus to healthcare requirements following the demolition of the existing hospital complex:

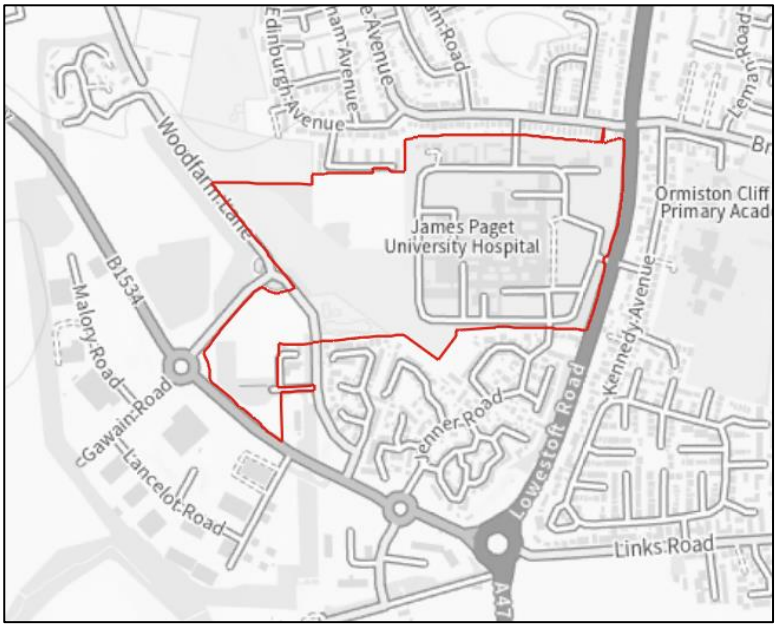
- **f) residential uses including use classes C3 (dwelling house) and C2 (residential institutions), and other forms of housing with care;**
- **g) community and learning facilities under Use Class F1; and**
- **h) where they relate to healthcare, business uses including office uses under Use Class E parts c) and g) i) or research and development under Use Class E g) ii).**

Supporting Text

4.141. The James Paget University Hospital is a strategic community facility for the Borough. It also caters for some of the demand in the northern part of East Suffolk. Much of the existing hospital complex has reached the end of its lifetime and must be replaced. The Borough Council is working with partners at the James Paget University Hospital to secure a new hospital. The above policy (and Policies Map) identifies the area to deliver such a facility for healthcare uses, social care and supporting uses to these.

4.142. The policy sets out the requirements for a planning application that will help to address site constraints including potentially contaminated land, the loss of existing public open space, the protection (where possible) of existing trees, and appropriate screening to adjacent residential properties. Pedestrian and cycle connections must be established to the hospital but also enable onward movements north to south and east to west (including connections to the proposed District Centre under Policy URB16).

James Paget Hospital Site



4.143. The policy provides flexibility to support alternative land uses on the existing hospital site to be demolished. Such facilities will be expected to be compatible with surrounding land uses. Provided that they relate to healthcare, office uses will not impact upon the vitality and viability of designated centres. As the above policy specifically supports office uses, applications within this area will not be required to meet the sequential test set out in Policy RTC2 for this particular type of town centre use.

Policy URB16 – Beacon Park District Centre, Beaufort Way, Gorleston

The Beacon Park District Centre is defined on the Policies Map. Within this area, the following uses will be encouraged to support the day to day retail and community needs for the residents of the wider Beacon Park growth area:

- **a) A retail food superstore.**
- **b) Ancillary petrol filling station.**
- **c) Other complementary uses ancillary to a. & b. above, to support the vitality and viability of the District Centre, including:**
  - **i. food and drink uses; and**
  - **ii. community uses.**

The planning and layout of the proposed Beacon Park District Centre should be developed in accordance with criterion DDR3 of the Design Code (Appendix 1) and the following site-specific criteria:

- **d) new petrol filling stations and complementary uses should be positioned with clear visibility and proximity from Beaufort Way;**
- **e) structural landscaping should be provided across the site and along the north-western and eastern perimeters of the site;**
- **f) the overall design layout should not have a harmful impact upon residential amenity, traffic or the environment that could not be overcome by the imposition of conditions; and**
- **g) A desk based archaeological assessment and, if necessary, a programme of archaeological fieldwork, will be required prior to development, in accordance with Policy DHE5.**

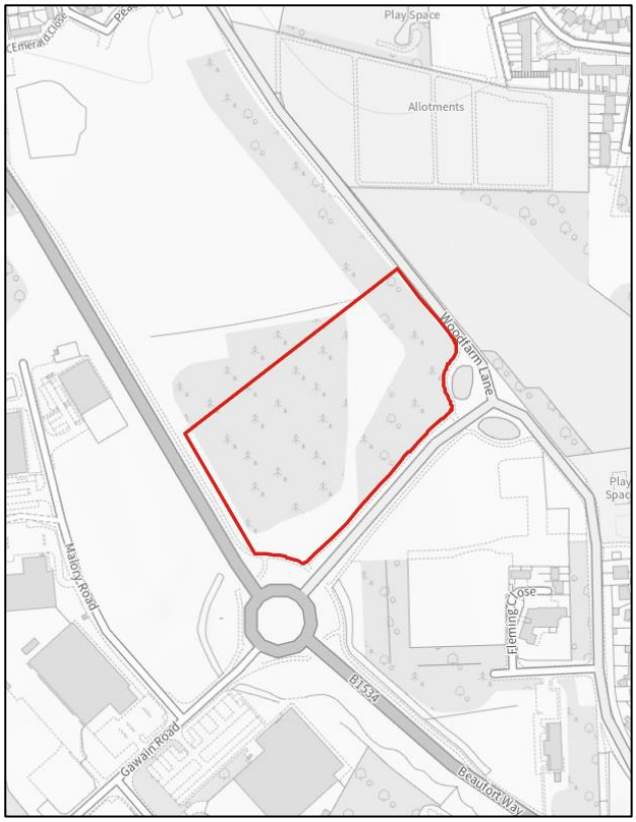
Supporting Text

4.144. In accordance with Policy RTC1, the above policy provides strategic detail on the nature of the new District Centre at Beacon Park and how it should be delivered to serve residents and workers within this growth area and the wider fringes of Bradwell and Gorleston-on-Sea.

4.145. The principal use brought forward in the centre is a major new foodstore to meet local needs arising from the development of housing and business premises in the vicinity. The policy provides further detail as to the types and manner of the uses to be brought forward in the District Centre.

4.146. The policy allows a degree of flexibility in its development to accommodate the anticipated layout and positioning of the proposed uses, particularly in relation to likely access and goods and servicing requirements. Proposed uses such as petrol filling stations, drive throughs or pubs and restaurants would likely require clear visibility and proximity from the main highway and thus will be encouraged near to Beaufort Way or the access spur from the Beaufort Way roundabout.

Beacon Park District Centre



4.147. New residential development is planned beyond both the site's north-western boundary. Appropriate structural landscaping should be provided along these perimeter boundaries to provide a softer edge to the development and help reduce the likely impact of the planned commercial uses upon the amenities of future residents to the north. Landscaping will also be required to soften the impact of surface car parking and reduce the appearance of a car dominated environment. Buildings should be aligned to provide a strong frontage on Beaufort Way and to limit extensive views of surface car parking.

4.148. The James Paget University Hospital is a major employment base but has poor pedestrian access to nearby facilities and services and would benefit from an improved connection to the proposed district centre. The hospital is set to be replaced in accordance with Policy URB15. The Borough Council will continue to liaise with the Highway Authority and the James Paget University Hospital to bring forward this aspiration with the plan.

4.149. The site is located within an area of low flood risk, and provision of sustainable drainage systems will limit/prevent any increased surface water run-off. The sand-based geology of the site suggests that infiltration drainage can be achieved. Given the size of the site, a site-specific Flood Risk Assessment will need to be undertaken to support development proposals and detail the intended surface water strategy, including details of how surface water emanating from the proposed petrol filling station will be addressed.

4.150. The site contains multiple monument records for multiple archaeological finds including multiperiod finds. Any planning application must be supported by an archaeological assessment to understand the significance of any archaeological remains on site and how this will be best addressed through the development of the site.

Policy URB17 – Beacon Park Housing Allocation, Beaufort Way, Bradwell

Land to the south of Beaufort Way (12 hectares) as identified on the Policies Map is allocated for approximately 300 dwellings. The site should be developed in accordance with the following site-specific criteria:

- **a) The site will be developed at a density of approximately 35 dwellings per hectare.**
- **b) The design of the development must accord with the borough wide design requirements and specifically criterion DDR1 of the Design Code (Appendix 1).**
- **c) Provision of safe and appropriate vehicular access and necessary highway improvements to integrate the site into the pedestrian and cycling networks, including:**
  - **i. Vehicular access off Beaufort Way/Gorleston Lane roundabout. This should facilitate a direct route to the southern boundary of the site to access the employment land allocated under Policy URB18. The connecting street should take the form of a Secondary Street as defined in SM2 of the Design Code (Appendix 1).**
  - **ii. Provision of a 3.0m footway/cycleway along the frontage of Beaufort Way to the Beaufort Way/Gorleston Lane roundabout.**
- **d) Approximately 2.7 hectares of open space should be provided on-site to meet outdoor sport, play space, informal amenity and accessible natural greenspace needs.**
- **e) Any planning application should be supported by a landscape strategy to ensure development integrates well with surrounding land uses, softens impacts on the adjacent open countryside and safeguards residential amenity through the design of the buildings and use of landscaping. This should include:**
  - **i. Provision of a 10 metre-wide landscape belt along the western boundary of the site**
  - **ii. Provision of an appropriate buffer between the employment land beyond the southern boundary and future residents within the site.**
- **f) Provision of biodiversity net gain delivered on site in accordance with Policy NAT3**
- **g) Submission of a Transport Assessment and Travel Plan along with implementation of any identified highway measures to satisfactorily mitigate potential traffic impacts upon the A143 and surrounding highway network.**

Supporting Text

4.151. The allocated site provides for an additional residential extension to the strategic growth area allocated in the Core Strategy, located to the south of Bradwell and east of Beacon Park, Gorleston. This wider area is currently being developed for 1,000 new homes, a local centre, new primary school, major open space provision. A new link road through the growth area, connecting the A143 Beccles Road to the A47, was completed in 2015.

4.152. To the south-east of the site lies Beacon Business Park, a regionally important employment site with a specialist focus on the offshore renewable energy industry, which is

proposed to be extended through Policy URB18 of this plan. A little further eastward, a new District Centre is also being planned for through Policy URB16.

Beacon Park Housing Allocation Site

4.153. Capitalising on the excellent accessibility to existing and planned local services, the allocated site is therefore located within a highly sustainable location to deliver additional housing growth.

4.154. The site should provide for vehicular access off the Beaufort Way/Gorleston Lane roundabout and provide for a 3.0 footway/cycleway along the frontage of Beaufort Way to integrate the site into the existing pedestrian and cycling networks. Access from Beaufort Way will also be required to provide a direct route to the southern boundary of the site to facilitate a secondary access for the planned extension of Beacon Park, allocated through Policy URB18. This street should take the form of a Secondary Street as defined in SM2 of the Design Code to allow for sufficient movement of vehicles and walking and cycling modes between the two areas.

4.155. The western boundary of the site comprises several intermittent mature trees which form part of structural landscape pattern of the area and continues further south along the western boundary of Policy URB18. The intermittency of the existing landscape pattern means that the site remains relatively open in the local landscape when viewed from the south-west and continues to expose a poor urban edge provided by recent housing development to the north-east. To help better contain both existing and future development within the local landscape, the policy requires a suitable landscaping belt to be provided along the western edge of the site. An appropriate landscape buffer should also be provided along the southern boundary to help safeguard the amenity of residents from future planned employment development. This should form part of an overall

Landscaping Strategy for the site which complements the approach provided by Policy URB18.

4.156. As per the standards in the Open Space Needs Assessment (2022) and reflected in Policy HEC2, approximately 2.7 hectares of open space will be required in the form of informal amenity space to support the sheltered housing element of the site.

4.157. The scale and location of the site will place additional vehicular movements through the A143 Beccles Road/Church Lane/Long Lane/Mill Lane junction which experiences peak-time traffic congestion, therefore it necessary that development of the site is informed by a Transport Assessment. This should be underpinned by traffic surveys which have been conducted in both the peak summer holiday season as well as outside of the holiday season. Mitigation measures will need to be secured through the design of the scheme, which is likely to include appropriate improvements for walking and cycling and other measures to encourage sustainable modes of transport, as evidenced through an accompanying Travel Plan.

4.158. A shadow Habitat Regulations Assessment must be prepared and submitted to the Council in accordance with Policy NAT4. The assessment should set out the potential impacts of the development on nearby National Site Networks habitat sites and identify necessary on-site and (if necessary) off-site mitigation measures. In addition, the in-combination effects of the development will necessitate the payment of a contribution per dwelling, in line with the Norfolk Green Infrastructure and Recreational Avoidance Mitigation Strategy.

4.159. The site will need to be supported by a site-specific flood risk assessment, demonstrating how the site can be developed and occupied safely, in accordance with Policy CLC2. Any planning application should also be supported by a drainage strategy which demonstrates how foul and surface water generated by the development can be appropriately accommodated, in accordance with Policies CLC2 and CLC3. This should include the use of sustainable drainage measures and should demonstrate how these will contribute to the amenity and biodiversity of the development.

4.160. The development falls within an area where there is a likelihood of archaeological potential. As such, any planning application must be supported by a heritage statement and archaeological assessment in accordance with Policy DHE2 and DHE5.

4.161. The site is underlain by a defined Mineral Safeguarding Area for sand and gravel. In accordance with current (and emerging) policies from the Minerals and Waste planning authority Norfolk County Council, any planning application should be supported by evidence which assesses the quantity and quality of the mineral resource. Extraction of minerals prior to development of this site is encouraged where practical and environmentally feasible.

Policy URB18 – Beacon Business Park Extension

Land west of the existing business park at Beacon Park (comprising 19.18 hectares), as defined on the Policies Map, is allocated for employment uses under the Use Classes E g) i), ii), and iii) (office, research & development, and light industrial uses).

The following employment uses will be specifically encouraged:

a) activities supporting the offshore energy industry; and

b) higher value technology and employment (directly or supporting in the locality).

Development proposals should both contribute to and complement the existing environmental quality in the surrounding business park through high standards of design quality, distinctiveness and connectivity for both buildings and landscaping. Exceptionally, other employment uses including B2 (heavy industry) and B8 uses (storage and distribution) will be permitted only where they can satisfactorily demonstrate they will not unacceptably erode the environmental quality, amenity and design standards intended for the business park and be compatible with residential uses to the north (allocated under Policy URB17).

The Borough Council will impose conditions to restrict the use of new development to avoid changes to alternative uses within the same use class (Class E) which would not be appropriate in the business park. The Council will also consider imposing conditions to remove permitted development rights to limit changes of use of land and premises to those that would be appropriate in the business park (such as residential uses).

The site will need to be supported with a scheme that facilitates two points of access, one connecting north to Beaufort Way via site allocation URB17, and another eastward at Gawain Road into the existing business park.

Supporting Text

4.162. Building on the success to date of the existing Beacon Business Park, the above allocation would extend the business park. The majority of the site area also benefits from 'Enterprise Zone' status in recognition of its importance to support the offshore energy sector. Development proposals will be expected to have regard to the Borough Council's Beacon Park Extension Masterplan Report (2018) which sets out the high-level context for its development.

Beacon Park Business Park Extension

4.163. The extension will focus on the development of new high quality office space, light industry, research and development, and especially uses associated with the offshore energy industry. The site will need to be developed at a high quality design standard to maintain the strategic importance of this business park and attract the appropriate occupiers. The detailed layout and landscaping will need to have regard to surrounding uses of land and should enhance connectivity to encourage walking and cycling.

4.164. The business park is a sequentially appropriate location for offices that do not have visiting members of the public and could not be accommodated within the towns of Great Yarmouth or Gorleston. Given that the policy supports this type of office use, the town centre use sequential test will not apply to office uses under Use Class E g) i).

4.165. Alternative uses to those specified in the policy above have the potential to undermine the function of the business park. To protect the function and use of the business park as a centre for the offshore energy industry, higher value technology and research and development, the Borough Council when determining planning applications will consider whether it will be necessary by planning condition to restrict the specific use as part of a grant of planning permission. Policy EMP2 - Protected Employment Sites, provides further information on how proposals for alternative uses will be considered.

4.166. The adjacent residential allocation to the north (Policy URB17) will facilitate a connection north of the site to Beaufort Way. A second point of access is required to connect the extension to the existing business park at Gawain Road which also connects to Beaufort Way.

4.167. The site is underlain by a defined Mineral Safeguarding Area for sand and gravel. In accordance with current (and emerging) policies from the Minerals and Waste planning authority, Norfolk County Council, the above policy requires that on-site minerals should be considered for prior extraction where appropriate.

Policy URB19 – Land at Links Road, Gorleston

Land at Links Road, Gorleston (24.91 hectares) as identified on the Policies Map is allocated for approximately 600 dwellings. The site should be developed in accordance with the following site-specific criteria:

a) **The site will be developed at a density of approximately 35 dwellings per hectare.**

b) **Development should exhibit exceptional urban design in accordance with the borough wide design requirements and specifically criterion DDR1 of the Design Code (Appendix 1). This should include a series of locally distinctive, walkable neighbourhoods set in an overall framework of a thoughtful and high-quality design ethos. A variety of materials and finishes/treatments across the development should be applied with innovation and local distinctiveness clearly evidenced.**

c) **The development must provide an active frontage along Links Road.**

d) **10% of homes on the site should be sheltered housing or housing with an element of care. Land reserved for this should not be developed for general housing unless:**

    i. **marketing evidence is provided which demonstrates that the land has been marketed for sheltered housing and/or housing with extra care over a sustained period of 12 months, in accordance with the requirements set out in Appendix 2, and that there has been no reasonable interest in the land for that purpose.**

e) **Provide a safe and appropriate access and necessary highway improvements to integrate into the existing pedestrian, cycling and road networks including:**

    i. **cycle crossing facilities at Links Road to link the north side of Links Road between the A47 and the existing cycle path that joins Links Road (west of no.61);**

    ii. **cycle crossing facilities at Links Road along the entire south-side frontage of Links Road, to link with the existing facility at the A47;**

    iii. **cycle crossing facilities at the western side of the development, between Links Road and the southwestern corner of the site, connecting with the existing facility at the A47;**

    iv. **Provide a cycleway that supports the aim of 'Route 7' Gorleston-on-Sea to Lowestoft as an alternative cycling route to that existing adjacent the A47, as identified in the Great Yarmouth Local Cycling and Walking Infrastructure Plan;**

    v. **two points of vehicular access via Links Road; and**

    vi. **features to encourage lower vehicle speeds at Links Road.**

f) **Approximately 6.2 hectares of open space should be provided on-site to meet outdoor sport, play space, informal amenity, parks & gardens, accessible natural greenspace and allotments needs.**

g) **A landscape strategy will be required to ensure that the development integrates well with surrounding land uses, softens impacts on the adjacent open**

countryside and safeguards residential amenity through the design of the buildings and use of landscaping. This should include:

i. Provision of a 10 metre-wide landscape belt along the western boundary of the site; and

ii. A buffer at the southern end of the site (using open space) to maintain an undeveloped gap between the site and open fields south towards Hopton-on-Sea (in accordance with Policy NAT8).

h) A Landscape Visual Impact Assessment will be required to inform an appropriate landscaping strategy for the treatment to the site's southern, western and eastern boundaries which must be enhanced to limit the impacts on the wider landscape, including the coastal setting and to reduce the effect of coalescence with the settlement of Hopton-on-Sea to the south.

i) Protected trees and those within the dense copse located in the middle of the site must be retained. All other trees within the development site should be retained where practicable in accordance with Policy NAT10. Suitable replacements must be provided where trees must be removed.

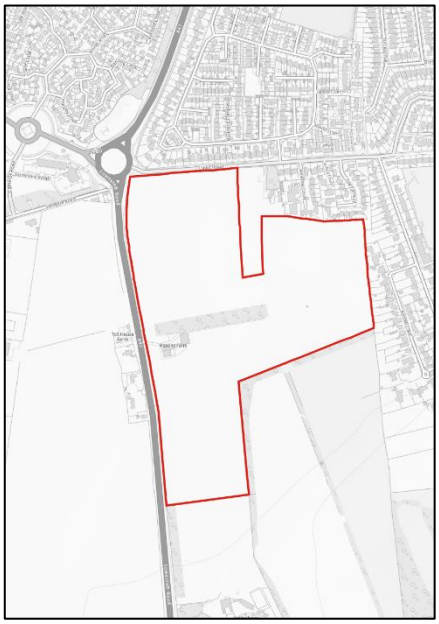
j) Deliver an on-site biodiversity net gain in accordance with Policy NAT3.

k) A Heritage Statement accompanied with an Archaeological Field Evaluation of the site will be required. The pill box within the eastern section of the site is a non-designated heritage asset must be retained.

l) Development proposals should be informed by the indicative masterplan shown in Figure 5 below.

Supporting Text

Land At Links Road



4.168. The site at Links Road provides an opportunity to sustainably extend the settlement of Gorleston-on-Sea (which is located within the parish boundary of Hopton-on-Sea), with close access to services within Gorleston-on-Sea, Bradwell and Beacon Park. The site is located between the A47 trunk road and Warren Road, with Gorleston Golf Club eastwards. The land is currently in arable use.

4.169. The site has good access to existing services and facilities in Gorleston-on-Sea and in the future will have good access to a primary school, community centre and retail facilities which are to be provided as part of the major housing development to the south of Bradwell and the proposed District Centre at Beacon Park off Woodfarm Lane. The site is also well located to access employment opportunities at Beacon Business Park and healthcare at the James Paget University Hospital. A range of other amenities are accessible by regular public transport or the cycling network.

4.170. Development of the site will result in the loss of high-grade agricultural land; therefore it is crucial to maximise the efficient use of land with the density of development. The density of housing will respond to the character of the local area in accordance with Policy DHE1 and the Design Code (set out in Appendix 1).

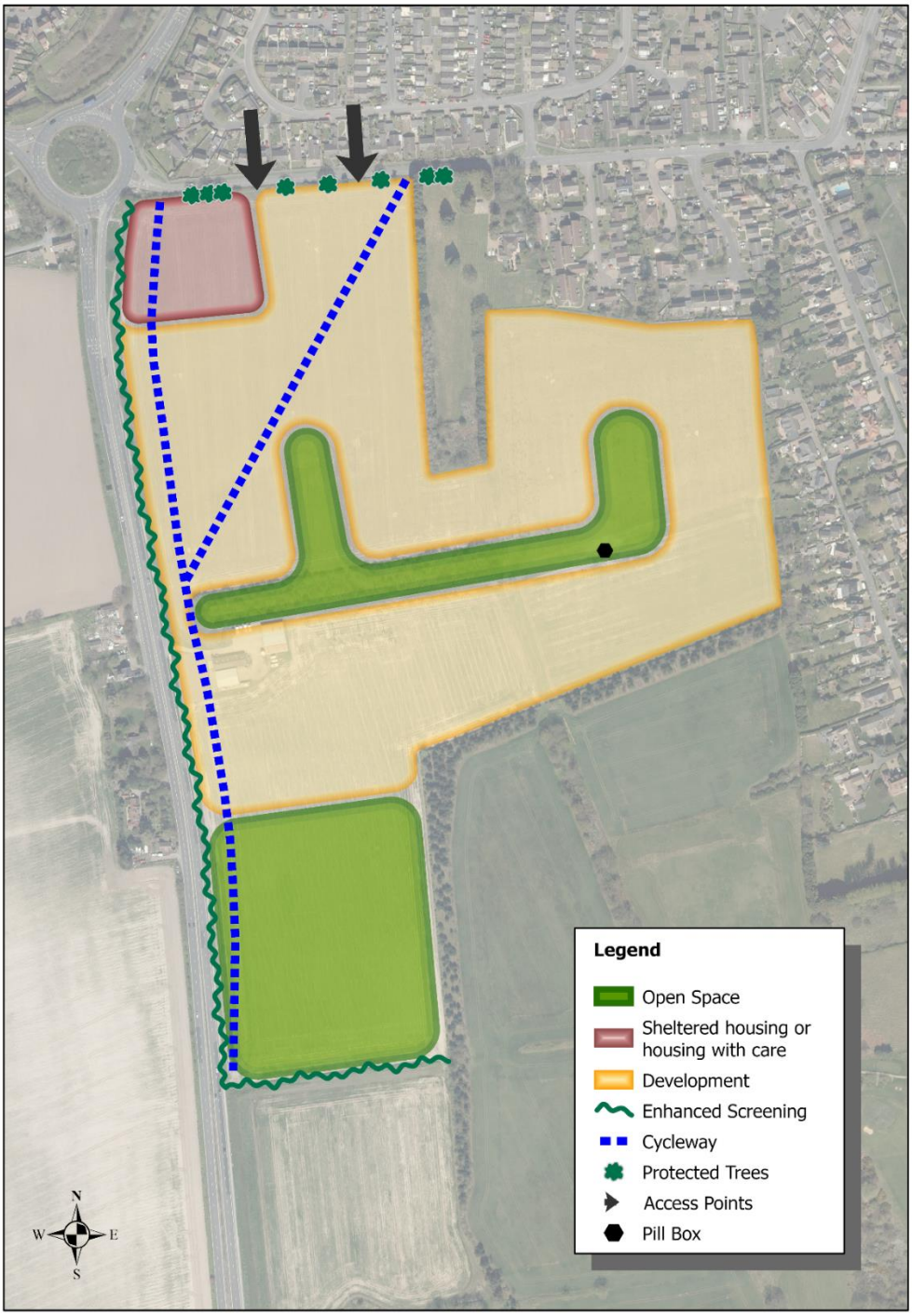


Figure 5 - Links Road indicative masterplan

4.171. An element of retirement and/or housing with an element of care, such as sheltered housing, very sheltered housing, extra care housing or a care home, totalling at least 10% of the housing units on site (60 units) should also be provided to meet the needs of the Borough's ageing population. The site presents an ideal opportunity to accommodate this

need when taking into consideration the level of development combined with the site's good accessibility and integration with existing amenities, such as James Paget University Hospital. To ensure timely delivery, the provision of retirement/extra care housing should be provided before the occupation of the 300th dwelling (50%) on the site. The affordable housing requirement will not apply to the accommodation comprising retirement/extra-care, care housing, as this type of housing has less viability to cross-subsidise the delivery of affordable housing.

4.172. The design of the whole scheme is exceptionally important. The development should be designed so that it creates a locally distinctive neighbourhood which is sympathetic to the environment it lies within. There should be a good variety of house types and styles and a variety of different materials and treatments used, as well as thoughtful landscaping, green infrastructure and tree-planting to encourage healthy living. This design will be prepared in accordance with Policy DHE1, the borough wide design requirements and specifically criterion DDR1 of the Design Code (set out in Appendix 1).

4.173. As per the standards in the Open Space Needs Assessment (2022) and reflected in Policy HEC2, approximately 6.2 hectares of open space will be required in the form of play space, informal amenity space, accessible natural greenspace, outdoor sports, parks and gardens and allotments to support the housing proposed on the site.

4.174. There are multiple protected trees along the Links Road frontage that must be retained and will likely influence where vehicular access can be achieved. The dense copse within the site, just north of Mason's Farm clearly has significant local biodiversity value and must be retained. The copse could provide part of the land required to meet the accessible natural green space on-site and if expanded upon will support ecological connectivity through the site. Other existing boundary treatments are also likely to be worthy of retention and form part of an existing screening barrier.

4.175. The site is relatively flat with an open agricultural landscape to the south and west of the site. Maintaining a clear gap between the built-up area of Gorleston-on-Sea and that of Hopton-on-Sea is an important consideration. To this end, the allocation policy requires open space provision and requires a portion of this to be located at the southern end of the site (south of Masons Farm), together with structural landscaping around the site. This will help to maintain the strategic gap (in accordance with Policy NAT8), to provide a soft edge to the development and provide an acoustic barrier to the adjacent A47 trunk road.

4.176. The Great Yarmouth Local Cycling and Walking Infrastructure Plan has identified the need to improve cycleway provision between Gorleston-on-Sea and Lowestoft (via Hopton-on-Sea and Corton). There is an existing cyclepath running along the eastern side of the A47, though this path is narrow and unappealing to cyclists. Development of land at Links Road provides an opportunity to secure a safer, more appropriate route through the site, set back further from the road. While this addresses the top section of the cycling route, to ensure a continuous path, it will need to link back on to the existing path adjacent the A47 at the southern end of the site. This should be designed in a way that can support a connection from the south-east corner of the site, should an opportunity arise.

4.177. Vehicular accesses are possible at Links Road, which provides a suitable carriageway width for through traffic. No direct access is to be taken off the A47 trunk road. Necessary improvements to integrate the site into the existing pedestrian and cycling networks will be

sought as part of the development of the site. Highway modelling to inform the Local Plan has identified that development on this site has the potential to impact upon the capacity of the A47/Beaufort Way roundabout. This will need to be further investigated through a site-specific Transport Assessment with necessary mitigation identified and secured. A Travel Plan should also be submitted identifying measures to encourage sustainable modes of transport.

4.178. The site is located in an area of low flood risk, and provision of sustainable drainage systems will limit/prevent any increased surface water run-off. The sand-based geology of the site suggests that good drainage can be achieved. A site-specific Flood Risk Assessment will need to be undertaken to support development proposals and detail the intended surface water strategy.

4.179. A Shadow Habitats Regulations Assessment must be prepared and submitted to the Council in accordance with Policy NAT4. This Assessment should set out the potential impacts of the development on nearby National Site Network habitats sites and identify necessary on-site and (if necessary) off-site mitigation measures. In addition, the in-combination effects of the development will necessitate the payment of a contribution per dwelling, in line with the Norfolk Green Infrastructure and Recreational Avoidance Mitigation Strategy Habitats Monitoring and Mitigation Strategy.

4.180. The site has evidence of multi-period archaeological finds, and any planning application must be supported by a heritage statement accompanied by the results of an archaeological field evaluation and should demonstrate the impacts of development on archaeological remains and proposals for managing those impacts. There is a pill box located within the eastern section of the site which must be retained (as a non-designated heritage asset) and could provide a feature as part of the open space provision.

4.181. The site is underlain by a defined Mineral Safeguarding Area for sand and gravel. In accordance with current (and emerging) policies from the Minerals and Waste planning authority, Norfolk County Council, the above policy requires that on-site minerals should be considered for prior extraction where appropriate.

Other area specific policies and allocations in and around the urban area

Policy URB20 – Great Yarmouth North Denes Airfield

North Denes Airfield, as defined on the Policies Map, is identified for development proposals that support the continued aeronautical use of the site. Development to facilitate helicopter operations, and other activities including crew, passenger, maintenance and storage facilities will be supported.

Subject to demonstrating a clear connection to aeronautical uses, the following forms of development will be supported:

- **a) Research and development**
- **b) Training facilities**
- **c) Outdoor recreation**

All development proposals on the site will be required to address impacts associated with:

- **d) Flood risk; development of new buildings where the site area is confirmed to be within Flood Zone 3b (floodplain) will not be permitted;**
- **e) Landscape; a Landscape and Visual Impact Assessment will be required to assess the impacts on the adjacent Broads Area;**
- **f) Designated habitats;**
- **g) The highway network; and**
- **h) Neighbouring uses.**

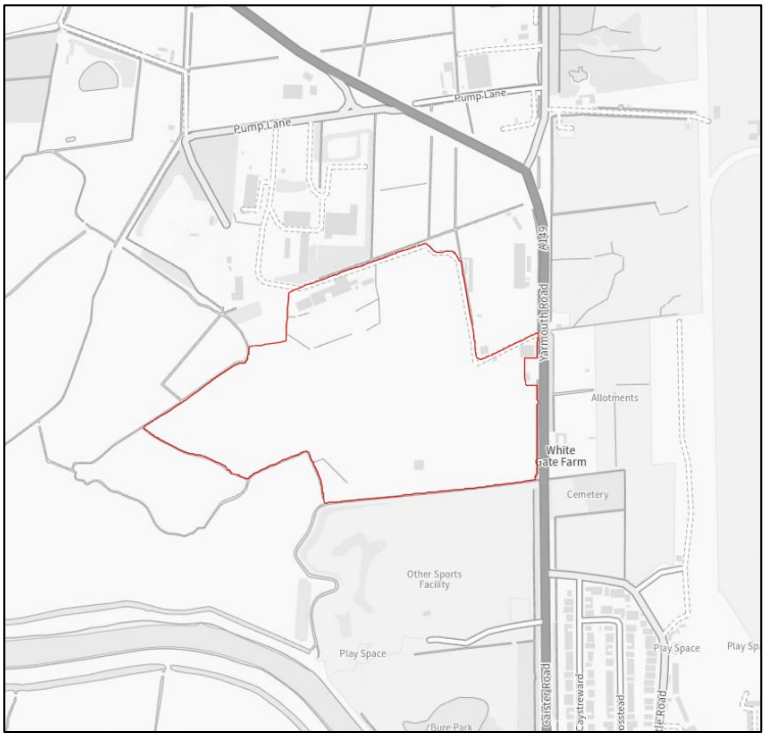
Supporting Text

4.182. North Denes Airfield is a strategic infrastructure facility that will be protected for its ability to support the aeronautical industry. While the site does not currently support helicopter operations for offshore services (as this is provided by an alternative location), there is the potential to make use of the existing facilities for aeronautical uses.

4.183. The Council's Level 1 Strategic Flood Risk Assessment identifies that most of the airfield is located within Indicative Flood Zone 3b. To clarify the risk from flooding, any new built development proposals will need to be accompanied with a site-specific Flood Risk Assessment. If the Assessment confirms that the site is within Flood Zone 3b, new built development will be prohibited within that zone, as such development would be contrary to national policy.

4.184. The site is adjacent to the Caister Water Recycling Centre. As such, in line with Policy HEC6, any development proposals should be supported by an odour assessment to ensure amenity impacts are avoided and mitigated. The site is also adjacent Yarmouth Stadium, which is an identified strategic tourist facility (under Policy URB24), therefore, development proposals must ensure that they will not impact upon the function of that neighbouring facility.

North Denes Airfield



4.185. The site is within 500m of North Denes SSSI and 750m of North Denes Special Protection Area, the latter of which is designated a National Site Network habitat site. Development proposals may, therefore, have the potential to impact upon such habitats and planning applications will require the submission of a bespoke shadow Habitat Regulations Assessment setting out how the proposal will mitigate any adverse impacts identified.

4.186. The site is immediately adjacent the Broads Area. Therefore, in addition to national planning policy, development proposals will need to consider the requirements of Policy NAT6. Applicants will be required to submit a Landscape and Visual Impact Assessment (LVIA) to consider and address any landscape impacts arising. Accordingly, the Broads Authority will be consulted on any significant development proposals on this site. Further development will also need to be considered in relation to Policy NAT8 which seeks to retain the strategic gap between the settlements of Great Yarmouth and Caister-on-Sea.

Policy URB21 – Land north of Harfreys Industrial Estate, Great Yarmouth

Land north of the existing industrial estate at Harfreys, Great Yarmouth (comprising 3.05 hectares), as defined on the Policies Map, is allocated for employment uses under the Use Classes B2 (general industry), B8 (Storage and Distribution), and E g) i), ii) and iii) (office uses that do not have visiting members of the public).

Planning applications will need to be supported with:

a) Provision of safe and appropriate access and necessary highway improvements to integrate into the existing pedestrian, cycling and road networks including:

i. Footpath extensions that connect to the existing network;

ii. Vehicular access via the existing industrial estate via either (or both) Bessemer Way or Owen Road; and

iii. Remove the existing access at Gapton Hall Road.

b) The submission of details showing how sustainable drainage measures will integrate with the design of the development and how the drainage system could contribute to the amenity and biodiversity of the development. A suitable plan for the future management and maintenance of the sustainable drainage measures should be included with the submission.

c) The submission of a shadow bespoke Habitats Screening Assessment and where necessary a Habitats Regulation Assessment including the provision of mitigation measures to address potential pollution and hydrological linkage with nearby National Site Network habitat sites.

d) The site will require further investigation of potential unexploded ordnance on-site.

Upon completion, this employment site allocation will be treated as a 'Protected Employment Sites' under Policy EMP2.

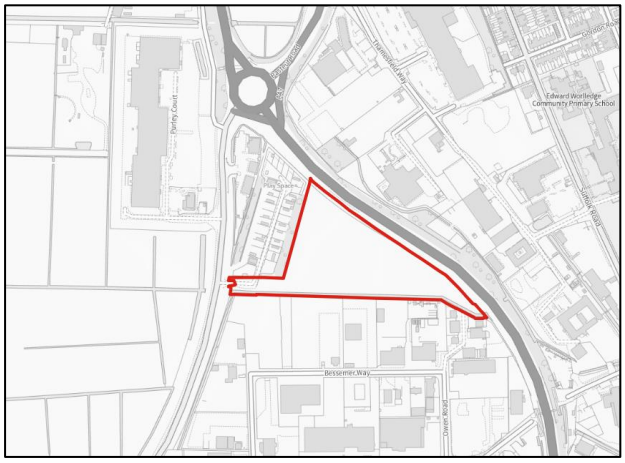
The Council will consider imposing conditions to restrict the use of new development within this employment allocation to avoid changes to alternative uses (such as those within the same use class, Class E) and conditions to remove permitted development rights which allow for changes of use to uses which would not be appropriate within an employment site to ensure sufficient floorspace to support economic growth.

Supporting Text

4.187. Land north of the existing industrial estate at Harfreys facilitates a logical extension of employment uses. The site is vacant and has recently been cleared to facilitate development. The above policy sets out the range of employment uses that will be permitted on the site. It is important that the site following development continues to be protected for employment use in accordance with Policy EMP2.

4.188. Preference is given to vehicular access by connecting to the existing industrial estate southwards at either (or both) Bessemer Way and Owen Road. The site benefits from an existing access at Gapton Hall Road, though this is shared with the adjacent gypsy and traveller accommodation. Footway and cycle connections are also required to provide a safe access for pedestrians and cyclists.

Land North of Harfreys



4.189. The site is entirely within Flood Zone 3a (assessed as having a 1 in 100 years or greater annual probability of river flooding or a 1 in 200 years probability of flooding from the sea). The site has passed the sequential test through the Local Plan. A site specific Flood Risk Assessment will still be required in accordance with national policy. As a less vulnerable use, employment uses are not required to pass the exception test. It is, however, important that a drainage plan sets out clearly how surface water will be managed and integrated into the existing drainage network and landscaping strategy.

4.190. The existing drainage network has the potential to be hydrologically linked to nearby National Site Network habitat sites, such as Breydon water. This will need to be considered further as part of a Habitat Regulations Screening exercise, which will require a full Habitat Regulations Assessment should 'likely significant effects' not be ruled out. Irrespective of such linkage, employment uses will need to be developed with appropriate pollution controls in accordance with Policy HEC5.

4.191. The site also poses a high risk with potential unexploded ordnance (UXO) being present in the ground. The site has shown evidence of WWII bomb craters. The site is within an area that has been identified as have the potential to be contaminated. The site will need to be surveyed and cleared as appropriate.

4.192. When completed, the employment site allocation will be functionally an extension to Harfreys Industrial Estate, which is an existing Protected Employment Site. The site allocation will add to the overall supply of employment land and will be protected in accordance with Policy EMP2.

4.193. In accordance with national and local planning policy, the sequential test should be applied to town centre uses outside of defined centres (as identified through Policy RTC2). The above policy provides an exception for office uses that do not serve visiting members of the public (i.e. this exception would not apply to Use Class E c)) on this employment allocation, as such uses clearly provide an employment function that is suitable and appropriate to meet employment needs. Planning conditions will be used to restrict the use for offices within Use Class E g) i) only, to restrict further changes of such use within Use Class E.

Policy URB22 – Shrublands, Magdalen Way, Gorleston

Land at Shrublands, Magdalen Way, Gorleston, (2.4 Hectares) as identified on the Policies Map, is allocated for a mixed use scheme comprising healthcare facilities, community facilities and an ancillary element of housing with care. The site should be developed in accordance with the following site specific criteria:

- **a) Provide a new healthcare facility to help meet the current and future needs of local NHS providers.**
- **b) Provide an ancillary element of housing with care.**
- **c) Conserve and enhance the Grade II listed farmhouse building. A Heritage Impact Assessment will be required.**
- **d) A Transport Statement and implementation of any agreed mitigation requirements is required, including:**
  - **i. Improvement of frontage footway to a minimum width of 2.0m;**
  - **ii. the bus stop at site frontage to be improved to meet current highway requirements; and**
  - **iii. Vehicular access is to be taken from Magdalen Way only, with visibility in accordance with current highway standards.**
- **e) Parking is to be provided having regard to the Norfolk County Council Parking Standard for the healthcare and community uses.**
- **f) If achievable, an element of community use should be retained on site (including the use of existing buildings or any potential new buildings).**
- **g) The retention of trees is required where practicable, and suitable replacements provided where trees must be removed.**
- **h) The submission of details showing how sustainable drainage measures will integrate with the design of the development and how the drainage system could contribute to the amenity and biodiversity of the development. A suitable plan for the future management and maintenance of the sustainable drainage measures should be included with the submission.**

Supporting Text

4.194. The site is allocated for mixed-use development to facilitate an update to the healthcare and community uses currently provided on site. The current healthcare facility is housed in a temporary building. This allocation would allow the permanence of the healthcare provision on this site whilst allowing the site to be updated to provide healthcare to future anticipated standards.

4.195. The Grade II listed farmhouse building must be retained, and careful consideration must be given to the potential impacts on its setting owing to its historic importance and general significance on the site. The complementary reuse of the building is also sought due to its current under-utilisation and potential for future community or healthcare uses. The design and landscaping of the site will also need to consider the setting of the two Grade II listed buildings within the cemetery north of the site. Such details must be set out and submitted in a Heritage Impact Assessment.

Shrublands, Magdalen Way

4.196. Vehicular access will be taken off Magdalen Way only and will require appropriate improvements to the footway width and the bus stop along the site's frontage to ensure it meets current highway accessibility requirements. The site should also provide car parking to meet the anticipated demand for the site having regard to the latest parking standards set out by Norfolk County Council as the Local Highway Authority.

4.197. The current availability of community use on site should be facilitated in any future scheme for the site. If this cannot be achieved, owing to the extent of redevelopment or intensification of uses on site, then a replacement community facility of equivalent quality which is accessible to the same community that it serves will be required in accordance with Policy HEC4.

4.198. There is the potential to provide an element of housing with care should on the site as this would be compatible with the healthcare use currently provided on site and the permanence of the healthcare facility which this policy is seeking to safeguard. This would have to be at an appropriate scale to not prejudice the delivery of the healthcare facility. Such housing could also front Magdalen Way to provide continuity as an active residential frontage.

4.199. The retention of trees (and provision of suitable replacements if trees are removed) is also sought where practicable on site for the amenity of local residents, future users of the facilities and future residents.

4.200. While the site is generally at low risk of flooding, a site-specific Flood Risk Assessment will be required in accordance with national planning policy given the size of the site. A planning application should also be accompanied with the submission of a drainage strategy demonstrating how foul water and surface water will be addressed.

Policy URB23 – Land at Beccles Road, Bradwell

Land to the north of Beccles Road (6 hectares) as identified on the Policies Map is allocated for approximately 150 dwellings. The site should be developed in accordance with the following site-specific criteria:

a) The site should be developed at a density of approximately 35 dwellings per hectare. A lower density of development is encouraged where this lies along the western edge of the site.

b) The design of the development must accord with the borough wide design requirements and specifically criterion DDR1 of the Design Code (Appendix 1).

c) Provision of safe and appropriate vehicular access and necessary highway improvements to integrate the site into the pedestrian and cycling networks, including:

i. Vehicular access taken off the A143 Beccles Road; and

ii. Shared use cyclepath between St Nicholas Gardens and the existing facility on Beccles Road; or

iii. Providing a safe pedestrian and cycling connection at the junction of Green Lane/Beccles Road to the existing shared use facility on Beccles Road.

d) Approximately 1 hectare of open space should be provided on-site to meet play space, informal amenity and accessible natural greenspace needs.

e) Development proposals need to be informed by an appropriate landscaping scheme that will limit impacts on the wider landscape, enhance the setting of adjacent heritage assets and reduce the effects of coalescence with the village of Belton.

f) Provision of biodiversity net gain delivered on-site in accordance with Policy NAT3.

g) Submission of a Transport Assessment and Travel Plan along with implementation of any identified highway measures to satisfactorily mitigate potential traffic impacts upon the A143 and surrounding highway network.

Supporting Text

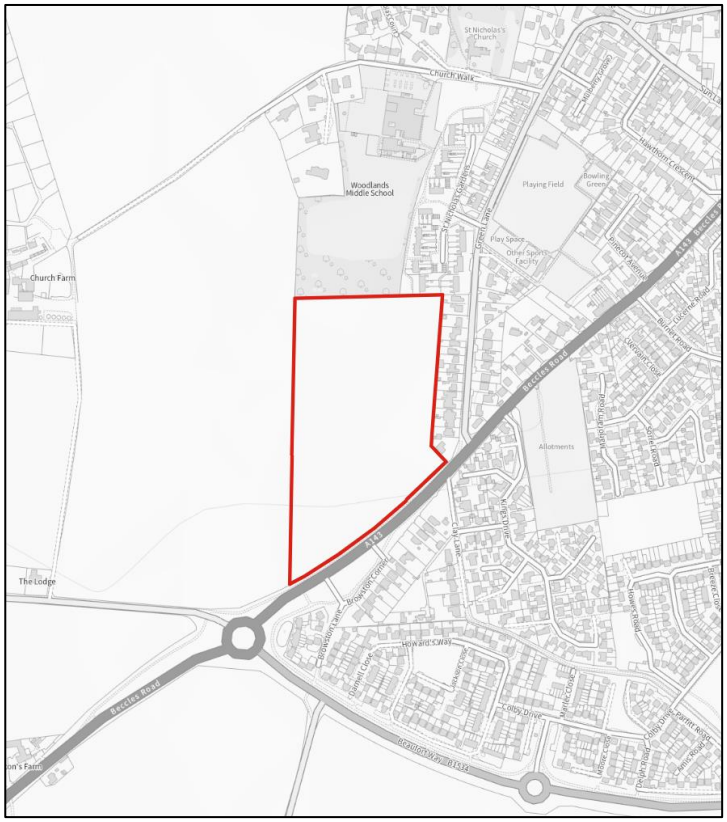
4.201. The site is located on the western edge of the Bradwell built-up area, north of the A143 Beccles Road/Beaufort Way roundabout. The site is well related to existing services and facilities in Bradwell, including the proposed location of a new primary school and local centre off Beaufort Way, as well as other facilities and amenities accessible by regular public transport.

4.202. The site is relatively well-contained within the local landscape from the north but appears more open to the west towards Belton and includes the setting of two adjacent Grade II listed farmhouses. Policy NAT8 identifies the area between Bradwell and Belton as a 'Strategic Gap' therefore it is important that any westward expansion of Bradwell is well-integrated into the context of the surrounding landscape to help contain as much as possible any loss of the visual gap between the settlements.

4.203. As per the standards in the Open Space Needs Assessment (2022) and reflected in Policy HEC2, approximately 1 hectare of open space will be required in the form of play

space, informal amenity space and accessible natural greenspace to support the housing proposed on the site.

Land at Beccles Road



4.204. A well-considered landscape scheme is therefore required, informed by a Landscape Visual Impact Assessment and Heritage Impact Assessment in accordance with Policies NAT7 and DHE2. This will need to pay careful attention to the site's western boundary to ensure an appropriate transition is made into the open landscape, whilst preserving the setting of the two adjacent listed buildings. A lower form of density along the western boundary may also help to support this requirement.

4.205. Vehicular access to the site should be taken from the A143 Beccles Road. The A143 Beccles Road/Church Lane/Long Lane/Mill Lane junction experiences peak-time traffic congestion therefore it necessary that development of the site is informed by a Transport Assessment. This should be underpinned by traffic surveys which have been conducted in both the peak summer holiday season as well as outside of the holiday season.

4.206. Mitigation measures will need to be secured through the design of the scheme, which is likely to include appropriate improvements for walking and cycling and other measures to encourage sustainable modes of transport. The Great Yarmouth Local Walking and Cycling Infrastructure Plan (2022) identifies a priority active travel route between Great Yarmouth and the west and south of Bradwell to Beacon Park. Development of the site therefore presents an opportunity to provide for a new shared-use cycle path between St Nicholas Gardens and the existing shared-use facility on Beccles Road. If this is demonstrated to be unfeasible, improvements at the junction of Green Lane/Beccles Road to the existing shared-use facility will be required.

4.207. A shadow Habitat Regulations Assessment must be prepared and submitted to the Council in accordance with Policy NAT4. The assessment should set out the potential impacts of the development on nearby National Site Networks habitat sites and identify necessary on-site and (if necessary) off-site mitigation measures. In addition, the in-combination effects of the development will necessitate the payment of a contribution per dwelling, in line with the Norfolk Green Infrastructure and Recreational Avoidance Mitigation Strategy.

4.208. The site is in are area of low flood risk, however there is a low to medium risk of surface water ponding occurring towards the centre of the site and may form part of the provision for sustainable drainage system to address the risk. The site will need to be supported by a site-specific flood risk assessment which accords with Policy CLC2, demonstrating how the site can be development and occupied safely.

4.209. Development of the site should also be supported by a drainage strategy which demonstrates how foul and surface water generated by the development can be appropriate accommodated, in accordance with Policies CLC2 and CLC3. This should include the use of sustainable drainage measures and should demonstrate how these will contribute to the amenity and biodiversity of the development.

4.210. The development falls within Dark Sky Zone 2 as defined by Policy NAT9. As such a lighting scheme will be required and development will need to accord with the requirements of that policy.

4.211. The site is underlain by a defined Mineral Safeguarding Area for sand and gravel. In accordance with current (and emerging) policies from the Minerals and Waste planning authority Norfolk County Council, any planning application should be supported by evidence which assesses the quantity and quality of the mineral resource. Extraction of minerals prior to development of this site is encouraged where practical and environmentally feasible.

Policy URB24- Great Yarmouth Racecourse

Within the 'Great Yarmouth Racecourse' area, as defined on the Policies Map, the existing racecourse use will be protected for its function as a major visitor attraction and local amenity.

Development proposals will be permitted where they:

a) **are ancillary to the racecourse use;**

b) **help secure the racecourse's long-term future; and**

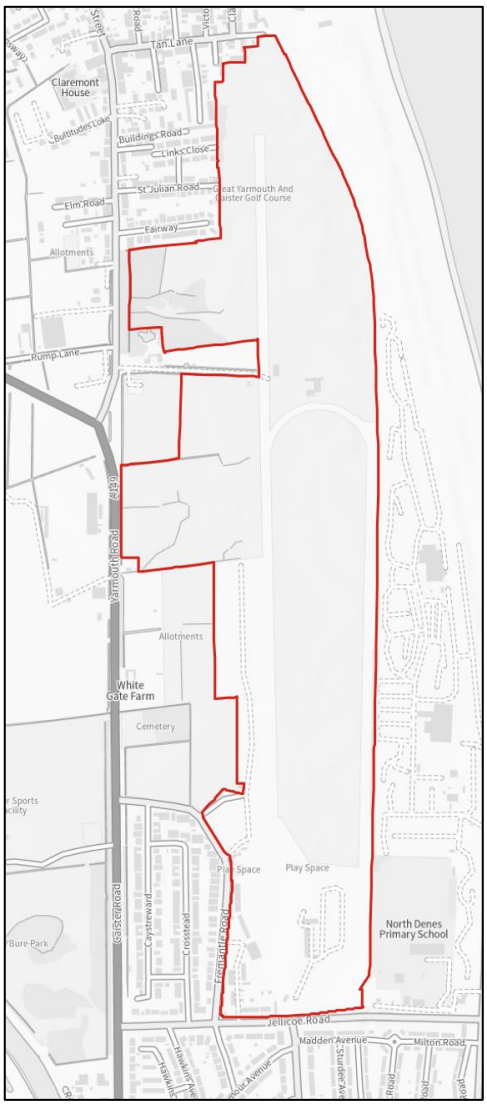
c) **protect and enhance the North Denes SSSI located within the racetrack.**

Within the Great Yarmouth Racecourse area, proposals for new fixed or permanent tourist accommodation will not be supported.

Supporting Text

4.212. This policy provides a positive approach to help guide the future long-term use of Great Yarmouth's Racecourse which is a strategically important leisure facility and visitor attraction. The racecourse has been established on the North Denes site since the 1920s and provides a major 'year round' visitor attraction that contributes to the tourism offer not only within the Borough but for the wider region, being only one of two horse racing courses within Norfolk (the other being Fakenham). The policy seeks to safeguard the racecourse and maximise its future role in contributing to the Borough's tourism and leisure offer.

Great Yarmouth Racecourse



4.213. In recent years the use of the racecourse and its ancillary facilities have been widened to flexibly accommodate alternative tourism uses such as conferencing and wedding facilities and areas for camping and caravanning leisure. This policy therefore continues to support future development proposals which are both ancillary to the racecourse and expected to continue securing its long-term future use for the benefit of the tourism economy, both locally and regionally. However, fixed or permanent forms of accommodation such as hardstandings for static caravans or new buildings for accommodation will not be supported as these have the potential to alter the function of the racecourse as a strategic attraction.

4.214. Within the centre of the racecourse lies part of the designated North Denes Site of Special Scientific Interest (SSSI). New development proposals will be assessed in

accordance with national policies and Policy NAT1 to minimise any unreasonable impact upon the amenities of existing and future businesses, as well as the integrity of the North Denes SSSI. Consideration will also need to be given to any potential impacts from development upon North Denes Special Protection Area (SPA), which is just east of the racecourse, in accordance with Policy NAT4.

5. Strategy for Caister-on-Sea

Introduction

5.1. Caister-on-Sea is a large village just north of Great Yarmouth. It is located on the coast north of Great Yarmouth and separated from its built-up area by only a short stretch of open land. Caister-on-Sea was an important settlement for the Romans, and the remains of the historic shore fort are still evident, once overlooking what was then a vast estuary between Caister-on-Sea and Burgh Castle. The fort is now in the centre of the settlement which has grown around it as sea level has changed and taking advantage of land reclaimed during the medieval period.

5.2. Caister's recent history is intertwined with tourism: the UK's oldest holiday camp was established here in 1906. The opening here of a new halt on the coastal railway stimulated further tourism and housing development in the area.

5.3. In recent years the village has expanded into the neighbouring parish of Ormesby St Margaret as a result of development to the north of the village to the west of Ormesby Road. There has only been very limited development over the last 10 years within the parish of Caister-on-Sea reflecting the fact that the built-up area of the village now covers most of the parish.

Key information

9,095 people in 2021 which represents an 2.17% increase from 2011. (includes small area within Ormesby St Margaret Parish where the village has expanded into)

4,367 homes

293 housing completions between 2011 and 2021 (mostly within the parish of Ormesby St Margaret where the village has expanded into)

Services and Facilities:

✓ 2 Nurseries
✓ 1 Infant School
✓ 1 Junior School
✓ 1 Secondary School
✓ 1 Special Educational Needs School
✓ 2 Medical Centres
✓ 1 District Centre (High Street)
✓ 3 Places of Worship: Holy Trinity Church, Caister Methodist Church & St Ignatius Catholic Church
✓ 8 Public Houses
✓ 6 Community Centres
✓ 1 library

5.4. To the south of the village is low-lying land in flood zone 3 which constrains the expansion of the settlement. To the west of the village is Jack Chase Way which functions as a through route from villages to the north. Planning permission has recently been given to a development to the west of Jack Chase Way for 665 homes, a primary school, health

centre, and local centre. This development will provide valuable services to the western part of Caister-on-Sea which the development will have good links with.

5.5. This plan under Policy CAS1 proposes to extend this site to help meet the borough-wide housing needs and help support the viability of the new services provided on the consented scheme. The existing woodland cover on the site provides the opportunity to create a mature country park to the benefit of new and existing residents alike. Existing farm buildings within the site provide an opportunity to create an additional local centre of services, facilities and employment space.

Infrastructure

5.6. Development proposed in the plan under Policy CAS1 will help support the provision of new infrastructure on the existing consented site to the west of Jack Chase Way.

5.7. A new primary school on the consented site west of Jack Chase Way will need to be provided to accommodate growth. This will be funded by developer contributions from the development allocated under Polic CAS1 and from the existing consented scheme. It is likely that the secondary school may need to expand to accommodate development. This will be funded by developer contributions from the development allocated under Policy CAS1. The County Council have identified a need for an additional special educational needs and disabilities school in the Borough. Land has been put forward, allocated under Policy CAS2 for this use in Caister. Community infrastructure levy receipts and developer contributions across the Borough will help fund this.

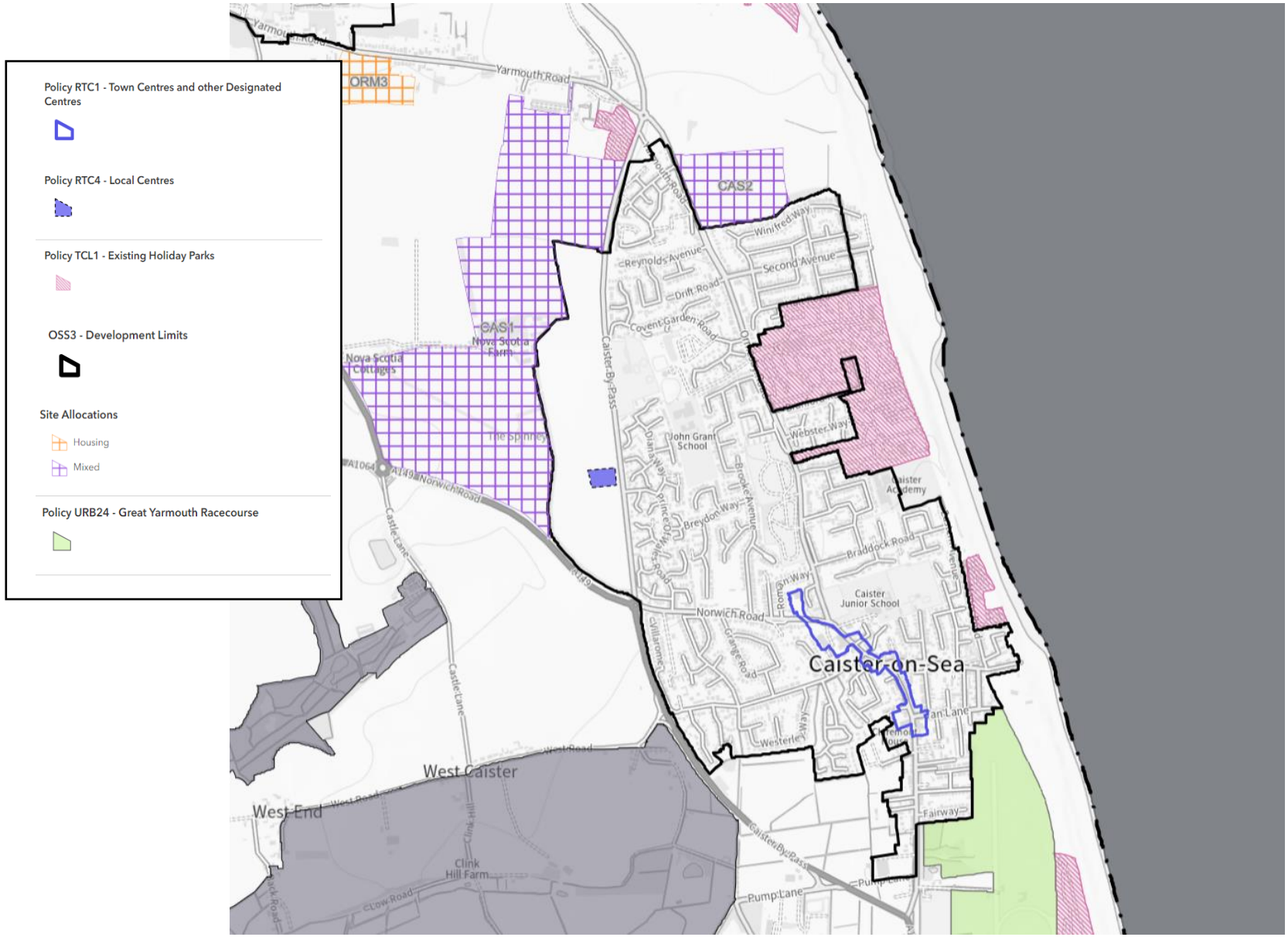
5.8. To accommodate growth there is a need to provide improved healthcare provision for the urban area comprising of acute healthcare, intermediate healthcare, primary healthcare, and mental health. A new health centre is proposed on the consented scheme to the west of Jack Chase Way which will meet primary health care needs arising from the proposed development. Developer contributions from the development allocated under Polic CAS1 and from the consented scheme will help fund necessary improvements to healthcare provision, including the new health centre.

5.9. A new link road will be required between Jack Chase Way and the A149 o help facilitate development allocated under Policy CAS1. This will help provide additional resilience to the network and help to mitigate potential capacity issues at the Jack Chase Way/Norwich Road/A149 roundabout

5.10. Policy CAS1 includes proposals for a large country park. This will meet open space needs arising from the development and provide an important natural recreational resource for new and existing residents which will also help reduce recreational pressure on existing protected habitats.

5.11. Both the Parish cemetery and the Borough cemetery in Caister will be at capacity within the plan period. As such there is a need for more burial land. Land has been put forward, allocated under Policy CAS2 for this use in Caister.

5.12. Caister-on-Sea would benefit from improved community facility provision as a result of growth. This will be funded by developer contributions from the development allocated under Polic CAS1 and from the existing consented scheme. The increase in homes will necessitate improvements to library provision. This will be funded by developer contributions from the development allocated under Polic CAS1



Caister Settlement Overview

Policy CAS1 - Land at Nova Scotia Farm

Land to the west of Jack Chase Way as identified on the Policies Map is allocated for approximately 1,100 dwellings a local centre and a country park. The site should be developed in accordance with the following site-specific criteria:

a) **Access should be provided through a roundabout on to the A149 at the junction with the A1064 and a roundabout on to Jack Chase Way. A street capable of accommodating buses should connect the two roundabouts. The street should take the form of a Primary Street as defined under SM2 of the Design Code (Appendix 1).**

b) **The residential parts of the site should be developed at a density of approximately 30 dwellings per hectare.**

c) **10% of homes on the site should be sheltered housing or housing with an element of care. These should be situated within the local centre (as per criterion e) and land reserved for this should not be developed for general housing unless:**

   i. **marketing evidence is provided which demonstrates that the land has been marketed for sheltered housing and/or housing with extra care over a sustained period of 12 months, in accordance with the requirements set out in Appendix 2, and that there has been no reasonable interest in the land for that purpose.**

d) **At least 11.33 hectares of open space should be provided on-site in the form of a country park which includes provision for outdoor sports, play-space, informal amenity, accessible natural greenspace and allotments.**

e) **Approximately 2 hectares of land in the centre of the site should be safeguarded for the provision of a local centre. The local centre should comprise the development of retail facilities up to 200sqm, office, light industrial and food and drink uses falling within Use Class E. Community uses commensurate with the scale of the development falling under use classes F1 and F2 could also be accommodated in the local centre. The existing farm buildings should be utilised to accommodate these uses where possible.**

f) **Development should exhibit exceptional urban design in accordance with the borough wide design requirements and specifically criterion DDR1 of the Design Code (Appendix 1). This should a series of locally distinctive, walkable neighbourhoods set in an overall framework of a thoughtful and high- quality design ethos, with the non-residential elements integrating effectively and efficiently with residential areas. A variety of materials and finishes/treatments across the development should be applied with innovation and local distinctiveness clearly evidenced.**

g) **No residential development will be permitted within 90m (Health and Safety Executive Middle Zone) of the high-pressure gas pipeline which runs through the site. This area of land should be used for the country park. The provision of planting within the country park should be designed so that public access is limited within 40m of the pipeline (Health and Safety Executive Inner Zone).**

h) **Sufficient land along the southern edge of the site should be left free from built development and include sufficient planting to conserve the setting of Caister Castle.**

i) **The Nova Scotia Farm World War II gun batteries should be retained and enhanced as part of the development and feature made of them alongside the development of the adjacent land to the east.**

j) **Submission of a Heritage Impact Assessment which assesses the impact of the development on the setting of designated and non-designated heritage assets, including Caister Castle and the barns at Nova Scotia farm. The assessment should incorporate an Archaeological Field Evaluation of the site.**

k) **Existing tree belts and woodland within the site should be protected, except where access roads need to be accommodated.**

l) **Provision of biodiversity net gain delivered on site within the country park in accordance with Policy NAT3.**

m) **Financial contributions will be required towards education, healthcare, community centres and library provision.**

n) **Development proposals need to be accompanied by a Landscape Visual Impact Assessment which will inform an appropriate landscaping scheme for the treatment to the site's southern, western and northern boundary which must be enhanced to limit the impacts on the wider landscape, including the nearby Broads area and the setting of Caister Castle and reduce the effect of coalescence with the village of Ormesby St. Margaret.**

o) **Submission of a Transport Assessment and Travel Plan and provision of measures necessary to mitigate impacts, including those on Jack Chase Way and encourage sustainable travel. The assessments should include consideration of seasonal traffic changes.**

p) **Development proposals should be informed by the indicative masterplan shown in Figure 6 below.**

Supporting Text

5.13. Land to the west of Jack Chase Way in Caister was allocated for 665 homes, a local centre, primary school, healthcare uses and retirement housing in the Local Plan Part 2 adopted in December 2021. It has since been granted outline planning permission in accordance with the policy. The site allocated by Policy CAS1 above extends this allocation into agricultural land to the west and north of the existing allocation and will therefore benefit and help support the services and facilities being provided on the existing allocation which include a primary school and a health centre and shopping facilities within a local centre as shown on Figure 6. The allocation will deliver a significant proportion of the Borough's housing need in a sustainable location.

5.14. The development will need to be planned to fully integrate into the existing allocation in order to provide a seamless extension to Caister. An indicative masterplan is shown in Figure 6 below on how this can be achieved.

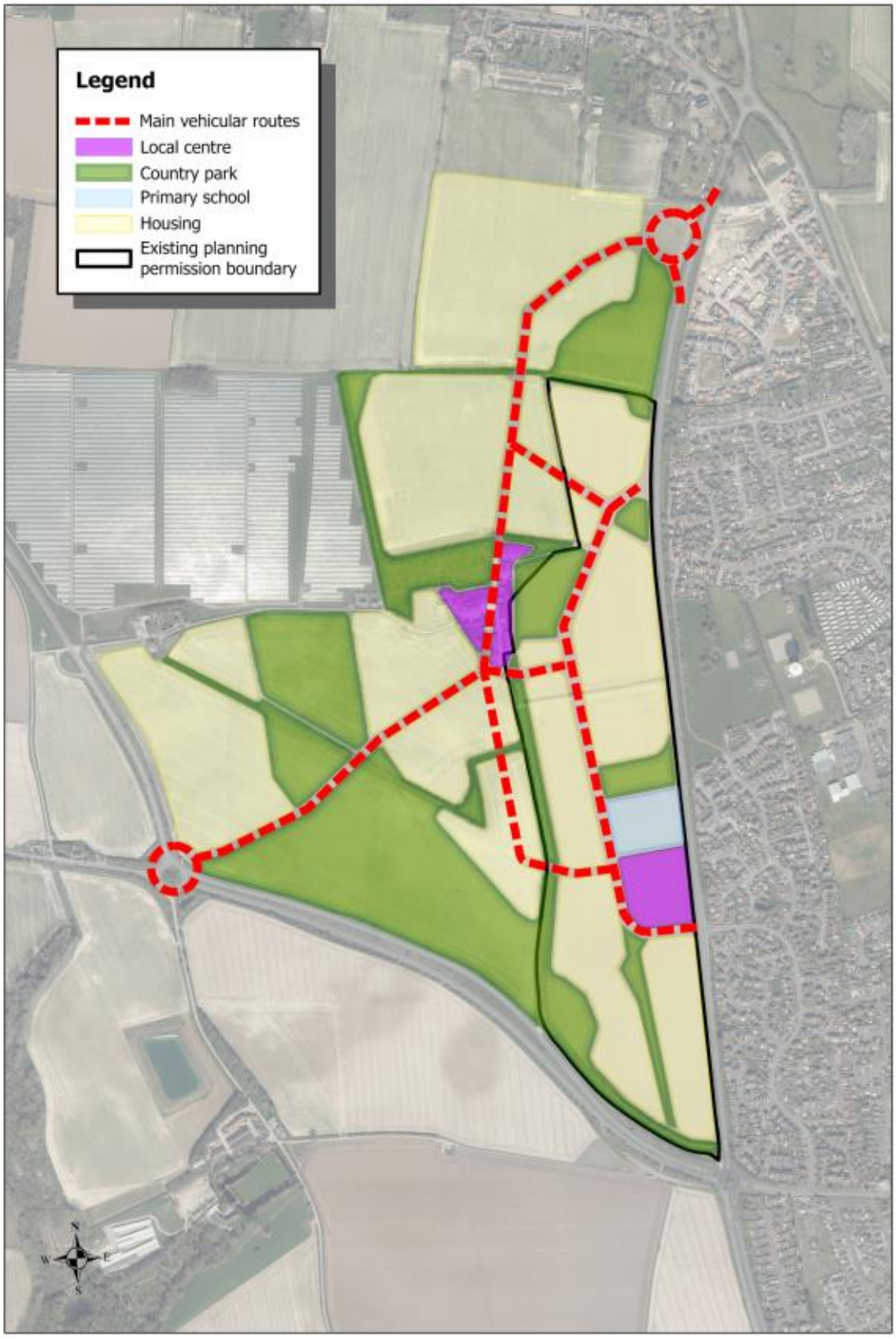


Figure 6 - Indicative masterplan for land allocated by Policy CAS1

5.15. Access to the site will be through a roundabout on Jack Chase Way (which could replace the existing roundabout proposed as part of the allocation with the Local Plan Part 2) and

from a reconfigured roundabout on the A149/A1064 junction. The junctions should be joined by a Primary Street / High Street as defined in the Design Code which should accommodate bus traffic. This connecting street will provide some extra resilience to the road network giving residents on the existing Local Plan Part 2 allocation alternative access/egress for movements towards and from Norwich.

5.16. A high-pressure gas pipeline runs through the site. The Health and Safety Executive have identified consultation zones around the pipeline. The Health and Safety Executive advise against large-scale residential development within 90 metres of the pipeline. Public access for outdoor recreation must also be limited within 33 metres of the pipeline.

5.17. The extensive mature tree belts and plantations which already exist on the site provide an opportunity to create a large country park within the development which has links to public rights of way beyond the site. This could provide a significant recreational resource for the new residents as well as the population from the wider northern parishes of the borough. This will help mitigate recreational disturbance on designated habitats as well as helping to achieve on-site biodiversity net-gain. The indicative masterplan shows the country park covering the existing woodland and an extensive area of land to the south and west of the site which corresponds with an area safeguarded from development due to the presence a high-pressure gas pipeline. Positioning the country park to the south of the site also helps provide mitigation in terms of conserving the setting of the Grade I listed Caister Castle. The country park should include natural areas for recreation as well as play space, informal outdoor sport provision and allotments.

5.18. Towards the centre of the site is a collection of farm buildings. A number of these have heritage value and should be retained and converted as part of the development to create a local centre. The local centre could include a range of uses including small-scale comparison retail (less than 200sqm), business units (falling within uses classes E(g)), food and drink uses and retirement housing. Community facilities such as a nursery could also be included.

5.19. Given the need for older people housing as detailed in Policy OSS1 and Policy HOU5 and the scale of development, there is an opportunity for parts of the site to be set-aside for retirement housing, comprising sheltered housing and housing with an element of care. As such the policy requires approximately 10% of units to be of such nature. As stated above the provision should be located in the local centre. Other provision should be located to the east of the site with good access to services and facilities on the Local Plan Part 2 allocation.

5.20. Within the site are two former World War II gun batteries. These historic assets should be protected and enhanced as part of the development and a feature made of them in conjunction with development on the Local Plan Part 2 allocation. A Heritage Impact Assessment accompanied by an Archaeological Field Evaluation of the site. This will need to provide a detailed assessment of the impacts on the setting of Caister Castle an identify mitigation to minimise any harm.

5.21. As the largest development site in the Borough the design of the whole scheme is exceptionally important. Strict adherence to the Design Code will be necessary with a good variety of house types and styles and a variety of different materials and treatments used, as well as thoughtful landscaping, green infrastructure and tree-planting to encourage

healthy living. Given the more rural nature of the site and the transition to countryside, a lower density than the Local Plan Part 2 allocation is necessary. As such the policy sets an expectation for an average density of 30 dwellings per hectare. Parts of the site, close to the eastern edge of the development and the local centre should be developed at higher densities which will allow for lower densities around the rural fringe of the development.

5.22. Significant landscaping will be required to limit the site's impact on the wider landscape, with particular emphasis on the setting of the Broads to the south. The site also extends north towards the village of Ormesby. It is necessary through the design of the development to maintain the separate identities of the villages of Caister and Ormesby and avoid coalescence. As such the policy requires the submission of a Landscape Visual Impact Assessment.

5.23. The site is underlain by a defined Mineral Safeguarding Area for sand and gravel. In accordance with current (and emerging) policies from the Minerals and Waste planning authority, Norfolk County Council, the above policy requires that on-site minerals should be considered for prior extraction where appropriate.

5.24. The scale of the development proposed will require a Transport Assessment. This should be underpinned by traffic surveys which have been conducted in both the peak summer holiday period as well as outside of the holiday season. Mitigation measures will need to be secured through the design of the scheme, planning conditions and/or Section 106 or Section 278 agreements. A Travel Plan should be submitted identifying measures to encourage sustainable modes of transport.

5.25. The development falls within Dark Sky Zone1 as defined by Policy NAT9. As such a lighting scheme will be required and development will need to accord with the requirements of that policy.

5.26. A Shadow Habitats Regulations Assessment must be prepared and submitted to the Council. This Assessment should set out the potential impacts of the development on nearby National Site Network habitat sites and identify necessary on-site and (if necessary) off-site mitigation measures. In addition, the in-combination effects of the development will necessitate the payment of a contribution per dwelling, in line with the Norfolk Green Infrastructure and recreational Avoidance Mitigation Strategy.

5.27. In order to mitigate the impacts of the development on education, financial contributions will be required towards a new primary school on the adjacent site. Based on the evidence in the Council's Infrastructure Needs Study (2023) financial contributions are likely to total £5,060 per dwelling (noting that this figure could increase with inflation). In addition, a two-hectare site for a new primary school needs to be safeguarded and provided on-site, at a central, accessible location. A contribution will also be needed towards secondary school provision totalling £3900 (noting that this figure could increase with inflation) per dwelling. A contribution will also be needed towards Special Educational Needs provision totalling £750 per dwelling (noting that this figure could increase with inflation). The educational contributions will not be applied to the older people housing required on the site in line with criterion c of the policy.

5.28. The development will likely put pressure on existing primary, acute, intermediate and mental healthcare facilities as evidenced in the Infrastructure Needs Study (2023). As such, a financial contribution will be required to improve these facilities to address the impact. It

is estimated that the contribution from this site will need to be in the region of £4,355 per dwelling (noting that this figure could increase with inflation). This will help fund a new medical centre on the adjacent consented site.

5.29. Caister-on-Sea is in need of a new community centre and this development will increase demand for community facilities. Therefore, a financial contribution of £1,808 per dwelling (noting that this figure could increase with inflation) is required to help deliver a new facility as evidenced in the Infrastructure Needs Study (2023). The development will put pressure on the existing Caister-on-Sea library; therefore it is necessary for the development to make a contribution of £320 (noting that this figure could increase with inflation) per dwelling towards enhanced library provision in line with the Norfolk County Council's standards for provision.

Policy CAS2 – Land east of Ormesby Road

Land to the east of Ormesby Road as identified on the Policies Map is allocated for a mixed-use development comprising a Special Educational Needs and Disability School (approximately 2.5 hectares), burial land (approximately 3.5 hectares) and sheltered housing / housing with an element of care (approximately 40 units). The site should be developed in accordance with the following site-specific criteria:

a) **The site should be accessed from Ormesby Road. A footpath should be extended along the entire site frontage and crossing should be provided to the west side of Ormesby Road.**

b) **The sheltered housing part of the site should include 740sqm of informal amenity open space.**

c) **A masterplan should be prepared and submitted with any planning application to demonstrate how the three uses can best be accommodated on the site.**

d) **Development should avoid the surface water flow-path to the south of the site.**

e) **Provision of biodiversity net gain delivered on-site in accordance with Policy NAT3.**

f) **A Heritage Statement accompanied with an Archaeological Field Evaluation of the site will be required.**

g) **Development proposals need to be accompanied by a Landscape Visual Impact Assessment which will inform an appropriate landscaping scheme which allow for open views to the coast from Ormesby Road and minimise the effect of coalescence with California.**

Supporting Text

5.30. To address a growing need for special educational needs provision from both the existing population and the growing population associated with new development in the Borough, the County Council have identified a need for a new school. This site provides an opportunity to accommodate that need and has been promoted by the landowner for that use.

5.31. There is also a need for new burial space in the north of the Borough, with both the Parish cemetery in Caister and the Borough cemetery in Caister projected to reach capacity within the plan period. The use of some of this site for burial land will help retain an openness and undeveloped character of the landscape, helping to avoid the coalescence of Caister and California to the north. The landowner has promoted the site for this use alongside the educational use.

5.32. The site has also been promoted for sheltered / housing with an element of care. This type of development will help meet a specific need for this accommodation as outlined in Policy OSS1 and HOU5. The site is large enough to accommodate the three uses although some masterplanning will be required to ensure the site accommodates the uses in best practical way.

5.33. As per the standards in the Open Space Needs Assessment and reflected in Policy HEC2, a total 740sqm of open space will be required in the form of informal amenity space to support the sheltered housing element of the site.

5.34. As noted above, whilst the landscape of this site is not particularly sensitive to development as per the Great Yarmouth & Waveney Settlement Fringe Landscape Sensitivity Study (2023), the Borough-wide Landscape Character Assessment (2008) advises that the open coastal edge between settlements should be conserved and porous edges to settlements should be created. The site also sits within a relatively slim gap between California and Caister. As such a Landscape Visual Impact Assessment will be required to inform an appropriate landscaping scheme and masterplan which will allow for open views to the coast from Ormesby Road and minimise the effect of coalescence with California.

5.35. The site presents evidence of cropmarks of possible Iron-age and Roman field boundaries as identified in the Historic Environment Record. To the south of the site is a WWII slit trench. As such a heritage statement should be provided along with an archaeological field evaluation.

5.36. The site is underlain by a defined Mineral Safeguarding Area for sand and gravel. In accordance with current (and emerging) policies from the Minerals and Waste planning authority, Norfolk County Council, the above policy requires that on-site minerals should be considered for prior extraction where appropriate.

5.37. The site is in are area of low flood risk, however there is a surface water flowpath along the southern boundary of the site with flooding risks in the 0.1%, 1% and 3.33% events. Given the slope of the land it is likely that this area of the site will need to be reserved for

sustainable surface water drainage features. The site will need to be supported by a site-specific flood risk assessment which accords with Policy CLC2, demonstrating how the site can be development and occupied safely.

5.38. A Shadow Habitats Regulations Assessment must be prepared and submitted to the Council. This Assessment should set out the potential impacts of the development on nearby National Site Network habitat sites and identify necessary on-site and (if necessary) off-site mitigation measures. In addition, the in-combination effects of the development will necessitate the payment of a contribution per dwelling, in line with the Norfolk Green Infrastructure and Recreational Avoidance Mitigation Strategy.

6.Strategy for Rural Areas

Overall Strategy

Policy RUR1 – Overall Strategy for Rural Areas

In accordance with Policy OSS1 the rural areas outside of the urban area and Caister-on-Sea will accommodate approximately 35% of the planned housing growth.

Development within the rural areas will be focussed within the larger villages of:

- **Belton**
- **Hemsby**
- **Hopton-on-Sea**
- **Martham**
- **Ormesby St Margaret**

Development will come forward through site allocations within this local plan and windfall development within Development Limits as defined by Policy OSS3, exception sites in accordance with Policy HOU3, Neighbourhood Plan allocations in accordance with the above proportion and through developments in accordance with Policies RUR2, RUR3 and RUR4.

Small-scale housing growth is expected within the smaller villages of:

- **Burgh Castle**
- **Filby**
- **Fleggburgh**
- **Rollesby**
- **Scratby**
- **Repps with Bastwick**
- **Winterton-on-Sea**

Development in smaller villages will come forward through site allocations within this local plan, windfall development within Development Limits as defined by Policy OSS3, exception sites in accordance with Policy HOU3, and Neighbourhood Plan allocations in accordance with the above proportion and through developments in accordance with Policies RUR2, RUR3 and RUR4.

Elsewhere in the rural area, in the countryside, small-scale development will come through developments in accordance with Policies RUR2, RUR3 and RUR4 and through Neighbourhood Plans.

Supporting Text

6.1. National planning policy states that to promote sustainable development in rural areas, housing should be located where it will enhance or maintain the vitality of rural communities. It states that policies should identify opportunities to allow villages to grow and thrive, especially where development will support local services and facilities.

6.2. Policy RUR1 sets out a strategy to enable a proportionate level of growth across the rural parts of the Borough but focussing the majority of growth in the larger villages with the best provision of local services and facilities. These are Belton, Hemsby, Hopton-on-Sea, Martham and Ormesby St Margaret as evidenced by the Infrastructure, Services and Facilities Baseline Report. Within these locations approximately 30% of the Borough's housing growth will be delivered. The policy supports more modest levels of development in the smaller villages of Burgh Castle, Filby, Fleggburgh, Rollesby, Scratby, Repps with Bastwick, Winterton-on-Sea which all have development limits where small-scale windfall development could come forward and some of the villages have specific site allocations where there was a sustainable opportunity. These smaller villages will accommodate approximately 5% of the Borough's housing growth.

6.3. Neighbourhood plans could also identify allocations for development to meet local needs within the larger and smaller villages identified in Policy RUR1.

6.4. Beyond the large and smaller villages exist a number of hamlets and small villages with either limited or no services and facilities. In these locations, development will be more limited in accordance with Policies RUR2, RUR3, RUR4, RU5 and RUR6.

6.5. This section of the Local Plan identifies the strategy for each larger and smaller village and identifies where there are new allocations for development in the rural areas and includes non-strategic policies to allow for small-scale development elsewhere in the rural areas.

Belton

Introduction

6.6. Belton is located five miles west of Great Yarmouth and half a mile from the A143, a main arterial road linking Great Yarmouth and Gorleston-on-Sea to Beccles and Diss further beyond. Belton has developed from a number of hamlets and farmsteads clustered around commons and greens. During the mid-19th century, the village was bisected by the newly laid East Suffolk Railway and, with established links to Great Yarmouth and London, grew as a popular market garden village. Over the past 50 years the village has been significantly infilled and extended, but its historic character is still clearly observable along Station Road South and Church Road.

Key information
3,206 people in 2021 which represents a 16.2% decrease from 2011.
1573 homes
10 housing completions between 2011 and 2021.
Services and Facilities:
✓ Moorlands Church of England Primary Academy School
✓ Places of Worship: All Saints Church
✓ Two public houses
✓ Sports and Leisure centre
✓ Community centre
✓ Convenience store

6.7. The Local Plan provides an opportunity to provide housing growth that may assist in supporting the continued viability and vitality of the settlement's services and facilities, given the depopulation of the settlement that has been recorded within the last ten years. The relative lack of housing growth within the settlement may have also contributed to the Lothingland ward recording the 2nd largest house price growth between 2013 and 2022. Such development would also help the need for affordable housing in the village.

Infrastructure

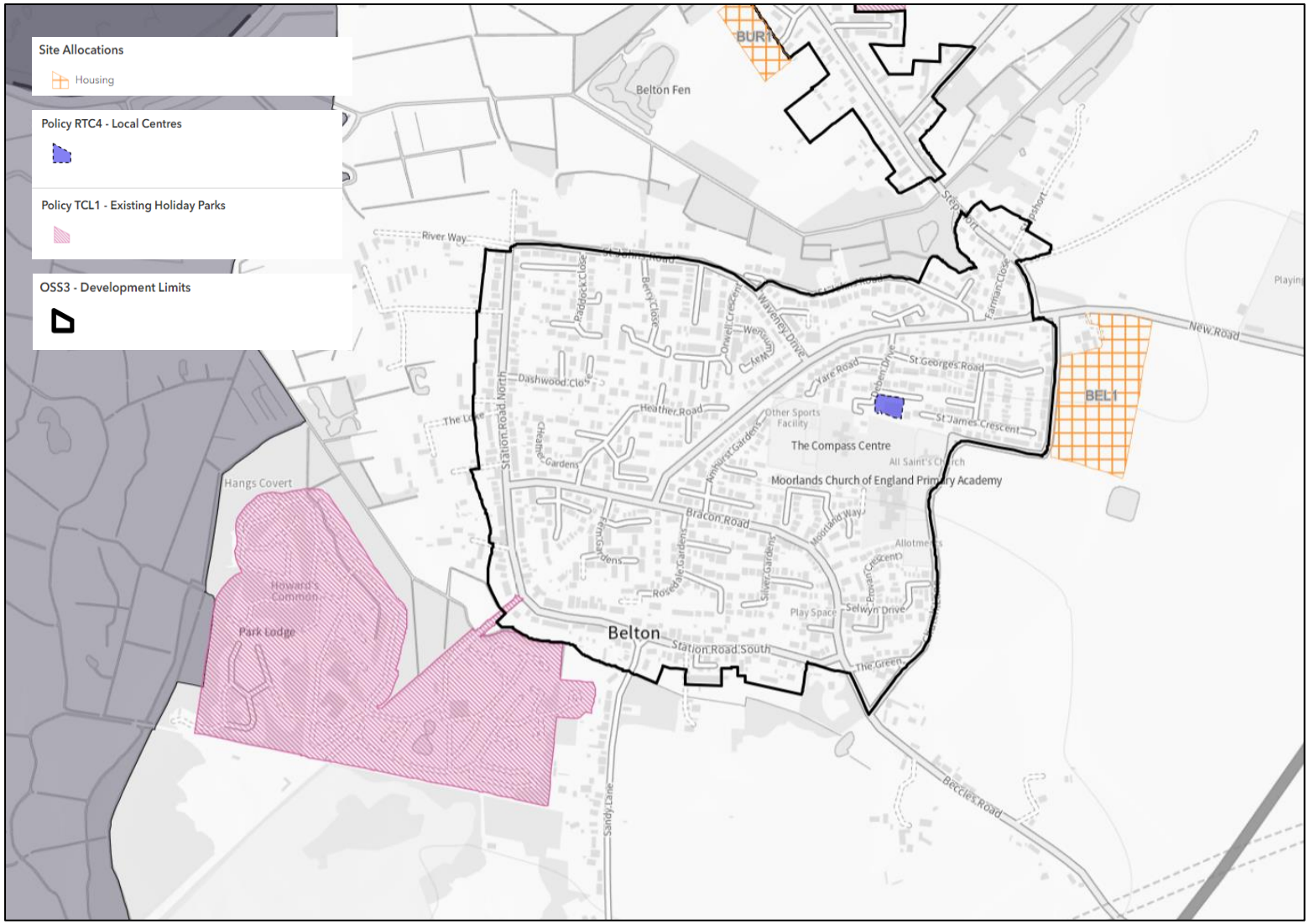
6.8. Belton is a popular commuter village, with a good range of local facilities. Belton would benefit from additional community facilities as a result of the additional forecast housing growth. This could be funded through community infrastructure levy receipts.

6.9. Moorlands Church of England Primary Academy has capacity to accommodate forecast growth. It is likely that secondary schools serving the village may need to expand to accommodate development. This expansion will need to be funded through community infrastructure levy receipts.

6.10. To accommodate growth there is a need to provide improved healthcare provision for Belton comprising of acute healthcare, intermediate healthcare, primary healthcare, and mental health. Such need will be accommodated for through community infrastructure levy contributions towards the costs outlined in the Infrastructure Needs Study (2024).

6.11. The increase in homes will necessitate improvements to library provision to serve the area. These can be funded through community infrastructure levy receipts.

6.12. A strategic cycling and pedestrian link has been identified between Doles Lane in Bradwell and Stepshort within the Settlement that will promote sustainable transport and support social and economic growth between the two settlements.



Belton Settlement Overview

Policy BEL1 – Land at New Road, Belton

Land to the south of New Road (of around 4.1 hectares), as identified on the Policies Map, is allocated for residential development of approximately 100 dwellings. The site should be developed in accordance with the following criteria:

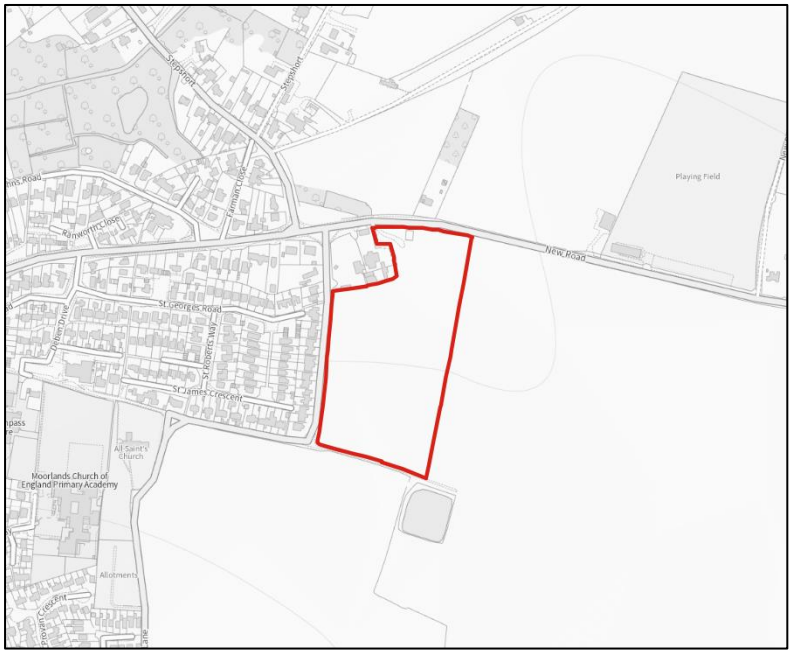
- **a) The site will be developed at an average density of approximately 30 dwellings per hectare.**
- **b) The design of the development must accord with the borough wide design requirements and specifically criterion DDR1 of the Design Code (Appendix 1).**
- **c) The site frontage on Church Lane should be developed at approximately 20 dwellings per hectare with a road layout and design that reflects the rural character of Church Lane.**
- d) **Provision of safe and appropriate access and necessary highway improvements to integrate into the existing pedestrian and cycling networks including**:
  - **i. Vehicular access taken from New Road only;**
  - **ii. A pedestrian and cycle access between Church Lane and St Georges Road;**
  - **iii. A pedestrian and cycle link to St James Crescent;**
  - **iv. Frontage development at Church Lane, together with provision of 2.0m wide footway; and,**
  - **v. Provision of bus stops in both directions at New Road frontage.**
- **e) Approximately 0.6 hectares of open space should be provided on-site to meet informal amenity green space and accessible natural green space needs.**
- **f) Maintain hedges and trees fronting Church Lane other than where their removal is necessary to facilitate pedestrian access to dwellings fronting onto Church Lane.**
- **g) Submission of a landscape strategy to ensure development integrates well with surrounding land uses, softens impacts on the adjacent open countryside and safeguards residential amenity through the design of the buildings and use of landscaping. This should include:**
  - **Appropriate landscaping treatment to the site's eastern and southern boundary to help address the visual impact of the proposed development between Belton and Bradwell**
- **h) Provision of biodiversity net gain delivered on site in accordance with Policy NAT3.**
- **i) Submission of a Heritage Impact Assessment and archaeological field evaluation which includes trail trenching prior to development, undertaken by a suitably qualified person, with any necessary mitigation measures set out and implemented.**

Supporting Text

6.13. The allocation is in agricultural use and is located to the east of Church Lane and south of New Road. To the east, the site is open in character in agricultural use which provides separation between Belton and Bradwell. The site is within walking distance of the village

primary school, children's centre, and supermarket, with St George's Road and St James Crescent providing the direct routes via Church Lane.

Land at New Road



6.14. The site would benefit from better integration into the existing pedestrian and cycling networks particularly between Church Lane and St Georges Road and St James Crescent, therefore new improvements will be required of the development. It is expected that new footpath connections should connect to existing footpaths between St James Crescent and Church Lane (between 1 St James Crescent and 36 Church Lane), and between St Georges Road and Church Lane. The site has the potential to impact upon the A143 Beccles Road/Mill Lane/Long Lane/Lords Lane/Church Lane junction and should be further investigated through a site-specific Transport Assessment with necessary mitigation measures secured. A Travel Plan should also be submitted identifying measures to encourage sustainable modes of transport.

6.15. The area immediately east of the site is identified in Policy NAT8 as being part of the Strategic Gap between Belton and Bradwell. Landscaping treatment along the site's eastern boundary will help to preserve the sense of separation between Belton and Bradwell.

6.16. As per the standards in the Open Space Needs Assessment (2022) and reflected in Policy HEC2, approximately 0.6 hectares of open space will be required in the form of informal amenity space and accessible natural greenspace to support the housing proposed on the site.

6.17. The site will need to be supported by a flood risk assessment, in accordance with Policy CLC2. Any planning application should also be supported by a drainage strategy which demonstrated how foul and surface water generated by the development can be appropriately accommodated, in accordance with Policies CLC2 and CLC3. Sustainable drainage systems will be expected on site to limit or prevent any increased surface water run-off, and should demonstrate how these will contribute to the amenity and biodiversity of the development.

6.18. There are heritage assets with archaeological interest identified on the site, therefore the potential for unearthing further archaeological deposits is considered likely. The policy requires the developer to submit a Heritage Impact Assessment accompanied by the results of an archaeological field evaluation to understand the significance of any archaeological remains on site and how this will be best addressed through the development of the site.

6.19. The site is underlain by a defined Mineral Safeguarding Area for sand and gravel. In accordance with current (and emerging) policies from the Minerals and Waste planning authority Norfolk County Council, any planning application should be supported by evidence which assesses the quantity and quality of the mineral resource. Extraction of minerals prior to development of this site is encouraged where practical and environmentally feasible.

6.20. A Shadow Habitats Regulations Assessment must be prepared and submitted to the Council in accordance with Policy NAT4. This Assessment should set out the potential impacts of the development on nearby National Site Network habitat sites and identify necessary on-site and (if necessary) off-site mitigation measures. The HRA should also include assessment for potential hydrological linkage to National Site Network habitat sites, and where this cannot be ruled out, a surface water management strategy to mitigate such potential effects. In addition, the in-combination effects of the development will necessitate the payment of a contribution per dwelling, in line with the Norfolk Green Infrastructure and Recreational Avoidance Mitigation Strategy.

Burgh Castle

Introduction

6.21. Burgh Castle is located 3.7 miles west of Great Yarmouth, and approximately 1.6 miles north of the centre of the village of Belton to the south. The settlement is Roman in origin and is unusually dispersed and characterised by 3 linear hamlets arranged in a ring-type formation around a central rural area of open paddock land, holiday villages and a large mineral extraction site. It is bounded by the Broads Authority to the north of Back Lane, and to the west of Butt Lane, and contains expansive views over Breydon Water to the north.

Key information

1,323 people in 2021 which represents a 15% increase from 2011.

644 homes

20 housing completions between 2011 and 2021.

Services and Facilities:

✓ Places of Worship: Church of St Peter and St Paul

✓ Two public houses

✓ Burgh Castle Village Hall

6.22. The Local Plan provides an opportunity to provide housing growth that may assist in supporting the continued tourist function of the settlement. The small level of housing growth within the settlement may have also contributed to the Lothingland ward recording the 2nd largest house price growth between 2013 and 2022. Such development would also help meet the need for affordable housing in the village.

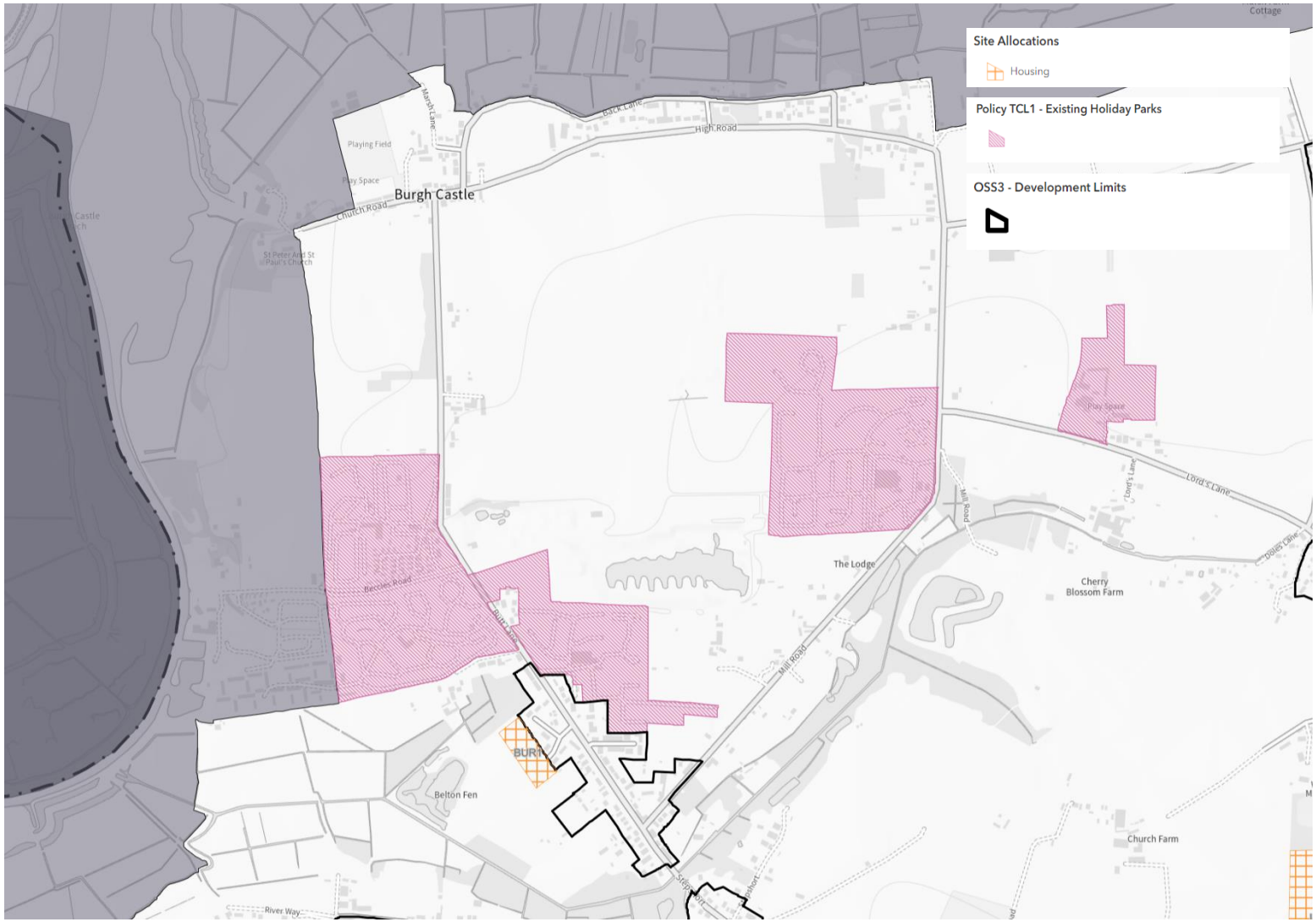
Infrastructure

6.23. There are relatively few facilities within Burgh Castle, however the settlement is reasonably served by public transport to Bradwell and Belton where a greater range of amenities are located. Burgh Castle would benefit from additional community facilities as a result of the additional forecast housing growth. This could be funded through community infrastructure levy receipts.

6.24. The nearest primary school is located approximately 1.6 miles to the south of the settlement (Moorlands Church of England Primary Academy) and has capacity to accommodate forecast growth. It is likely that secondary schools serving the village may need to expand to accommodate development. This expansion will need to be funded through community infrastructure levy receipts.

6.25. The increase in homes will necessitate improvements to library provision to serve the area. These can be funded through community infrastructure levy receipts.

6.26. To accommodate growth there is a need to provide improved healthcare provision for Burgh Castle comprising of acute healthcare, intermediate healthcare, primary healthcare, and mental health. Such need will be accommodated for through community infrastructure levy contributions towards the costs outlined in the Infrastructure Needs Study (2024).



Burgh Castle Settlement Overview

Policy BUR1 – Land off Louis Dahl Road, Burgh Castle

Land to the west of Louis Dahl Road (1.0 hectares), as identified on the Policies Map, is allocated for residential development of approximately 20 dwellings. The site should be developed in accordance with the following criteria:

- **a) The site will be developed at an average density of approximately 20 dwellings per hectare.**
- **b) The design of the development must accord with the borough wide design requirements and specifically criterion DDR1 of the Design Code (Appendix 1)**
- **c) Provision of safe and appropriate access including:**
  - **i. Vehicular access off Louis Dahl Road only**
  - **ii. 2.0m wide footway connections to existing footpath provision on Louis Dahl Road**
- **d) Submission of a landscape strategy to ensure development integrates well with surrounding land uses, softens impacts on the adjacent open countryside and safeguards residential amenity through the design of the buildings and use of landscaping. The landscape strategy must demonstrate how it will preserve the rural setting by the provision of a landscape buffer along the northern and southern boundaries. Existing trees and hedgerows on the western boundary of the site should be retained and supplemented by additional boundary screening.**
- **e) Provision of 369sqm of informal amenity open space in accordance with Policy HEC2.**
- **f) Biodiversity Net Gain will be required on-site in accordance with NAT3.**

Supporting Text

6.27. The site is located to the south-west of Burgh Castle with reasonable access to services and facilities in Belton via paved footpaths. Vehicular access should be taken from Louis Dahl Road. Direct access from the unmade track on the northern boundary of the site is considered inappropriate and will not be permitted.

6.28. The Policy requires improvements to integrate the development into the existing pedestrian network which should include the footpath connections to existing provision on Louis Dahl Road.

6.29. As per the standards in the Open Space Needs Assessment (2022) and reflected in Policy HEC2, approximately 369sqm of open space will be required in the form of informal amenity space to support the housing proposed on the site.

6.30. The Broads area is located approximately 400m north-west and west of the site, with Burgh Castle fishing lakes located west of the site. Appropriate mature landscaping is therefore required on the sites northern and western boundary in order to avoid potential negative impacts on the landscape setting of the Broads and the creation of a prominent urban edge to the west of Burgh Castle. Existing vegetative screening on the sites southern boundary is expected to be retained and supplemented. Close-boarded fencing on the northern, western, and southern site boundaries will not be considered an appropriate boundary treatment.

Land off Louis Dahl Road

6.31. The site will need to be supported by a site-specific flood risk assessment, demonstrating how the site can be developed and occupied safely, in accordance with Policy CLC2. Any planning application should also be supported by a drainage strategy which demonstrates how foul and surface water generated by the development can be appropriately accommodated, in accordance with Policies CLC2 and CLC3. This should include the use of sustainable drainage measures and should demonstrate how these will contribute to the amenity and biodiversity of the development.

6.32. The site is underlain by a defined Mineral Safeguarding Area for sand and gravel. In accordance with current (and emerging) policies from the Minerals and Waste planning authority Norfolk County Council, any planning application should be supported by evidence which assesses the quantity and quality of the mineral resource. Extraction of minerals prior to development of this site is encouraged where practical and environmentally feasible.

6.33. A Shadow Habitats Regulations Assessment must be prepared and submitted to the Council in accordance with Policy NAT4. This Assessment should set out the potential impacts of the development on nearby National Site Network habitat sites and identify necessary on-site and (if necessary) off-site mitigation measures. The HRA should also include assessment for potential hydrological linkage to National Site Network habitat sites, and where this cannot be ruled out, a surface water management strategy to mitigate such potential effects. In addition, the in-combination effects of the development will necessitate the payment of a contribution per dwelling, in line with the Norfolk Green Infrastructure and Recreational Avoidance Mitigation Strategy.

6.34. The development falls within Dark Sky Zone 2 as defined by Policy NAT9. As such a lighting scheme will be required and development will need to accord with the requirements of that policy.

Filby

Introduction

6.35. Filby is located 4.5 miles north-west of Great Yarmouth. The village is characterised as a long, linear settlement which meanders tightly along the main road running through the village. There are frequent open breaks along the length of the settlement which positively contribute towards its semi-rural character. Filby is served by a small range of local services and facilities.

6.36. The Local Plan has been prepared having taken into account the policies and proposals of the Filby Neighbourhood Plan 2020-2030 which was adopted in March 2022. following a successful referendum before the local community. The plan sets out policies and objectives that seek to:

- Protect and enhance the natural environment:
- Meet the local housing needs of current and future residents of the parish;
- Respond to climate change;
- Conserve the significance of heritage assets.
- Protect important green spaces;
- Promote access to the countryside for recreation and enjoyment; and
- Reduce the impact of traffic through the village.

OSS3 - Development Limits

Fleggburgh

Introduction

6.37. Fleggburgh contains Billockby, Clippesby and Burgh St Margaret, located 8.5 miles northwest of Great Yarmouth. The settlement branches off the A1064 (Main Road), with most of the housing contained off Tower Road, Town Road and Rollesby Road.

Key information

1,088 people in 2021 which represents a 15% increase from 2011.

476 homes

50 housing completions between 2011 and 2021.

Services and Facilities:

✓ Fleggburgh Church of England Primary School
✓ 3 Places of Worship: Church of St Margaret, All Saint's Church and St Peter's Church
✓ Public House
✓ Fleggburgh Surgery
✓ Fleggburgh Village Hall
✓ Clippesby Hall Holiday Park

6.38. The settlement would benefit from small-scale development to improve the existing hard edge located off Tower Road, while protecting its rural character. Such development would help meet housing needs in a village which has some of the highest house prices in the Borough and also help meet the need for affordable housing in the village.

6.39. The Local Plan has been prepared having taken into account the policies and proposals of the Fleggburgh Neighbourhood Plan 2020-2030 which was adopted in July 2022. following a successful referendum before the local community. The plan sets out policies and objectives that seek to:

- Protect and enhance the natural environment
- Meet the local housing needs of current and future residents of the parish;
- Improve infrastructure and attract key services;
- Conserve the significance of heritage assets;
- Protect important local green spaces; and
- Reduce the impact of traffic through the village

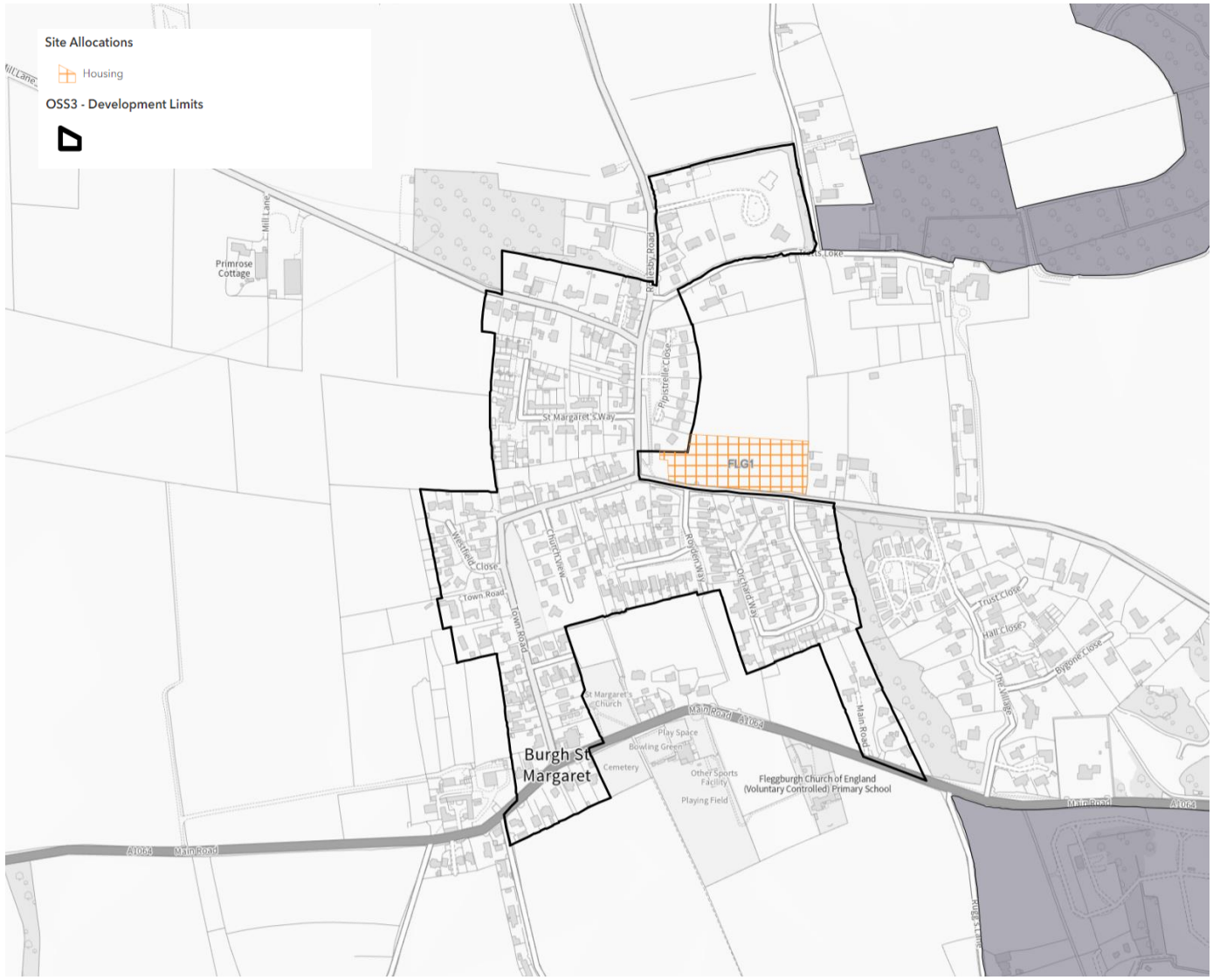
Infrastructure

6.40. There are relatively few facilities within Fleggburgh, however the settlement is reasonably served by public transport to Great Yarmouth where a greater range of amenities are located. Fleggburgh would benefit from additional community facilities as a result of the additional small-scale growth. This could be funded through community infrastructure levy receipts. The increase in homes will necessitate improvements to library provision to serve the area. These can be funded through community infrastructure levy receipts.

6.41. Fleggburgh Church of England School is slightly overcapacity, however, neighbouring catchments of Filby and Rollesby have some limited capacity to accommodate proposed growth, if there is an issue at the time the development comes forward. The school site is not landlocked and therefore could potentially expand in the future should there be a need.

It is likely that secondary schools serving the village may need to expand to accommodate development. This expansion will need to be funded through community infrastructure levy receipts.

6.42. To accommodate growth there is a need to provide improved healthcare provision for Fleggburgh comprising of acute healthcare, intermediate healthcare, primary healthcare, and mental health. Such need will be accommodated for through community infrastructure levy contributions towards the costs outlined in the Infrastructure Needs Study (2024).



Fleggburgh Settlement Overview

Policy FLG1 – Land off Tower Road, Fleggburgh

Land north of Tower Road, Fleggburgh (1 hectare) as identified on the Policies Map is allocated for residential development of approximately 20 dwellings. The site should be developed in accordance with the following site-specific criteria:

a) The site will be developed at an average density of approximately 20 dwellings per hectare.

b) The design of the development must accord with the borough wide design requirements and specifically criterion DDR1 of the Design Code (Appendix 1).

c) Provision of safe and appropriate access including:

i. Vehicular access taken from Tower Road only;

ii. Connection to existing adjacent footway on Tower Road; and

iii. Inclusion of a 5.5m road alongside 2m footpath either side providing a link to the land north of the site.

d) Submission of a landscape strategy to ensure development integrates well with surrounding land uses, softens impacts on the adjacent open countryside and safeguards residential amenity through the design of the buildings and use of landscaping. The landscape strategy must demonstrate how it will preserve the rural setting by the provision of soft landscaping including mature tree planting.

e) Closed boarded fences will not be permitted along the northern and eastern site boundaries.

f) Approximately 460sqm hectares of open space should be provided on-site to meet play space and informal amenity green space needs.

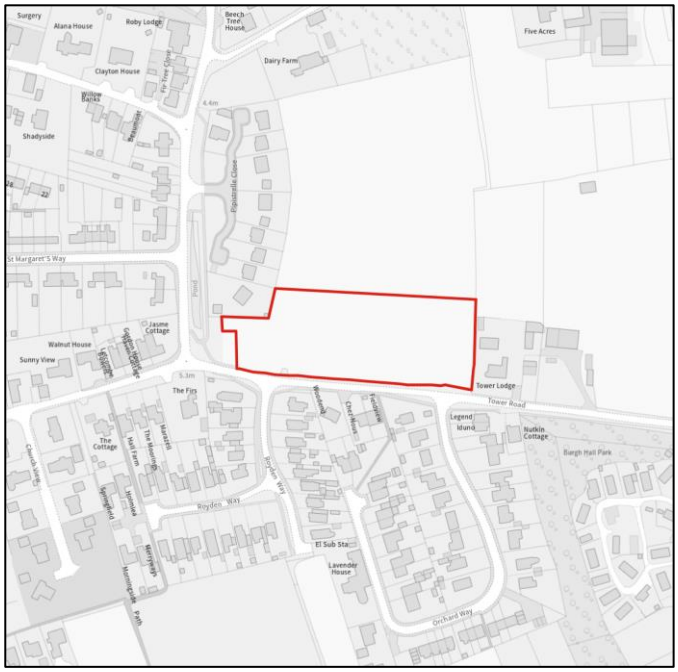
g) Biodiversity Net Gain will be required on-site in accordance with NAT3.

h) A desk based archaeological assessment and, if necessary, a programme of archaeological fieldwork, will be required prior to development, in accordance with Policy DHE5.

Supporting Text

6.43. The site is located north of Tower Road and is within a reasonable proximity to local services and facilities. Vehicular access should be taken from Tower Road. The site can be integrated into the settlement provided by footway connectivity to the southwest of the site.

6.44. The development must provide vehicular connectivity potential to the north of the site, to ensure the land to the north will is not sterilised for future development potential.



6.45. The site is situated in rural countryside and adjacent a hard settlement edge. Appropriate mature landscaping is required to reduce the impact of the existing settlement edge and mitigate further negative effects on the rural landscape. Closed-boarded fencing will not be permitted on the edge of the site and soft landscaping must be used towards the north of the site.

6.46. The are multiple identified records of possible undated ditches and post-medieval field boundaries on the site. Therefore, the policy requires the developer to submit an archaeological assessment to understand the significance of any archaeological remains on site and how this will be best addressed through the development of the site.

6.47. A Shadow Habitats Regulations Assessment must be prepared and submitted to the Council in accordance with Policy NAT4. This Assessment should set out the potential impacts of the development on nearby National Site Network habitat sites and identify necessary on-site and (if necessary) off-site mitigation measures. The HRA should also include assessment for potential hydrological linkage to National Site Network habitat sites, and where this cannot be ruled out, a surface water management strategy to mitigate such potential effects. In addition, the in-combination effects of the development will necessitate the payment of a contribution per dwelling, in line with the Norfolk Green Infrastructure and Recreational Avoidance Mitigation Strategy.

6.48. A flood risk assessment and drainage strategy must be provided which demonstrates how foul and surface water generated by the development can be appropriately accommodated in line with Policies CLC2 and CLC3. This should include the use of sustainable drainage measures and should demonstrate how this will contribute to the amenity and biodiversity of the development.

6.49. The development falls within Dark Sky Zone 1 as defined by Policy NAT9. As such a lighting scheme will be required and development will need to accord with the requirements of that policy.

Hemsby

Introduction

Key information

3,536 people in 2021 which represents an 8% increase from 2011.

1,670 homes

120 housing completions between 2011 and 2021.

Services and Facilities:

✓ 1 Nursery
✓ 1 Primary School
✓ Hemsby Medical Centre
✓ 2 Local Centres: Kingsway, Appletree Way (Permitted)
✓ 2 Places of Worship: Hemsby Methodist Church & Hemsby St Mary the Virgin Church
✓ 4 Public Houses
✓ 4 Community Centres (including Hemsby Sports & Social Club)
✓ Hemsby Beach Tourist Facilities

6.50. Hemsby is one of the larger rural villages within the Borough. The village is located 6 miles north of Great Yarmouth, south of Winterton-on-Sea, and north of Ormesby St Margaret with Scratby. The village has Viking origins but predominantly grew as a collection of farmsteads around the 14th century parish church. The village expanded significantly during the late 19th century, due in part to the arrival of the railways and the village's popularity as a seaside destination, the latter helping to establish a settlement pattern of major holiday resorts and attractions to the east of the village. Hemsby remains a popular seaside village with a wide selection of holiday caravan and chalet parks with direct access to the beach and a good range of attraction facilities to entertain visitors.

6.51. To the east of the settlement, much of the coastal frontage is also identified as being within the Coastal Change Management Area (CCMA) as identified in Policy CLC1 and the Policies Map. The CCMA generally applies a restrictive approach to development and Policy CLC5 of the Local Plan encourages the rollback of properties from within the CCMA. Parts of Hemsby's coast, particularly properties along the Marrams, have been susceptible to the effects of coastal change.

6.52. The Great Yarmouth Surface Water Management Plan identifies the built-up area of Hemsby as being particularly at risk from surface water flooding, with Haycroft Road, Barleycroft Road and Beach Road notably affected. In light of these issues, much of the parish forms a Critical Drainage Area.

6.53. The Great Yarmouth and Waveney Settlement Fringe Study identifies the area to the southwest of Hemsby as being more sensitive to new development due to its proximity to the Broads area and its area with national and international designations for nature conservation.

6.54. The Local Plan has been prepared having taken into account the policies and proposals of the Hemsby Neighbourhood Plan 2021-2036 which was adopted in July 2023 following a successful referendum before the local community. In summary the neighbourhood plan sets out ambitions to:

- Support year-round and day-visitor sustainable tourism.
- Help to meet the housing needs of the community, having regard to the Design Codes.
- Make sure future development will deliver the infrastructure needed to support communities and businesses.
- Protect environmental assets by identifying Local Green Spaces and non-designated heritage assets.

6.55. The Local Plan provides a strategy to deliver housing (under Policy HEM1) within parish which will help to meet housing needs across the Borough, local affordable housing needs, and the ability to support the rollback of homes located within the CCMA. The plan recognises the importance of Hemsby as one of the Borough's key tourist attractions and seeks to protect Existing Holiday Areas, Hemsby Beach Tourist Facilities, and other facilities that support the industry. Development within the CCMA will be restricted in accordance with Policy CLC1. The plan also identifies and protects the two 'local centres' which support the village's day-to day needs.

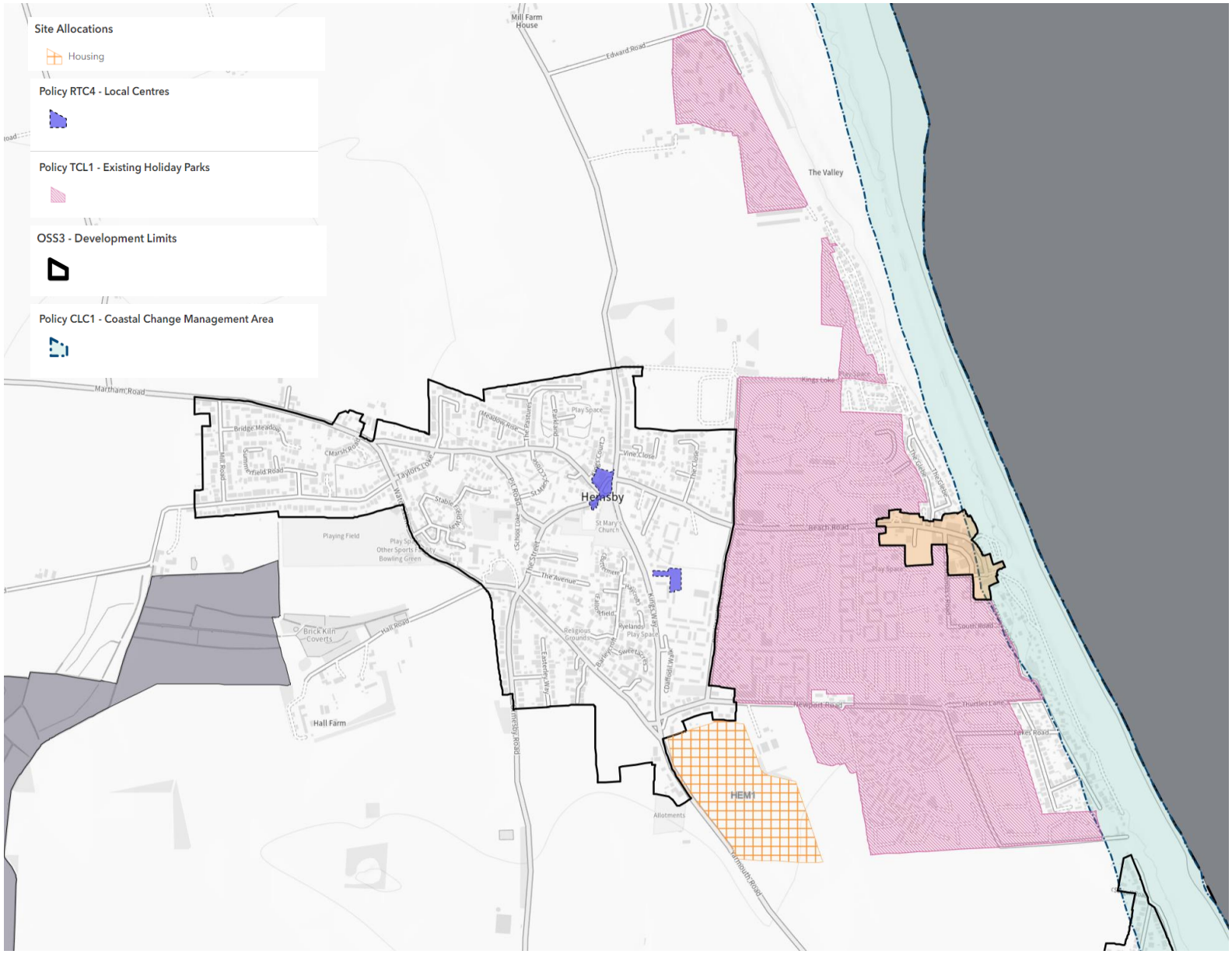
Infrastructure

6.56. To accommodate growth there is a need to provide improved healthcare provision for Hemsby comprising of acute healthcare, intermediate healthcare, primary healthcare, and mental health. Such need will be accommodated for through community infrastructure levy contributions towards the costs outlined in the Infrastructure Needs Study (2024).

6.57. Hemsby Primary School is forecasted to be at capacity within the next five years as a result of existing housing commitments and the school is unlikely to be able to expand on its current site. However, given the ageing population and lack of population growth in younger cohorts over the last 10 years within the village, it is predicted that the number of pupils arising from Policy HEM1 is likely to be less than the current estimated pupil yield and by the time the development comes forward there may not be an issue. Schools in Ormesby and Winterton are able to accommodate some of the potential deficit in the plan period should additional pupils arise from the development. It is likely that secondary schools serving the village may need to expand to accommodate development. This expansion will need to be funded through community infrastructure levy receipts.

6.58. The increase in homes will necessitate improvements to library provision to serve the area. These can be funded through community infrastructure levy receipts.

6.59. Planning permission is in place for a rock-berm on Hemsby beach.



Hemsby Settlement Overview

Policy HEM1 – Land at Yarmouth Road, Hemsby

Land at Yarmouth Road, Hemsby (10.18 hectares), as identified on the Policies Map is allocated for approximately 200 dwellings. The site should be developed in accordance with the following site-specific criteria:

a) **The site will be developed at a density of approximately 22 dwellings per hectare.**

b) **1.2 hectares of land should be made available to accommodate approximately 36 Plots to facilitate rollback for homes located within the Coastal Change Management Area (as identified in Policy CLC1 and the Policies Map). This land should not be developed for general housing. This land should not be developed for other uses (such as affordable housing) unless marketing evidence is provided which demonstrates that the land has been marketed for the replacement of properties at risk in line with Policy CLC5 over a sustained period of 12 months, in accordance with the requirements set out in Appendix 2, and that there has been no reasonable interest in the land for that purpose.**

c) **The design of the development must accord with the borough wide design requirements and specifically criterion DDR1 of the Design Code (Appendix 1).**

d) **Provide a safe and appropriate access and necessary highway improvements to integrate into the existing pedestrian, cycling and road networks including:**

    i. **The provision of footpath & cyclepath along Yarmouth Road and throughout the development site;**

    ii. **The provision of a suitable footpath, cyclepath and crossing facility at Yarmouth Road;**

    iii. **A roundabout junction at Yarmouth Road;**

    iv. **Two points of vehicular access into the site; and**

    v. **A speed reduction along Yarmouth Road.**

e) **Approximately 1 hectare of open space should be provided on-site comprising play space, informal amenity green space and accessible natural green space.**

f) **A landscape strategy is required to ensure that the development integrates well with surrounding land uses, softens impacts on the adjacent open countryside and safeguards residential amenity through the design of the buildings and use of landscaping. This should include:**

    i. **Development fronting onto Yarmouth Road set behind a row of street trees to create an avenue-like character;**

    ii. **Provision of a landscape belt along the south-east boundary;**

    iii. **A buffer comprising natural green space as required under criterion (c) at the south boundary of the site to maintain an undeveloped gap between the site and open fields south and eastwards towards Scratby (in accordance with Policy NAT8 and Policy 14 of the Hemsby Neighbourhood Plan).**

g) **Retention of the medieval Wayside cross scheduled monument and listed building on Yarmouth Road. A Heritage Impact Assessment accompanied by an Archaeological Field Evaluation of the site is required.**

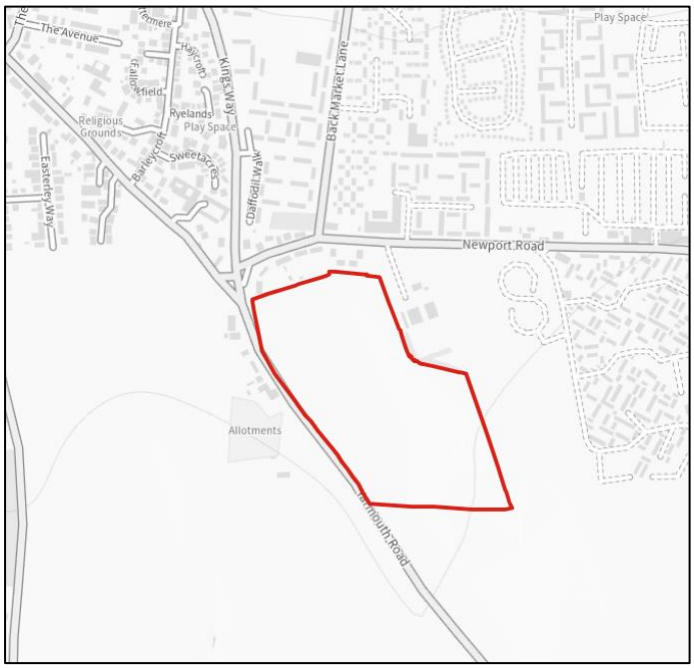
h) **Deliver an on-site biodiversity net gain in accordance with Policy NAT3.**

i) **Trees and hedgerows must be retained where possible in accordance with NAT10.**

Supporting Text

6.60. Land at Yarmouth Road, Hemsby, is currently in use as a large open area of paddock land which serves the equestrian centre. The site is well located for new residents to access local services and facilities located north of the site in the centre of the village.

Land at Yarmouth Road



6.61. The existing equestrian site has been identified within Great Yarmouth & Waveney Settlement Fringe Landscape Sensitivity Study (2023) as a landscape detractor, which along with the petrol station on the opposite side of the road, form a poor entrance into the southern end of the village from Great Yarmouth. Development of this site provides an opportunity to enhance the strength of place and visual appeal when entering the village.

6.62. The landscaping strategy for the site must ensure that the development is adequately screened and integrated into the landscape (particularly to the south and east). The placement of landscaping must also take account of changes in topography through the site, as the site slopes downwards towards the south-west corner. Much of the existing vegetation along the western and southern boundaries form part of the 'Indicative Green Corridors' which should generally be protected in accordance with Policy 14 of the Hemsby Neighbourhood Plan. In addition, the dense strip of trees surrounding the existing equestrian centre have local biodiversity and amenity value and should be retained as much as possible.

6.63. The development falls within Dark Sky Zone 1 as defined by Policy NAT9. As such a lighting scheme will be required and development will need to accord with the specific requirements of that policy.

6.64. As per the standards in the Open Space Needs Assessment (2022) and reflected in Policy HEC2, approximately 1 hectare of open space will be required in the form of play space, informal amenity space and accessible natural greenspace to support the housing proposed on the site.

6.65. According to the Shoreline Management Plan 36 properties are at risk of erosion by 2055 and therefore could be lost during the plan period. Given that there are limited options for roll-back of properties in Hemsby, the site requires 36 of the plots to be reserved for 'rollback' (relocation) from areas at risk of coastal change within the CCMA (as identified in Policy CLC1). This will help to address the loss of properties from within the CCMA which may occur over the plan period but also provide an opportunity for those affected to be re-housed safely within the village.

6.66. The current pedestrian route on Yarmouth Road relies on a narrow footpath along the western side with no crossing facility. Development of the site also provides an opportunity to enhance such connectivity.

6.67. Two points of vehicular access are required. A new roundabout will be needed facilitate access onto Yarmouth Road. This should be further investigated through a site-specific Transport Assessment with necessary mitigation identified and secured. A Travel Plan should also be submitted identifying measures to encourage sustainable modes of transport.

6.68. The site is located in an area of low flood risk, however, the northeast corner of the site near Newport Road is susceptible to surface water flooding and forms the beginning of a flowpath. This section of the site is unsuitable for residential development but could be put to use as part of the provision of sustainable drainage systems and/or open space to address surface water run-off. Any planning application should also be supported by a site-specific Flood Risk Assessment and drainage strategy which demonstrates how foul and surface water generated by the development can be appropriately accommodated, in accordance with Policies CLC2 and CLC3. This should include the use of sustainable drainage measures and should demonstrate how these will contribute to the amenity and biodiversity of the development.

6.69. A Shadow Habitats Regulations Assessment must be prepared and submitted to the Council in accordance with Policy NAT4. This Assessment should set out the potential impacts of the development on nearby National Site Network habitats sites and identify necessary on-site and (if necessary) off-site mitigation measures. In addition, the in-combination effects of the development will necessitate the payment of a contribution per dwelling, in line with the Norfolk Green Infrastructure and Recreational Avoidance Mitigation Strategy Habitats Monitoring and Mitigation Strategy.

6.70. The site contains multiple monument records including Roman and undated field systems, and a pill box. Such archaeological potential on site requires a planning application to be supported by a heritage statement accompanied with an archaeological field evaluation to demonstrate the impacts of development on archaeological remains and proposals for managing those impacts.

6.71. The site is underlain by a defined Mineral Safeguarding Area for sand and gravel. In accordance with current (and emerging) policies from the Minerals and Waste planning authority, Norfolk County Council, the above policy requires that on-site minerals should be considered for prior extraction where appropriate.

Policy HEM2 – Hemsby Beach Tourism Area

Hemsby Beach Tourist Facilities as defined on the Policies Map will be protected as Hemsby's main leisure and entertainment centre outside of Existing Holiday Parks. Tourist facilities within this area will:

- **a) provide year-round active ground floor frontage;**
- **b) enhance the appearance of shopfronts and/or advertisements;**
- **c) accord with Policy CLC1 where development is located within the Coastal Change Management Area;**
- **d) provide the following uses:**
  - **i. tourism based comparison goods retail shopping;**
  - **ii. food and drink uses; and**
  - **iii. leisure and entertainment uses (including amusement arcades).**

The use of outside space for dining, where street furniture does not obstruct the public local footways, is encouraged.

Where new main town centre uses are proposed, development should not undermine the vitality or viability of Hemsby Local Centre, such proposals will be subject to:

- **e) the sequential test where it is not a use specified in the above criteria or where the proposal comprises a net floorspace of 200sqm or more; and**
- **f) a retail impact assessment where the development proposal has a net floorspace of 200sqm or more.**

Supporting Text

6.72. Hemsby is a popular seaside destination that offers a wide range of tourist accommodation and is supported by beach tourist facilities. The facilities comprise a variety of attractions including food and drink stalls, restaurants, arcades and fairground rides. To maintain the vitality of the tourist area it is important that such supporting facilities are protected and not lost to non-tourist uses in accordance with Policy TCL4.

6.73. Development proposals that expand the existing tourism offer will be encouraged. A balance must be struck between improving tourist facilities offer and managing the impact of uses which may affect the vitality and viability of the village's Local Centre. When assessing individual proposals for comparison goods retail, these will generally be permitted where they do not exceed 200sqm (net) floorspace. This threshold is based upon that as set out in Policy RTC2. Such uses over 200sqm (net) floorspace, or other main town centre uses that have not been specified in the above policy, will only be considered in Hemsby Beach Tourist Facilities where they meet the requirements of the town centre development sequential test and in all cases over the floorspace threshold, a retail impact assessment. Planning consents will be controlled by condition to restrict the change of use to other town centre uses that are not supported by the above policy.

6.74. The design of new buildings and advertisements within this area will be expected to meet the requirements of other relevant Local Plan policies, such as Policy DHE1 (design) and DHE6 (advertisements).

6.75. The above policy is broadly consistent with the approach of Hemsby Neighbourhood Plan (2021-2036) which also seeks to protect the village's tourist facilities.

Hopton-on-Sea

Introduction

Key information

2,681 people in 2021 which represents a 10.3% increase from 2011.

1429 homes

55 housing completions between 2011 and 2021.

Services and Facilities:

✓ Primary School: Hopton Primary Academy
✓ 3 Holiday Parks: Potters, Hopton Holiday Park, Waters Retreat
✓ 2 Food stores
✓ 2 public houses
✓ 1 Medical Centres: Beaches Medical Centre
✓ Dentist
✓ Hopton Village Hall
✓ Place of worship: St Margaret's Parish Church

6.76. Hopton-on-Sea is located along the coast at the south-east of the borough, adjacent to the boundary with East Suffolk District and the county of Suffolk. The settlement pattern is reasonably compact, curtailed by the A47 (westwards) and the coastline, and has experienced several estate scale developments to the south of the village over the past 20 years.

6.77. Alongside its residential character, the village performs as a popular holiday destination, with many holiday parks and holiday camps clustered towards the coastline. This can place seasonal pressure on internal roads through the village, causing issues for residents. The village has a primary school, however it is projected to be over capacity by 2028 and there is limited space to expand the school. The village has good connectivity to other facilities and services at Gorleston-on-Sea, including the James Paget University Hospital and Beacon Business Park. However, whilst active travel provision is located alongside the A47, it provides for a poor environment and incentive for potential users.

6.78. The Local Plan provides an opportunity to provide a small amount of additional housing growth to the south of the village to meet local needs without further straining the existing capacity of the local primary school. The proposed housing allocations will help to facilitate the widening of Longfulans Lane as an alternative travel route for seasonal traffic, and in doing so help to facilitate an new active travel route through the village, and southwards to Lowestoft, avoiding the A47.

Infrastructure Needs

6.79. There is a need to provide improvements to Longfulans Lane and Lowestoft Road to provide an alternative route for seasonal and commuter traffic which currently tends to move via Station Road to the detriment of amenity and safety in the heart of Hopton. This will include shared used cycle and footway.

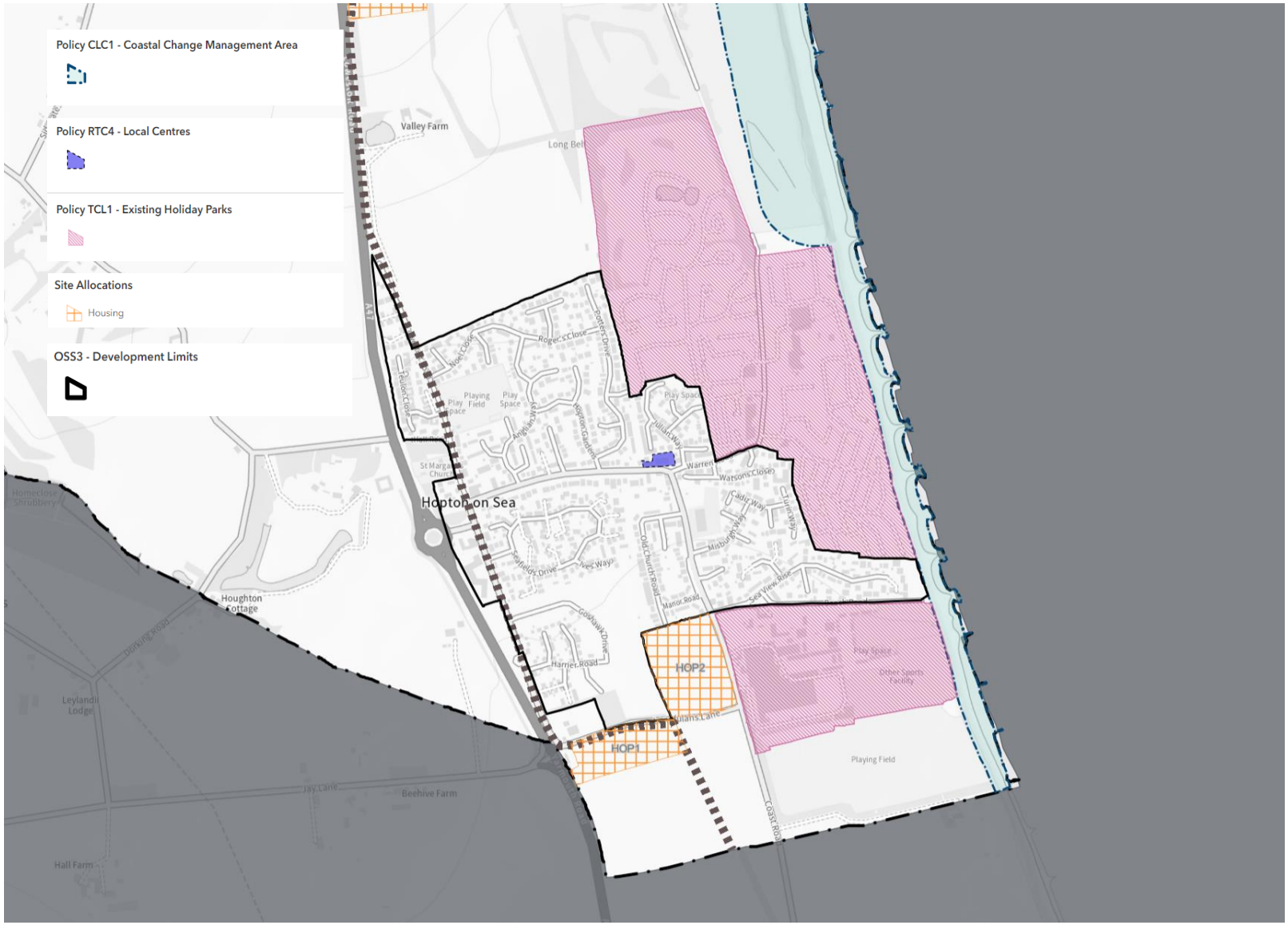
6.80. A strategic cycling and pedestrian link has been identified along the length of Lowestoft Road and part of Longfulans Lane to the former dismantled railway which runs parallel to Corton Road. This will provide an active travel route and forms part of a wider strategic

cycling and pedestrian link between Gorleston and Lowestoft to support economic growth between the two settlements.

6.81. Hopton Primary Academy does not have capacity to accommodate forecasted pupil growth, even without additional housing allocations. The plan provides for two housing allocations in Hopton, and only one (HOP2) will generate a very small number of additional pupils. As such, the need will be accommodated through additional places at other nearby schools if this cannot be accommodated at Hopton Primary Academy. It is likely that secondary schools serving the village may need to expand to accommodate development. This expansion will need to be funded through community infrastructure levy receipts.

6.82. To accommodate growth there is a need to provide improved healthcare provision for Hopton-on-Sea comprising of acute healthcare, intermediate healthcare, primary healthcare, and mental health. Such need will be accommodated for through community infrastructure levy contributions towards the costs outlined in the Infrastructure Needs Study (2024).

6.83. Hopton would benefit from expansion of existing community facilities as a result of the additional forecast growth. This could be funded through community infrastructure levy receipts. The increase in homes will necessitate improvements to library provision to serve the area. These can be funded through community infrastructure levy receipts.



Hopton-on-Sea Settlement Overview

Policy HOP1 – Land at Longfulans Lane, Hopton

Land to the south of Longfulans Lane (2.8 hectares) as identified on the Policies Map, is allocated for approximately 50 units of elderly accommodation (sheltered and housing with an element of care). The site should be developed in accordance with the following site-specific criteria:

- **a) The site will be developed at an average density of approximately 30 dwellings per hectare.**
- **b) The design of the development must accord with the borough wide design requirements and specifically criterion DDR1 of the Design Code (Appendix 1).**
- **c) Provide highway improvements along Longfulans to allow:**
  - **i. Vehicular access to be taken off Longfulans Lane only, with visibility in accordance with current highway standards; and**
  - **ii. A minimum road width of 6.0 metres for the extent of the site frontage.**
- **d) Provide a shared use cycle path along the south side of Longfulans Lane to link the existing footway on Lowestoft Road to the former dismantled railway.**
- **e) In accordance with Policy HEC2, a minimum of 920sqm of informal amenity green space should be provided on-site.**
- **f) Development proposals will need to be informed by an appropriate landscaping scheme and scale of development that softens the development's impact on the adjacent countryside and safeguards residential amenity. This should include:**
  - **i. Provision of a 10 metre wide landscape belt along the south-western edge of the site to the A47**
  - **ii. Provision of a 5 metre wide landscape belt to the southern edge of the site**
  - **iii. A reduced scale of built development to the southern edge of the site.**
- **g) A desk based archaeological assessment, and if required, a programme of archaeological fieldwork, will be required prior to development, in accordance with Policy DHE5.**
- **h) Provision of biodiversity net gain delivered on-site in accordance with Policy NAT3.**
- **i) No residential development will be permitted within 37m (Health and Safety Executive Middle Zone) of the gas pipeline with runs to the south-west of the site.**

Supporting Text

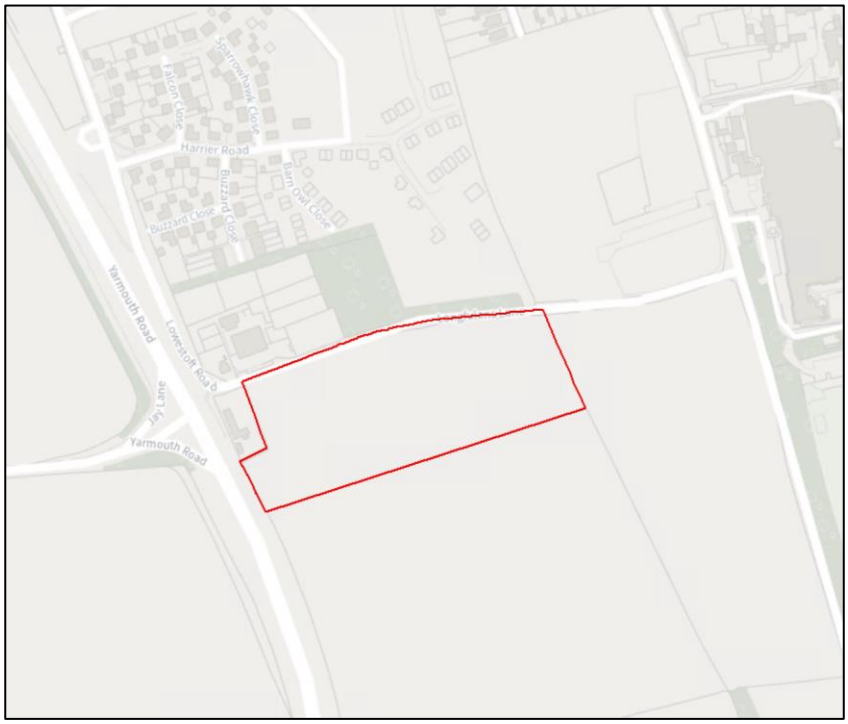
6.84. The site is currently in arable use and is located to the west of the A47 trunk, and south of Longfulans Lane which forms the southern edge to the built-up areas of Hopton. With improvements to Longfulans Lane, the site has good access to services and facilities within Hopton-on-Sea and has access to public transport provision which provides a short journey to the James Paget Hospital.

6.85. Longfulans Lane has potential to provide an alternative traffic route for traffic to the Potters Resort and other premises in the vicinity (including those to the south of Hopton and across the county border). However, it's narrow width, lack of a footway and sharp bend onto Lowestoft Road deters it use, and results in most traffic using Station Road to the

detriment of amenity and safety in the heart of Hopton. Therefore, in addition to access being provided off Longfulans Lane, the policy also requires in combination with HOP2 to the north-east, the upgrading of Longfulans Lane along its entire length to provide this suitable alternative traffic route for Hopton. A Transport Statement will also need to be prepared and submitted alongside any planning application.

6.86. To help meet the requirements of Policy OSS4, the is a need to facilitate a future active travel route between Gorleston and Lowestoft. The most direct route is likely to follow the length of Lowestoft Road in Hopton and to connect with the route of the former railway line located along the eastern border of the site (an onwards to connect with a similar proposed active travel corridor in East Suffolk). Therefore, as part of the highway improvements to Longfulans Lane, it will be necessary to provide a shared-use cycle path along the south side of Longfulans Lane and to provide a suitable connection to the former dismantled railway.

Land at Longfulens Lane



6.87. The site is relatively flat and open to the west where it is highly viewable from the A47. It is necessary to maintain some separation between the south of Hopton and north of Corton to reduce the sense of potential coalescence between the two settlements. A Landscape Visual Impact Assessment should be undertaken in accordance with NAT7 to inform the layout and landscaping of the development, and to mitigate the moderate extension into the countryside. This should include structural landscaping around the western and southern perimeter of the site to provide a soft edge to the development and provide an acoustic barrier to the adjacent A47 trunk road. To also help reduce the visual scale of development from the A47, development should be of a single storey where this lies adjacent to the southern boundary.

6.88. The route of a gas pipeline runs through a small area of the site along its western boundary. The Health and Safety Executive have identified consultation zones around the pipeline and

advise against major development within 37m of the pipeline, and therefore development within this area should be limited to forming part of the strategic landscaping to the west of the site, and potential amenity greenspace.

6.89. The site contains an area of historic landfill to the north-east of the site, adjacent to Longfulans Lane. Given the nature of the previous use and likely cost implications associated with construction upon historic landfill, the area should form part of the amenity landscaping to provide an attractive frontage to Longfulans Lane. As a potential risk of contamination remains, any planning application should be accompanied by a contamination assessment to address this risk.

6.90. The historic environment record identifies presence of possible evidence of late prehistoric to Roman enclosures and field boundaries across much of the site. The policy therefore requires the developer to submit an archaeological assessment to understand the significant of any potential archaeological remains on site.

6.91. The development falls within Dark Sky Zone 2 as defined by Policy NAT9. As such a lighting scheme will be required and development will need to accord with the requirement of that policy.

6.92. As per the standards in the Open Space Needs Assessment (2022) and reflected in Policy HEC2, approximately 920sqm of open space will be required in the form of informal amenity space to support the housing proposed on the site.

6.93. A shadow Habitat Regulations Assessment must be prepared and submitted to the Council in accordance with Policy NAT4. The assessment should set out the potential impacts of the development on nearby National Site Networks habitat sites and identify necessary on-site and (if necessary) off-site mitigation measures. In addition, the in-combination effects of the development will necessitate the payment of a contribution per dwelling, in line with the Norfolk Green Infrastructure and Recreational Avoidance Mitigation Strategy depending on the likely mobility of occupants and the likely propensity of residents to travel to designated sites.

6.94. The site will need to be supported by a site-specific flood risk assessment, demonstrating how the site can be developed and occupied safely, in accordance with Policy CLC2. Any planning application should also be supported by a drainage strategy which demonstrates how foul and surface water generated by the development can be appropriately accommodated, in accordance with Policies CLC2 and CLC3. This should include the use of sustainable drainage measures and should demonstrate how these will contribute to the amenity and biodiversity of the development.

6.95. The site is underlain by a defined Mineral Safeguarding Area for sand and gravel. In accordance with current (and emerging) policies from the Minerals and Waste planning authority Norfolk County Council, any planning application should be supported by evidence which assesses the quantity and quality of the mineral resource. Extraction of minerals prior to development of the site is encouraged where practical and environmentally feasible.

Policy HOP2 – Land at Coast Road, Hopton

Land to the west of Coast Road (3.3 hectares) as identified on the Policies Map, is allocated for a mixed-use development comprising: approximately 40 dwellings, staff accommodation and continued business use for the adjacent Potters Resort. The site should be developed in accordance with the following criteria:

a) The site will be developed at a density of approximately 25 dwellings per hectare;

b) The design of the development must accord with the borough wide design requirements and specifically criterion DDR1 of the Design Code (Appendix 1).

c) Provision of access improvements including:

i. provision of 2.0 wide footway at Coast Road frontage. Access to be provided at Coast Road;

ii. improvement of Longfulans Lane to a minimum width of 6.0m for extent of site;

iii. improvement of Longfulans Lane junction with Coast Road;

iv. development to have an active frontage at the highway to develop a sense of place and encourage reduced vehicle speeds;

v. pedestrian and cycle links to be provided to link with site to west (and via Old Church Road northwards); and,

d) Provide approximately 1.5 hectares of staff accommodation and storage uses associated with the adjacent tourist facility.

e) Staff accommodation, residential and any B8 use or other business use should not be in conflict with any existing neighbouring uses.

f) Car Parking is provided to a satisfactory level and standard for future residents, staff and visitors of Potters Resort to ensure that this does not create a displacement of the current car parking site into the village of Hopton.

g) Approximately 920sqm of open space should be provided on-site to comprising play space and informal amenity space.

h) Provision of biodiversity net gain predominantly delivered off-site in accordance with Policy NAT3.

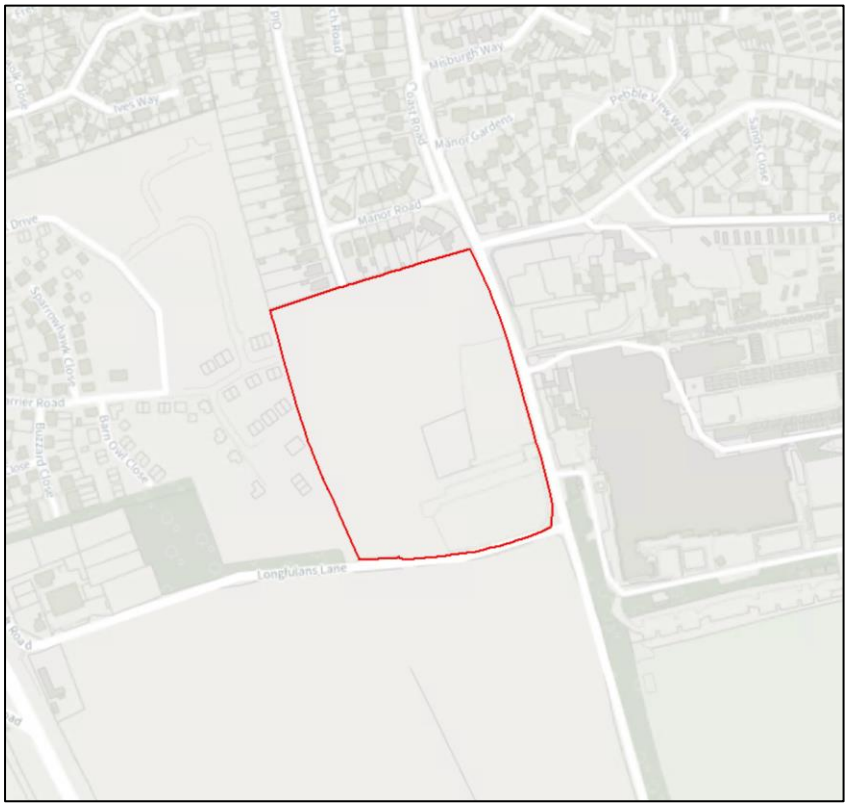
Supporting Text

6.96. The site is situated within the built area of Hopton at its southern extent. The site is partly in use for car parking and storage for the Potters Resort which lies adjacent to the west. Part of the site is undeveloped and fallow. Adjacent eastwards of the site lie a recent housing development. Owing to the adjacent land uses, development of the site presents a logical consolidation of the existing settlement edge of Hopton-on-sea.

6.97. The site was originally allocated for mixed use development in the Local Plan Part 2 (2021), comprising housing, staff accommodation and continued business use for the adjacent Potters Resort. Whilst the site has not yet come forward, the site is of considerable local importance because as it would help support a long-term ambition by the Borough Council to improve the existing Longfulans Lane in conjunction with allocation HOP1, meeting a local infrastructure aspiration.

6.98. The allocation of the site also supports the existing tourism use and business use at Potters Resort. Tourism makes up a large part of the Borough's economy and development of this site would help support its continued use and its valued input into the local economy. In order to provide some flexibility for the spaces used for staff accommodation and storage and the low-density character of the surrounding area adjacent to the Strategic Gap between Hopton and Corton, a lower density of development is considered necessary.

Land at Coast Road



6.99. The site will also require improvements to integrate the development into the existing pedestrian network including new footway provision along Coast Road and internal pedestrian/cycling connections to Bowlers Green (west) and Old Church Road (north). A Transport Statement will also need to be prepared and submitted alongside any planning application.

6.100. As per the standards in the Open Space Needs Assessment (2022) and reflected in Policy HEC2, approximately 920sqm of open space will be required in the form of informal amenity space to support the housing proposed on the site.

6.101. To facilitate the widening of Longfulans Lane and junction improvements with Coast Road, the loss of some trees and hedgerows along the site's southern border will be required. The relatively small size of the site means that any compensatory planting that cannot be practicably achieved on-site will need to form part of the offsite Biodiversity Net Gain requirements, in accordance with Policy NAT3.

6.102. A shadow Habitat Regulations Assessment must be prepared and submitted to the Council in accordance with Policy NAT4. The assessment should set out the potential impacts of the development on nearby National Site Networks habitat sites and identify necessary on-site and (if necessary) off-site mitigation measures. In addition, the in-

combination effects of the development will necessitate the payment of a contribution per dwelling, in line with the Norfolk Green Infrastructure and Recreational Avoidance Mitigation Strategy Norfolk Green Infrastructure and Recreational Avoidance Mitigation Strategy.

6.103. The site will need to be supported by a site-specific flood risk assessment, demonstrating how the site can be developed and occupied safely, in accordance with Policy CLC2. Any planning application should also be supported by a drainage strategy which demonstrates how foul and surface water generated by the development can be appropriately accommodated, in accordance with Policies CLC2 and CLC3. This should include the use of sustainable drainage measures and should demonstrate how these will contribute to the amenity and biodiversity of the development.

6.104. The remains of a former dismantled railway lay along the site's western boundary where there is a risk of potential contaminated land due to its past use. Further investigation, which may include mitigation measures, will be required prior to the development of the site.

6.105. The site is underlain by a defined Mineral Safeguarding Area for sand and gravel. In accordance with current (and emerging) policies from the Minerals and Waste planning authority Norfolk County Council, any planning application should be supported by evidence which assesses the quantity and quality of the mineral resource. Extraction of minerals prior to the development of the site is encouraged where practical and environmentally feasible.

Ormesby St Margaret

Introduction

6.106. The settlement of Ormesby St Margaret is located 5 miles north of Great Yarmouth and to the west of the smaller coastal settlement of Scratby. The settlement pattern of Ormesby St Margaret is relatively typical of the larger villages in the area, developing along a main road with scattered farmsteads followed by significant post-war development.

6.107. Ormesby St Margaret has a small, localised community towards the western end of Yarmouth Road located between the main settlements of Caister-on-Sea and Ormesby surrounded by agricultural land.

Key information

2,929 people in 2021 which represents a 2.53% decrease from 2011.

1,330 homes

54 housing completions between 2011 and 2021.

Services and Facilities:

✓ Infant and Junior School
✓ Village Surgery
✓ Public House
✓ Newsagent and other village shops
✓ Post office
✓ Pharmacy
✓ St Margaret Church
✓ Restaurants
✓Petrol Station

6.108. The settlement would benefit from housing growth outline in the plan to help reverse the decline in population experienced over the last 10 years and to support the varied local services and facilities. Development at Yarmouth Road under Policy ORM3 offers the opportunity to secure a new right of way to land which is allocated by Policy CAS1 which will provide an extensive country park to the benefit of existing and new residents. Further benefits would also include the provision of affordable housing which there is a need for within Ormesby St Margaret.

6.109. The Great Yarmouth & Waveney Settlement Fringe Landscape Sensitivity Study (2023) identifies areas to the southeast of Ormesby St Margaret as generally being more sensitive to new development, due its exposed character and contribution to the setting of local heritage assets such as Ormesby Hall and Duncan Hall School. The Local Plan also seeks to preserve a distinct gap between the village and Caister-on-Sea to the southeast.

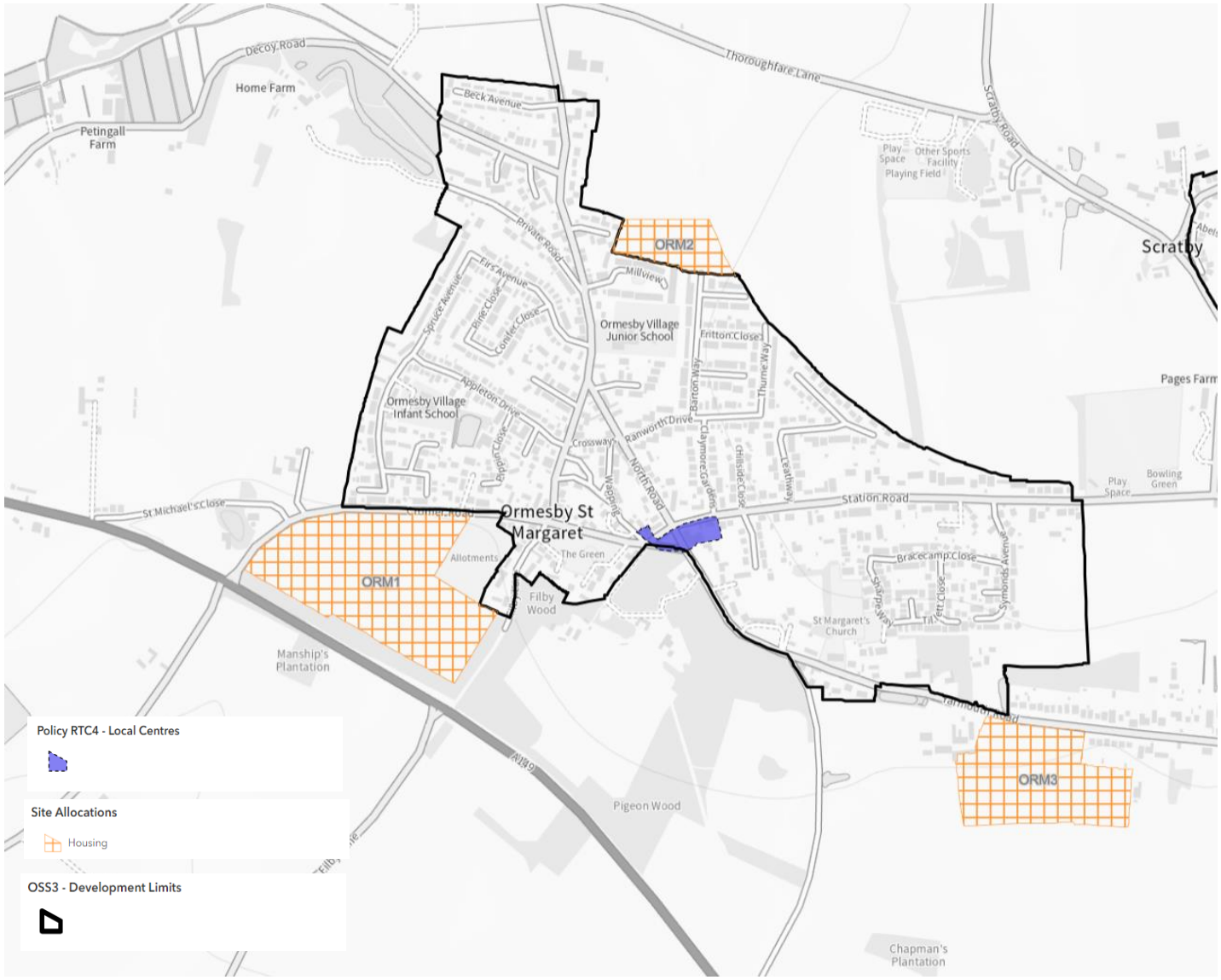
Infrastructure

6.110. To accommodate growth there is a need to provide improved healthcare provision for Ormesby St. Margaret comprising of acute healthcare, intermediate healthcare, primary healthcare, and mental health. Such need will be accommodated for through community infrastructure levy contributions towards the costs outlined in the Infrastructure Needs Study (2024).

6.111. Ormesby's Infant and Junior School has capacity to accommodate forecast growth. It is likely that secondary schools serving the village may need to expand to accommodate development. This expansion will need to be funded through community infrastructure levy receipts.

6.112. Ormesby St Margaret would benefit from expansion of existing community facilities or a new facility as a result of growth, given its currently below the average community centre provision per 1,000 people. This could be funded through community infrastructure levy receipts. The increase in homes will necessitate improvements to library provision to serve the area. These can be funded through community infrastructure levy receipts.

6.113. A strategic cycling and pedestrian link has been identified between Ormesby St Margaret and Hemsby that will promote sustainable transport and support social and economic growth between the two settlements.



Ormesby St Margaret Settlement Overview

Policy ORM1 – Land at Cromer Road, Ormesby St Margaret

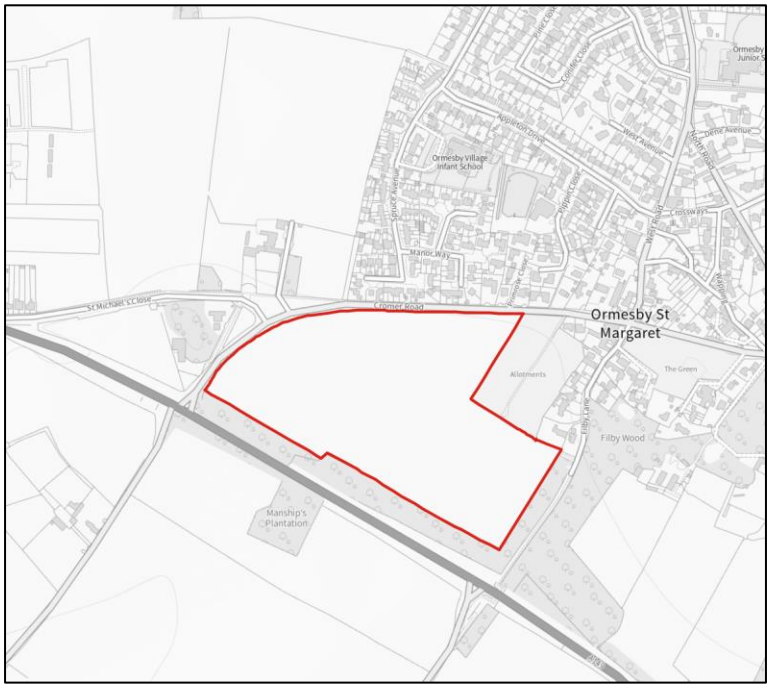
Land south of Cromer Road (8.56 hectares) as identified on the Policies Map is allocated for residential development of approximately 200 dwellings. The site should be developed in accordance with the following site-specific criteria:

- **a) The site will be developed at a density of approximately 30 dwellings per hectare.**
- **b) The design of the development must accord with the borough wide design requirements and specifically criterion CHT4 and DDR1 of the Design Code (Appendix 1).**
- **c) Provision of an agreed access strategy and necessary improvements to integrate the site into the existing pedestrian and cycling networks including:**
  - **i. Two vehicular accesses at Cromer Road. No Vehicular access to be taken from/to the A149.**
  - **ii. The development shall have an active frontage along Cromer Road frontage; and**
  - **iii. Connecting the existing footway on Filby Lane to provide safe pedestrian/cycling access to the east of the site.**
- **d) Provide appropriate boundary treatment including the retention of the planted woodland to the south and east of the site to minimise the acoustic impact of the A149.**
- **e) Protection and enhancement of the remains of St Peter's Church and the adjacent Conservation Area.**
- **f) Submission of an archaeological field evaluation which includes trail trenching prior to development, in accordance with national planning policy.**
- **g) Provision of approximately 1.96 hectares of public open space comprising play space, informal amenity green space and accessible natural green space on-site which should include where the ground remains of St Peter's Church are located.**
- **h) Biodiversity Net Gain will be required on-site in accordance with Policy NAT3.**
- **i) Submission of protected species surveys (bats and barn owns may be present).**

Supporting Text

6.114. The site is located to the immediate south-west of the settlement and has good access to local services and facilities. Vehicular access should be taken from two points along Cromer Road. Direct access taken from the A149 is not considered to be appropriate and will be resisted. The site will benefit from frontage development along Cromer Road, together with new bus stops and new footway provision along its full extent to help integrate sustainably into the current network, encouraging pedestrian access to nearby amenities. In accordance with Policy SUT1 a Transport Assessment and Travel Plan will be required to support a planning application.

Land at Cromer Road



6.115. An existing tree belt protects the site from the A149 main road to Great Yarmouth, which should be enhanced to protect new development from traffic noise and soften the impact of the development with the surrounding landscape.

6.116. As per the standards in the Open Space Needs Assessment (2022) and reflected in Policy HEC2, and due to the need to retain the remains of St Peter's Church, approximately 1.96 hectares of open space will be required in the form of play space, informal amenity space and accessible natural greenspace to support the housing proposed on the site.

6.117. The site will require further detailed investigation of archaeological interest, owing to the remains of St Peter's Church (potentially dating back to the 12th century). This heritage asset is non-designated and comprises foundations of the original structure. The surrounding townscape is of historic importance, particularly to the east of the site, and this is protected by a Conservation Area. To avoid and reduce impacts, the policy seeks to incorporate the remains of St Peter's Church into the on-site open space provision. Along with carefully integrated design, the existing tree boundary will help to maintain the character of the area. The open space should be directed towards the remains of St Peter's Church, following archaeological exploration.

6.118. The site is underlain by a defined Mineral Safeguarding Area for sand and gravel. In accordance with current (and emerging) policies from the Minerals and Waste planning authority Norfolk County Council, any planning application should be supported by evidence which assesses the quantity and quality of the mineral resource. Extraction of minerals prior to development of this site is encouraged where practical and environmentally feasible.

6.119. The tree boundary is extremely likely to provide habitats for protected species such as bats and barn owls. A full protected species survey will be required to assess the potential to impact upon protected species or habitats. Such surveys will need to be carried out by suitably qualified person(s) at the right time of the year, using methods appropriate for the species of the area.

6.120. A Shadow Habitats Regulations Assessment must be prepared and submitted to the Council in accordance with Policy NAT4. This Assessment should set out the potential impacts of the development on nearby National Site Network habitat sites and identify necessary on-site and (if necessary) off-site mitigation measures. The HRA should also include assessment for potential hydrological linkage to National Site Network habitat sites, and where this cannot be ruled out, a surface water management strategy to mitigate such potential effects. In addition, the in-combination effects of the development will necessitate the payment of a contribution per dwelling, in line with the Norfolk Green Infrastructure and Recreational Avoidance Mitigation Strategy.

6.121. The site will need to be supported by a site-specific flood risk assessment, demonstrating how the site can be developed and occupied safely, in accordance with Policy CLC2. Any planning application should also be supported by a drainage strategy which demonstrates how foul and surface water generated by the development can be appropriately accommodated, in accordance with Policies CLC2 and CLC3. This should include the use of sustainable drainage measures and should demonstrate how these will contribute to the amenity and biodiversity of the development.

6.122. The development falls within Dark Sky Zone 1 as defined by Policy NAT9. As such a lighting scheme will be required and development will need to accord with the requirements of that policy.

Policy ORM2 – Land at Barton Way, Ormesby St Margaret

Land north of Barton Way, Ormesby St Margaret (1.68 hectares) as identified on the Policies Map is allocated for residential development of approximately 32 dwellings. The site should be developed in accordance with the following site-specific criteria:

- **a) The site will be developed at a density of approximately 20 dwellings per hectare.**
- **b) The design of the development must accord with the borough wide design requirements and specifically criterion DDR1 of the Design Code (Appendix 1).**
- **c) Provision of safe and appropriate access including:**
  - **i. vehicular access to be taken from Barton Way and/or Thurne Way only;**
  - **ii. the widening of Barton Way and/or Thurne Way (along entire length up to the vehicular access) to a road width size of at least 5.5m and all junctions between the site and North Road and Station Road being made to a safe and acceptable standard;**
  - **iii. improvements to maintain the public right of way FP2 along the southern boundary of the site; and,**
  - **iv. incorporate natural surveillance of the public right of way through the site design and layout.**
- **d) Submission of a landscape strategy to ensure development integrates well with surrounding land uses, softens impacts on the adjacent open countryside and safeguards residential amenity through the design of the buildings and use of landscaping. This should include:**
  - **i. Appropriate landscaping treatment to the site's eastern boundary**
  - **ii. Retention of protected trees**
- **e) Approximately 740sqm of open space should be provided on-site comprising, children's play space and informal amenity green space.**
- **f) Biodiversity Net Gain will be required on-site in accordance with NAT3.**

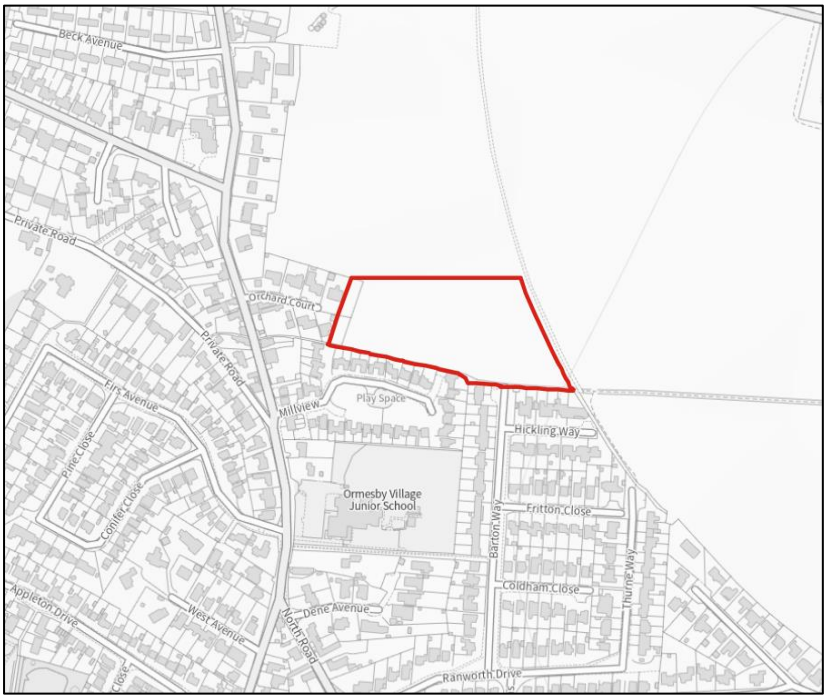
Supporting Text

6.123. The site is well located adjacent to the north of the existing built-up area with good access to local services and facilities. Vehicular access can be achieved via Barton Way provided that it is widened to the required Highway Authority standard at its narrower sections. In doing this, existing street trees should be protected where possible and replaced where lost. The site can also be potentially accessed from Thurne Way. The site can be easily integrated into the settlement with good connectivity and minimal impact upon the surrounding countryside. However, a lower density is required to reflect the character of the area. This proposed allocation would provide a deliverable development opportunity for a small to medium sized housebuilder.

6.124. The site is located in an area of low flood risk, and provision of sustainable drainage systems will limit/prevent any increased surface water run-off. A site-specific Flood Risk Assessment will need to be undertaken to support development proposals and detail the intended surface water strategy. Located approximately 500m east of the site is the Grade II listed Duncan Hall School which sits within landscape grounds. While the above allocation

will need to have regard to the setting of this heritage asset, it is unlikely that development will have a significant effect given the scale and extent of the existing built-up area and the relatively minor extension that this site will provide.

Land at Barton Way



6.125. As per the standards in the Open Space Needs Assessment (2022) and reflected in Policy HEC2, approximately 740sqm of open space will be required in the form of play space and informal amenity space to support the housing proposed on the site.

6.126. There are a number of protected trees on site (TPO NO.22 of 2023), which includes three groups of trees and four individual trees containing Field Maple, Oaks, Hawthorn and Ash Trees, located on the eastern and southern boundary. Given the trees protected status and their significant contribution to the amenity value of the wider area, the trees should be retained as part of any development scheme.

6.127. The site is underlain by a defined Mineral Safeguarding Area for sand and gravel. In accordance with current (and emerging) policies from the Minerals and Waste planning authority Norfolk County Council, any planning application should be supported by evidence which assesses the quantity and quality of the mineral resource. Extraction of minerals prior to development of this site is encouraged where practical and environmentally feasible.

6.128. A shadow Habitat Regulations Assessment must be prepared and submitted to the Council in accordance with Policy NAT4. The assessment should set out the potential impacts of the development on nearby National Site Networks habitat sites and identify necessary on-site and (if necessary) off-site mitigation measures. In addition, the in-combination effects of the development will necessitate the payment of a contribution per dwelling, in line with the Norfolk Green Infrastructure and Recreational Avoidance Mitigation Strategy depending on the likely mobility of occupants and the likely propensity of residents to travel to designated sites.

6.129. The site will need to be supported by a site-specific flood risk assessment, demonstrating how the site can be developed and occupied safely, in accordance with Policy CLC2. Any planning application should also be supported by a drainage strategy which demonstrates how foul and surface water generated by the development can be appropriately accommodated, in accordance with Policies CLC2 and CLC3. This should include the use of sustainable drainage measures and should demonstrate how these will contribute to the amenity and biodiversity of the development.

6.130. The development falls within Dark Sky Zone 1 as defined by Policy NAT9. As such a lighting scheme will be required and development will need to accord with the requirements of that policy.

Policy ORM3 – Land at Yarmouth Road, Ormesby St Margaret

Land south of Yarmouth Road, Ormesby St Margaret (5.21 hectares) as identified on the Policies Map is allocated for residential development of approximately 125 dwellings. The site should be developed in accordance with the following site-specific criteria:

a) **The site will be developed at a density of approximately 30 dwellings per hectare including:**

   i. **The site frontage (along Yarmouth Road) developed at approximately 20 dwellings per hectare with a road layout that reflects the countryside from Yarmouth Road.**

b) **The design of the development must accord with the borough wide design requirements and specifically criterion CHT4 and DDR1 of the Design Code (Appendix 1).**

c) **Provision of safe and appropriate access including:**

   i. **Two vehicular accesses off Yarmouth Road**

   ii. **Provision of cycleway along site frontage (Yarmouth Road),**

   iii. **Extension to the existing speed limited restriction,**

   iv. **Connection to existing adjacent footway (Yarmouth Road),**

   v. **Provide a public right of way along existing field boundaries that connects to Policy CAS1 to the east.**

d) **Submission of a landscape strategy to ensure development integrates well with surrounding land uses, softens impacts on the adjacent open countryside and safeguards residential amenity through the design of the buildings and use of landscaping. This should include:**

   i. **Appropriate landscaping treatment to the site's southern boundary to help address the visual impact of the proposed development between Ormesby St Margaret and Caister-on-Sea.**

   ii. **Retention of protected tree on the site frontage and existing hedge within the site.**

   iii. **Additional tree planting of native species along Yarmouth Road.**

e) **Provision of approximately 0.8 hectares of open space comprising children's play space, informal amenity green space and accessible natural green space. Some of the open space provision must be located towards the northwestern corner to preserve openness of the farmhouse.**

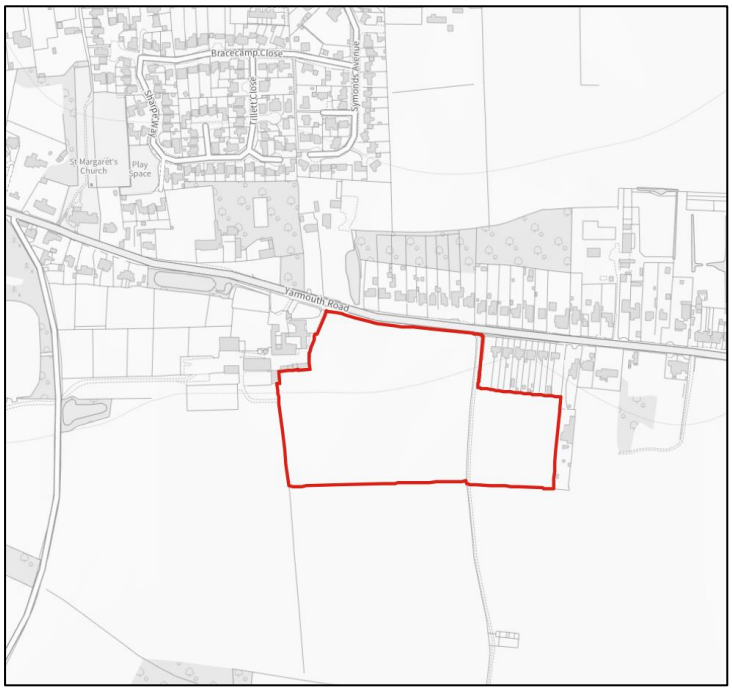
f) **Biodiversity Net Gain will be required on-site in accordance with NAT3.**

g) **Submission of a Heritage Impact Assessment accompanied by an Archaeological Field Evaluation of the site and, if necessary, a programme of archaeological fieldwork, will be required prior to development, in accordance with Policy DHE5.**

Supporting Text

6.131. The site is located south of the existing built-area and is within a reasonable proximity to local services and facilities. With good design and landscaping, as required by the policy the development could form a natural extension to the village.

Land at Yarmouth Road



6.132. Vehicular access should be taken from two points along Yarmouth Road and the speed limit restriction should be extended to an appropriate distance set by the Highway Authority.

6.133. The site would benefit localised highway improvements along Yarmouth Road including a cycle way along the site frontage and a crossing to the footpath on the north-side of Yarmouth Road. A Travel Plan should also be submitted identifying measures to encourage sustainable modes of transport.

6.134. As per the standards in the Open Space Needs Assessment (2022) and reflected in Policy HEC2, approximately 0.8hectares of open space will be required in the form of play space, informal amenity space and accessible natural greenspace to support the housing proposed on the site.

6.135. A public right of way should be provided as part of the development to provide connectivity to Policy CAS1. The public right of way should follow existing field boundaries and connect to open space on the site of Policy CAS1.

6.136. There is a single protected tree on site the site frontage (TPO NO.19 of 2023). Given the tree's protected status and their significant contribution to the amenity value of the wider area, the tree should be retained as part of any development scheme. This part of Ormesby has a landscape character defined by numerous large, mature trees which provide wooded gateway to the historic parts of the village. It is important that development on this site complements this character and that further trees are planted along Yarmouth Road on the site frontage.

6.137. The site is lies adjacent to a conservation area (No 11, Ormesby St Margaret) and potentially within the setting of five listed buildings to the southwest; Hall Cottage (grade II listed), Stable and Forecourt walls to Ormesby Old Hall (grade II listed), Ormesby Old Hall (grade II * listed), Garden walls to Ormesby Old Hall (grade II listed), and Church of St Margaret (grade II * listed). The Policy requires the developer to submit a Heritage Impact Assessment to demonstrate that any negative impacts on the significance of the heritage setting have been avoided and if this is not possible, mitigated.

6.138. The site is underlain by a defined Mineral Safeguarding Area for sand and gravel. In accordance with current (and emerging) policies from the Minerals and Waste planning authority Norfolk County Council, any planning application should be supported by evidence which assesses the quantity and quality of the mineral resource. Extraction of minerals prior to development of this site is encouraged where practical and environmentally feasible.

6.139. A Shadow Habitats Regulations Assessment must be prepared and submitted to the Council in accordance with Policy NAT4. This Assessment should set out the potential impacts of the development on nearby National Site Network habitat sites and identify necessary on-site and (if necessary) off-site mitigation measures. The HRA should also include assessment for potential hydrological linkage to National Site Network habitat sites, and where this cannot be ruled out, a surface water management strategy to mitigate such potential effects. In addition, the in-combination effects of the development will necessitate the payment of a contribution per dwelling, in line with the Norfolk Green Infrastructure and Recreational Avoidance Mitigation Strategy.

6.140. The site will need to be supported by a site-specific flood risk assessment, demonstrating how the site can be developed and occupied safely, in accordance with Policy CLC2. Any planning application should also be supported by a drainage strategy which demonstrates how foul and surface water generated by the development can be appropriately accommodated, in accordance with Policies CLC2 and CLC3. This should include the use of sustainable drainage measures and should demonstrate how these will contribute to the amenity and biodiversity of the development.

6.141. The development falls within Dark Sky Zone 1 as defined by Policy NAT9. As such a lighting scheme will be required and development will need to accord with the requirements of that policy.

Martham

Introduction

6.142. Martham is located ten miles north of Great Yarmouth and within 3 miles of Hemsby, Winterton-on-Sea and a number of smaller villages. The village is of Saxon origin and grew around the village green and 14th century church, both of which remain as village landmarks. The village remained relatively compact until the arrival of the railway in the 19th century, which was followed by significant infilling along the principal routes into the village. The settlement has continued to expand, with several estate scale developments being built from the 1970's onwards.

Key information

3,770 people in 2021 which represents a 5.6% increase from 2011.

1,687 homes

137 housing completions between 2011 and 2021.

Services and Facilities:

✓ Flegg High Ormiston Academy
✓ Martham Academy and Nursery
✓ Two public houses
✓ Two convenience store
✓ James Kittle medical centre
✓ Post Office
✓ Library
✓ Four community centres/village halls

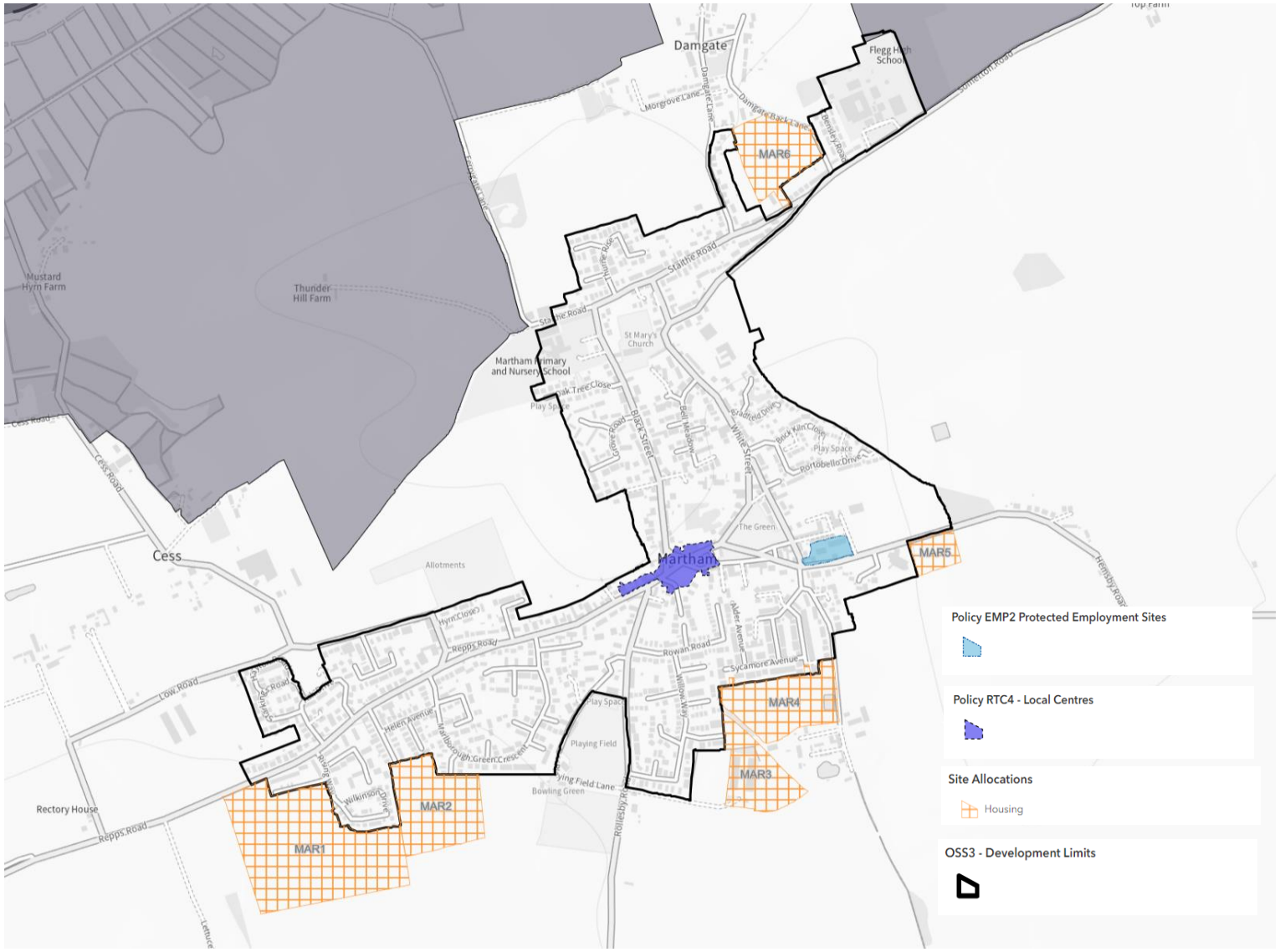
6.143. The settlement would benefit from housing growth to sustain existing services and facilities within the settlement, including Martham's employment area. The village, with its large range of services and facilities represents a relatively sustainable location for growth within the rural area, allowing most residents to access most day-to-day needs on foot. New housing growth would also help to meet the needs for affordable housing in the village.

Infrastructure

6.144. Martham is the largest Primary Village in the Borough and has an extensive range of local services. Both Martham Academy and Nursery and Flegg High Ormiston Academy would be slightly overcapacity with the forecast level of growth and would likely require expansion of such facilities to account for any predicted deficit. Such need will be accommodated for through community infrastructure levy contributions towards the costs outlined in the Infrastructure Needs Study (2024).

6.145. To accommodate growth there is a need to provide improved healthcare provision for Martham comprising of acute healthcare, intermediate healthcare, primary healthcare, and mental health. Such need will be accommodated for through community infrastructure levy contributions towards the costs outlined in the Infrastructure Needs Study (2024).

6.146. The increase in homes will necessitate improvements to library provision to serve the area. These can be funded through community infrastructure levy receipts.



Martham Settlement Overview

Policy MAR1 – Land south of Repps Road, Martham

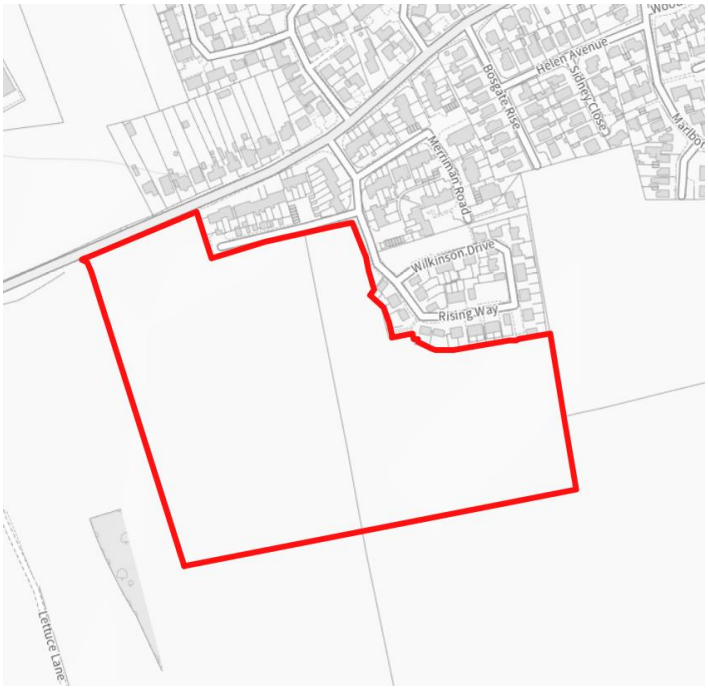
Land South of Repps Road (8.26 hectares), as identified on the policies map is allocated for approximately 180 dwellings. The site should be developed in accordance with the following criteria:

- **a) The site will be developed at an average density of approximately 30 dwellings per hectare.**
- **b) The design of the development must accord with the borough wide design requirements and specifically criterion DDR1 of the Design Code (Appendix 1).**
- **c) Provision of safe and appropriate access including:**
  - **i. Provision of, and access from, a new roundabout junction on Repps Road prior to first use of the development**
  - **ii. Pedestrian and cycle links to provide a through route between the site and Land south of Bosgate Rise allocated under Policy MAR2**
  - **iii. Frontage development at Repps Road, together with provision of 2.0m wide footway to connect to existing provision on Repps Road**
  - **iv. 3.7m wide Pedestrian and emergency vehicle access to Wilkinson Drive**
  - **v. Extension to the existing speed limited restriction to the west of the new roundabout**
- **d) Approximately 1.16 hectares of open space should be provided on-site to meet children's play space, informal amenity green space, and accessible natural greenspace needs.**
- **e) Submission of a landscape strategy to ensure development integrates well with surrounding land uses, softens impacts on the adjacent open countryside and safeguards residential amenity through the design of the buildings and use of landscaping. This should include:**
  - **i. Retention of the remaining ancient hedgerow on the northern boundary of the site**
  - **ii. Retention of trees and hedgerows on the northern and eastern boundaries in accordance with Policy NAT10 other than for the purposes of providing a pedestrian link to Land south of Bosgate rise allocated under Policy MAR2.**
  - **iii. A significant soft landscape buffer on the sites southern and western boundaries.**
- **f) Provision of biodiversity net gain delivered on-site in accordance with Policy NAT3**

Supporting Text

6.147. A smaller element of the site was previously granted outline planning consent, but this lapsed in February 2020. This site comprises a larger land parcel than the previously approved scheme and would extent southward of Repps Road and the recently completed development off Rising Way. The site on the edge of Martham has reasonably good access to services and facilities and represents a natural extension to the village.

Land South of Repps Road



6.148. Vehicular access should be taken from a new 3-arm roundabout that will provide access to the development site, and act as a traffic calming feature on Repps Road, reducing speeds by slowing vehicles on approaches.

6.149. A second point of access is expected to be provided between the site and Wilkinson Drive, for the use of emergency vehicles only. Such a link would assist in providing a more direct route to Repps Road for residents of the eastern parts of the development. Access is expected to be restricted to emergency vehicles through the use of locked or automatic rising bollards.

6.150. In order to improve permeability between allocated sites, a pedestrian and cycle link should be provided between the site and land allocated by Policy MAR2. It is expected that such a link is provided between the eastern boundary of the site and the western boundary of Land south of Bosgate Rise (as allocated by Policy MAR2). Providing a link would assist in improving east-west permeability to the south-west of Martham.

6.151. An ancient hedgerow is located on the northern boundary of the site that would have demarcated the historic parish Boundary of Martham. Given the status of the hedgerow and its contribution to the amenity value of the wider area, the Policy ensures that the remaining hedgerow within the site curtilage would be retained.

6.152. The site is open to the wider landscape from the south and west, and without sufficient boundary screening, development may result in the formation of a prominent urban edge to the settlement. The Policy therefore ensures that a 5m landscape belt would be provided on the southern and western boundaries of the site.

6.153. As per the standards in the Open Space Needs Assessment (2022) and reflected in Policy HEC2, approximately 1.16 hectares of open space will be required in the form of play space, informal amenity space and accessible natural greenspace to support the housing proposed on the site.

6.154. The site will need to be supported by a site-specific flood risk assessment, demonstrating how the site can be developed and occupied safely, in accordance with Policy CLC2. Any planning application should also be supported by a drainage strategy which demonstrates how foul and surface water generated by the development can be appropriately accommodated, in accordance with Policies CLC2 and CLC3. This should include the use of sustainable drainage measures and should demonstrate how these will contribute to the amenity and biodiversity of the development.

6.155. The site is underlain by a defined Mineral Safeguarding Area for sand and gravel. In accordance with current (and emerging) policies from the Minerals and Waste planning authority Norfolk County Council, any planning application should be supported by evidence which assesses the quantity and quality of the mineral resource. Extraction of minerals prior to development of this site is encouraged where practical and environmentally feasible.

6.156. A site-specific Transport Assessment and Travel Plan should also be submitted in accordance with Policy SUT1.

6.157. The development falls partly within Dark Sky Zone 1 and 2 as defined by Policy NAT9. As such a lighting scheme will be required and development will need to accord with the requirements of that policy.

Policy MAR2 – Land south of Bosgate Rise, Martham

Land South of Bosgate Rise (3.62 hectares), as identified on the policies map is allocated for approximately 90 dwellings. The site should be developed in accordance with the following criteria:

a) The site will be developed at an average density of approximately 30 dwellings per hectare.

b) The design of the development must accord with the borough wide design requirements and specifically criterion DDR1 of the Design Code (Appendix 1).

c) Provision of safe and appropriate access including:

i. Vehicular access off both Bosgate Rise and Welbeck Avenue

ii. Pedestrian and cycle links to provide a through route between the site and Land south of Repps Road allocated under Policy MAR1

iii. A minimum of 2.0m wide footway connections to existing footpath provision on Bosgate Rise and Welbeck Avenue

d) In accordance with Policy HEC2, approx. 0.58 hectares of open space should be provided on-site to meet children's play space, informal amenity green space, and accessible natural greenspace needs.

e) Submission of a landscape strategy to ensure development integrates well with surrounding land uses, softens impacts on the adjacent open countryside and safeguards residential amenity through the design of the buildings and use of landscaping. This should include:

i. Retention of the remaining ancient hedgerow on the northern boundary of the site

ii. A 5m soft landscape buffer on the site's southern boundary

iii. Retention of existing eastern boundary hedgerow

f) Provision of biodiversity net gain delivered on-site in accordance with Policy NAT3

g) Provision of a preliminary contamination risk assessment, including details of all previous uses, potential contaminants associated with such previous uses, a conceptual model of the site indicating sources, pathways and receptors and any potentially unacceptable risks arising from contamination of the site. If the preliminary risk assessment identifies a potential unacceptable risk from contamination, a site investigation scheme and a full risk assessment, based on the preliminary risk assessment shall be undertaken.

Supporting Text

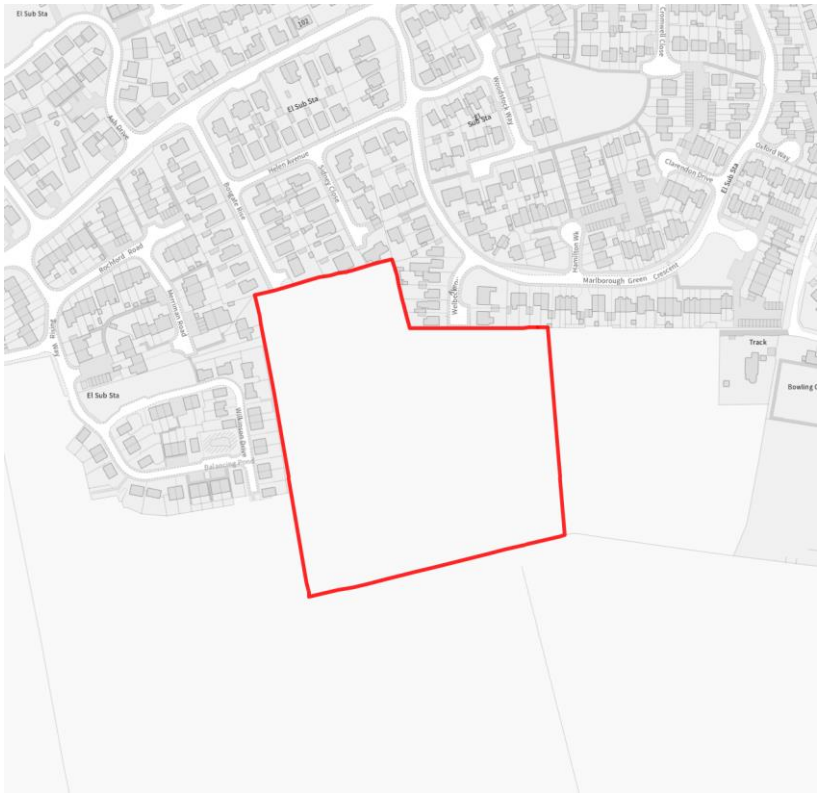
6.158. The site is located to the south of the historic parish boundary of Martham, off of Bosgate rise and Welbeck Avenue, and is well-related to the existing settlement pattern of Martham. Vehicular access should be taken from both Bosgate rise and Welbeck Avenue.

6.159. In order to improve permeability between allocated sites, a pedestrian and cycle link should be provided between the site and land allocated by Policy MAR1. It is expected that such a link is provided between the western boundary of the site and the eastern boundary

of Land to the south of Repps Road (as allocated by Policy MAR1). Providing a link would assist in improving east-west permeability to the south-west of Martham.

6.160. An ancient hedgerow is located on the northern boundary of the site that would have demarcated the historic parish Boundary of Martham. Given the status of the hedgerow and its contribution to the amenity value of the wider area, the Policy ensures that the remaining hedgerow within the site curtilage would be retained.

Land south of Bosgate Rise



6.161. An existing tree belt screens the site on its eastern boundary, which would assist in softening the impact of development within the surrounding landscape. However, the site is open to the wider landscape from the south, and without sufficient boundary screening, development may result in the formation of a prominent urban edge to the settlement. The Policy therefore ensures that a 5m landscape belt would be provided on the southern boundary of the site.

6.162. As per the standards in the Open Space Needs Assessment (2022) and reflected in Policy HEC2, approximately 0.58 hectare of open space will be required in the form of play space, informal amenity space and accessible natural greenspace to support the housing proposed on the site.

6.163. Development will result in the loss of some Grade 1 and Grade 2 agricultural land, however, the majority of land around the settlement is similarly high graded.

6.164. The site will need to be supported by a site-specific flood risk assessment, demonstrating how the site can be developed and occupied safely, in accordance with Policy CLC2. Any planning application should also be supported by a drainage strategy which demonstrates how foul and surface water generated by the development can be

appropriately accommodated, in accordance with Policies CLC2 and CLC3. This should include the use of sustainable drainage measures and should demonstrate how these will contribute to the amenity and biodiversity of the development.

6.165. The site is underlain by a defined Mineral Safeguarding Area for sand and gravel. In accordance with current (and emerging) policies from the Minerals and Waste planning authority Norfolk County Council, any planning application should be supported by evidence which assesses the quantity and quality of the mineral resource. Extraction of minerals prior to development of this site is encouraged where practical and environmentally feasible.

6.166. A Shadow Habitats Regulations Assessment must be prepared and submitted to the Council in accordance with Policy NAT4. This Assessment should set out the potential impacts of the development on nearby National Site Network habitat sites and identify necessary on-site and (if necessary) off-site mitigation measures. The HRA should also include assessment for potential hydrological linkage to National Site Network habitat sites, and where this cannot be ruled out, a surface water management strategy to mitigate such potential effects. In addition, the in-combination effects of the development will necessitate the payment of a contribution per dwelling, in line with the Norfolk Green Infrastructure and Recreational Avoidance Mitigation Strategy.

6.167. A site-specific Transport Assessment should also be submitted in accordance with Policy SUT1.

6.168. The development falls within Dark Sky Zone 1 as defined by Policy NAT9. As such a lighting scheme will be required and development will need to accord with the requirements of that policy.

Policy MAR3 – Land at Acacia Avenue, Martham

Land at Acacia Avenue (2.3 hectares), as identified on the policies map is allocated for approximately 55 dwellings. The site should be developed in accordance with the following criteria:

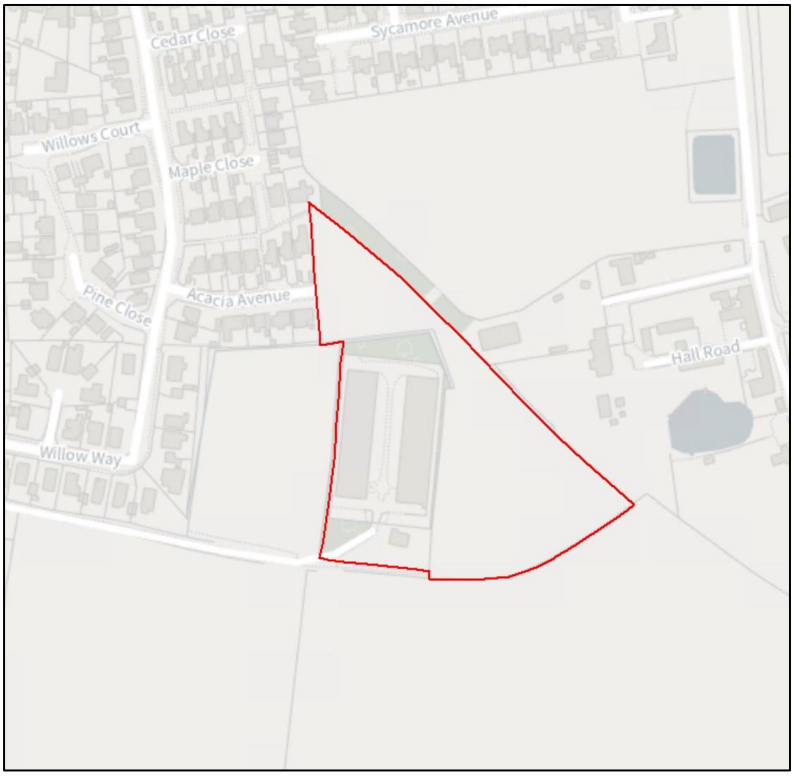
- **a) The site will be developed at an average density of approximately 30 dwellings per hectare.**
- **b) The design of the development must accord with the borough wide design requirements and specifically criterion DDR1 of the Design Code (Appendix 1).**
- **c) Provision of safe and appropriate access and necessary highway improvements to integrate into the existing pedestrian and cycling networks including:**
  - **i. Vehicular access off Acacia Avenue**
  - **ii. Pedestrian and cycle links to provide a through route between the site and Land to the south of Sycamore Avene allocated under Policy MAR4**
- **d) In accordance with Policy HEC2. approx. 0.36 hectares of open space should be provided on-site to meet children's play space, informal amenity green space and accessible natural greenspace needs.**
- **e) Submission of a landscape strategy to ensure development integrates well with surrounding land uses, softens impacts on the adjacent open countryside and safeguards residential amenity through the design of the buildings and use of landscaping. The landscape strategy together with a heritage impact assessment must demonstrate how it will preserve the setting of the Grade II listed Old Hall Farmhouse. This should include:**
  - **Retention of protected trees on site.**
  - **Retention of other existing hedgerows on the eastern and southern boundaries in accordance with Policy NAT10, other than for the purposes of providing a pedestrian link to Land south of Sycamore Avenue allocated under Policy MAR4.**
- **f) Provision of biodiversity net gain delivered on site in accordance with Policy NAT3**
- **g) Submission of details demonstrating how the site will be decontaminated, the proposed treatment and the disposal of asbestos materials. It should further be demonstrated that:**
  - **i. an approved contamination remediation scheme has been carried out in full; and**
  - **ii. a validation report that demonstrates the effectiveness of the remediation carried out has been submitted to and approved in writing by the Local Planning Authority.**
- **h) Submission of a Heritage Impact Assessment undertaken by a suitably qualified person, with any necessary mitigation measures set out and implemented.**

Supporting Text

6.169. The site was previously granted planning consent, but this lapsed in 2021. The site is well related to Martham and has the potential to be developed in parallel with land

allocated to the south of Sycamore Avenue, as defined by Policy MAR4. Vehicular access should be taken from Acacia Avenue.

Land at Acacia Avenue



6.170. In order to improve permeability between allocated sites, a pedestrian and cycle link should be provided between the site and land allocated by Policy MAR4. It is expected that this link is provided across land formerly used as the Midland and Great Northern railway between the north-west corner of the site and the south-west corner of Land to the south of Sycamore Avenue (as allocated by Policy MAR4). Providing a link would assist in improving east-west permeability to the south of Martham. It is expected that provision is made for the connection of a future through route between both sites where is it not possible to deliver a full connection. Such a connection will require the loss of some trees and hedgerows, though should not remove any protected features.

6.171. There are a number of protected trees on site (TPO NO.23 of 2023), which includes two groups of Oak trees, a mix of trees on the site's eastern boundary, a single Oak tree on the north-eastern boundary of the site and a mixed species group to the north of the current derelict Broiler houses. Given the trees protected status and their significant contribution to the amenity value of the wider area, the trees should be retained as part of any development scheme.

6.172. As per the standards in the Open Space Needs Assessment (2022) and reflected in Policy HEC2, approximately 0.36 hectares of open space will be required in the form of play space, informal amenity space and accessible natural greenspace to support the housing proposed on the site.

6.173. The site will need to be supported by a site-specific flood risk assessment, demonstrating how the site can be developed and occupied safely, in accordance with Policy CLC2. Any planning application should also be supported by a drainage strategy which demonstrates how foul and surface water generated by the development can be appropriately accommodated, in accordance with Policies CLC2 and CLC3. This should include the use of sustainable drainage measures and should demonstrate how these will contribute to the amenity and biodiversity of the development.

6.174. The Grade II listed Old Hall Farmhouse is located adjacent to the eastern boundary of the site. Development of the site therefore has potential to impact upon the setting of the heritage asset. The Policy requires the developer to submit a Heritage Impact Assessment to demonstrate *t*hat any negative impacts on the significance of the heritage asset have been avoided and if this is not possible, mitigated. Protected trees on the eastern boundary of the site are required to be retained to maintain the existing boundary screening between the heritage asset and the site.

6.175. The demolition of the site is likely to lead to the release of asbestos. Therefore, any asbestos containing materials should be managed and removed in accordance with the Control of Asbestos Regulations 2012, or any successor legislation. Given the contamination risks on site associated with the risk from propane gas tanks and other historic tanks, asbestos containing materials, the former midland and great northern railway line, off site vehicle storage, a backfilled pond, and chemical storage relating to intensive farming of poultry, assessment and remediation of contaminative hazards is necessary prior to any development commencing on site. The Policy therefore requires a contamination remediation scheme to be carried out in full and a validation report that demonstrates the effectiveness of the remediation to be approved by the Borough Council.

6.176. The site is underlain by a defined Mineral Safeguarding Area for sand and gravel. In accordance with current (and emerging) policies from the Minerals and Waste planning authority Norfolk County Council, any planning application should be supported by evidence which assesses the quantity and quality of the mineral resource. Extraction of minerals prior to development of this site is encouraged where practical and environmentally feasible.

6.177. A Shadow Habitats Regulations Assessment must be prepared and submitted to the Council in accordance with Policy NAT4. This Assessment should set out the potential impacts of the development on nearby National Site Network habitat sites and identify necessary on-site and (if necessary) off-site mitigation measures. The HRA should also include assessment for potential hydrological linkage to National Site Network habitat sites, and where this cannot be ruled out, a surface water management strategy to mitigate such potential effects. In addition, the in-combination effects of the development will necessitate the payment of a contribution per dwelling, in line with the Norfolk Green Infrastructure and Recreational Avoidance Mitigation Strategy.

6.178. A site-specific Transport Assessment should also be submitted in accordance with Policy SUT1.

6.179. The development falls within Dark Sky Zone 1 as defined by Policy NAT9. As such a lighting scheme will be required and development will need to accord with the requirements of that policy.

Policy MAR4 – Land south of Sycamore Avenue, Martham

Land South of Sycamore Avenue (3.1 hectares), as identified on the policies map is allocated for approximately 70 dwellings. The site should be developed in accordance with the following criteria:

- **a) The site will be developed at an average density of approximately 30 dwellings per hectare.**
- **b) The design of the development must accord with the borough wide design requirements and specifically criterion DDR1 of the Design Code (Appendix 1).**
- **c) Provision of safe and appropriate access and necessary highway improvements to integrate into the existing pedestrian and cycling networks including:**
  - **i. Northern vehicular access off Sycamore Avenue**
  - **ii. Pedestrian and cycle links to provide a through route between the site and Land at Acacia Avenue allocated under Policy MAR3**
- **d) Approximately 0.45 hectares of open space should be provided on-site to meet children's play space, informal amenity green space and accessible natural greenspace needs.**
- **e) Submission of a landscape strategy to ensure development integrates well with surrounding land uses, softens impacts on the adjacent open countryside and safeguards residential amenity through the design of the buildings and use of landscaping. The landscape strategy must demonstrate how it will preserve the setting of the Grade II listed Old Hall Farmhouse. This should include:**
  - **i. Retention of the exiting hedgerow on the southern and western boundaries in accordance with Policy NAT10, other than for the purposes of providing a pedestrian link to Land at Acacia Avenue allocated under Policy MAR3.**
  - **ii. Provision of a 5m wide landscape belt along the eastern boundary of the site**
  - **iii. Retention of the pond on the eastern boundary of the site**
- **f) Submission of a Heritage Impact Assessment undertaken by a suitably qualified person, with any necessary mitigation measures set out and implemented.**
- **g) Provision of biodiversity net gain delivered on site in accordance with Policy NAT3**
- **h) Submission of a full protected species survey**

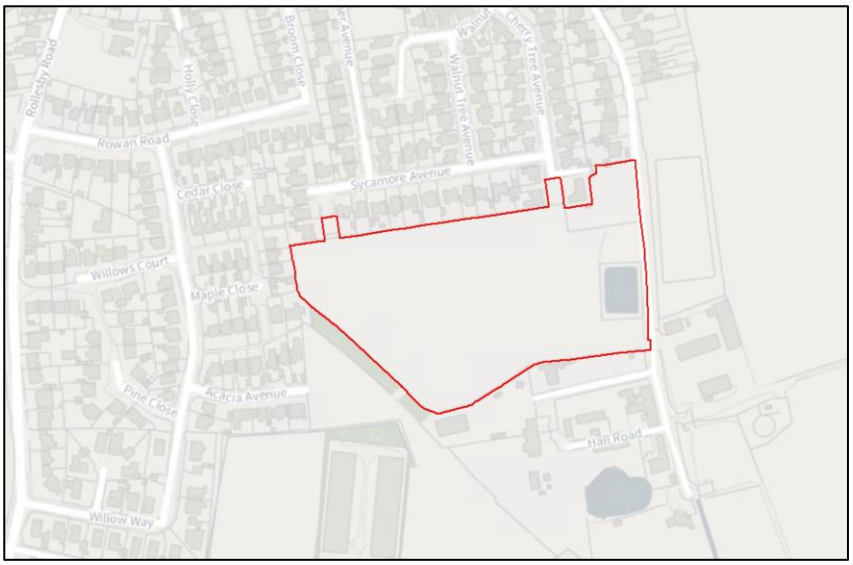
Supporting Text

6.180. The site is located to the south of Sycamore Avenue in Martham and has good access to local services and facilities. The site is well related to Martham and has the potential to be developed in parallel with land allocated by Policy MAR3 (west of Acacia Avenue). Vehicular access should be taken from Sycamore Avenue. Direct access from Hall Road will not be considered to be appropriate.

6.181. In order to improve permeability between allocated sites, the Policy requires that a pedestrian and cycle link is provided between the site and land allocated by Policy MAR3. It is expected that this link is provided across land formerly used as the Midland and Great Northern railway between the north-west corner of Land at Acacia Avenue (as allocated by Policy MAR3) and the south-west corner of the site. Providing a link would help to improve

east-west permeability to the south of Martham. It is expected that provision is made for the connection of a future through route between both sites where is it not possible to deliver a full connection. Such a connection will require the loss of some trees and hedgerows, though should not remove any protected features.

Land at Sycamore Avenue



6.182. As per the standards in the Open Space Needs Assessment (2022) and reflected in Policy HEC2, approximately 0.45 hectares of open space will be required in the form of play space, informal amenity space and accessible natural greenspace to support the housing proposed on the site.

6.183. The Grade II listed Old Hall Farmhouse is located adjacent to the southern boundary of the site. Development of the site therefore has potential to impact upon the setting of the heritage asset. The Policy requires the developer to submit a Heritage Impact Assessment to demonstrate that any negative impacts on the significance of the heritage asset have been avoided and if this is not possible, mitigated. Supplementary boundary planting on the southern boundary and the retention of the existing southern boundary treatments would be supported where they conserve the setting of the asset.

6.184. The site will need to be supported by a site-specific flood risk assessment, demonstrating how the site can be developed and occupied safely, in accordance with Policy CLC2. Any planning application should also be supported by a drainage strategy which demonstrates how foul and surface water generated by the development can be appropriately accommodated, in accordance with Policies CLC2 and CLC3. This should include the use of sustainable drainage measures and should demonstrate how these will contribute to the amenity and biodiversity of the development.

6.185. The existing tree belts on the southern and western boundaries, and the pond feature on the western boundary are likely to provide habitats for protected species such bats, barn owls and great crested newts. A full protected species survey will be required to assess the potential for effects upon protected species or habitats. Such surveys will need to be carried out by a suitably qualified person(s) at the appropriate time of year, using methods appropriate for the species of the area.

6.186. The site is underlain by a defined Mineral Safeguarding Area for sand and gravel. In accordance with current (and emerging) policies from the Minerals and Waste planning authority, Norfolk County Council, the above policy requires development on this site will need to address the requirements of Norfolk Minerals and Waste Core Strategy Policy CS16 (or any successor policy)- 'safeguarding' in relation to mineral resources.

6.187. A Shadow Habitats Regulations Assessment must be prepared and submitted to the Council in accordance with Policy NAT4. This Assessment should set out the potential impacts of the development on nearby National Site Network habitat sites and identify necessary on-site and (if necessary) off-site mitigation measures. The HRA should also include assessment for potential hydrological linkage to National Site Network habitat sites, and where this cannot be ruled out, a surface water management strategy to mitigate such potential effects. In addition, the in-combination effects of the development will necessitate the payment of a contribution per dwelling, in line with the Norfolk Green Infrastructure and Recreational Avoidance Mitigation Strategy.

6.188. A site-specific Transport Assessment should also be submitted in accordance with Policy SUT1.

6.189. The development falls within Dark Sky Zone 1 as defined by Policy NAT9. As such a lighting scheme will be required and development will need to accord with the requirements of that policy.

Policy MAR5 – Land south of Hemsby Road, Martham

Land South of Hemsby Road (0.8 hectares), as identified on the policies map is allocated for approximately 15 units of elderly accommodation (sheltered and housing with an element of care). The site should be developed in accordance with the following criteria:

- **a) The site will be developed at an average density of approximately 30 dwellings per hectare.**
- **b) The design of the development must accord with the borough wide design requirements and specifically criterion DDR1 of the Design Code (Appendix 1).**
- **c) Provision of safe and appropriate access to the including:**
  - **i. Vehicular access off Hemsby Road**
  - **ii. development of an active frontage at the highway to develop a sense of place and encourage reduced vehicle speeds.**
  - **iii. provision of 2.0 wide footway on the Hemsby Road frontage.**
  - **iv. A footpath link to connect to existing footpaths surrounding Martham Health Centre**
- **d) Submission of a landscape strategy to ensure development integrates well with surrounding land uses, softens impacts on the adjacent open countryside and safeguards residential amenity through the design of the buildings and use of landscaping. This should include:**
  - **i. Landscape belts at minimum width of 5m along the southern and eastern boundaries**
- **e) Provision of biodiversity net gain delivered on-site in accordance with Policy NAT3**

Supporting Text

6.190. The site is located to the south of Hemsby road, and immediately to the east of Martham Medical Centre. The site is well related to services and facilities within Martham and therefore represents an opportunity to deliver specialist housing for older people to meet needs identified in Policy OSS1 and Policy HOU5.

Land South of Hemsby Road

6.191. Vehicular access should be taken from Hemsby Road, direct motor vehicle access via Martham Medical Centre will not be considered appropriate.

6.192. In order to improve permeability between the site and Martham Medical centre, the policy requires a new pedestrian footpath connection to be established between the site and the existing paved footpaths surrounding Martham medical centre.

6.193. The site would be exposed to the wider landscape to the south and east without appropriate boundary screening. The site is also situated on raised and sloping topography on the eastern settlement edge of Martham. The Policy therefore requires, in addition to landscape belts on the east and southern boundaries, a landscape and visual impact assessment to be undertaken and submitted. The assessment should be carried out in accordance with landscape institute guidance, or any subsequent best practice and include photos and photomontages from selective identified viewpoints.

6.194. The site will need to be supported by a site-specific flood risk assessment, demonstrating how the site can be developed and occupied safely, in accordance with Policy CLC2. Any planning application should also be supported by a drainage strategy which demonstrates how foul and surface water generated by the development can be appropriately accommodated, in accordance with Policies CLC2 and CLC3. This should include the use of sustainable drainage measures and should demonstrate how these will contribute to the amenity and biodiversity of the development.

6.195. A Shadow Habitats Regulations Assessment must be prepared and submitted to the Council in accordance with Policy NAT4. This Assessment should set out the potential impacts of the development on nearby National Site Network habitat sites and identify necessary on-site and (if necessary) off-site mitigation measures. The HRA should also include assessment for potential hydrological linkage to National Site Network habitat sites, and where this cannot be ruled out, a surface water management strategy to mitigate such potential effects. In addition, the in-combination effects of the development will necessitate the payment of a contribution per dwelling, in line with the Norfolk Green Infrastructure and Recreational Avoidance Mitigation Strategy.

6.196. The development falls within Dark Sky Zone 1 as defined by Policy NAT9. As such a lighting scheme will be required and development will need to accord with the requirements of that policy.

Policy MAR6 – Land north of Staithe Road, Martham

Land Noth of Staithe Road (2.57 hectares), as identified on the policies map is allocated for approximately 65 dwellings. The site should be developed in accordance with the following criteria:

- **a) The site will be developed at an average density of approximately 30 dwellings per hectare.**
- **b) The design of the development must accord with the borough wide design requirements and specifically criterion DDR1 of the Design Code (Appendix 1).**
- **c) Provision of safe and appropriate access to the including:**
  - **i. Vehicular access off Staithe Road between the existing scout hut building and No.59 Staithe Road.**
  - **ii. Formation of a new highway junction between Staithe Road and Somerton Road**
  - **iii. Publicly available pedestrian link between the site and the public right of way to the east (Martham footpath 3)**
- **d) In accordance with Policy HEC2, approx. 0.42 hectares of open space should be provided on-site to meet children's plays pace, informal amenity green space and accessible natural greenspace needs.**
- **e) Submission of a landscape strategy to ensure development integrates well with surrounding land uses, softens impacts on the adjacent open countryside and safeguards residential amenity through the design of the buildings and use of landscaping. This should include:**
  - **i. The retention of protected trees on site**
  - **ii. Continuous soft landscaping on the eastern and north-eastern boundaries of the site**
- **f) Provision of biodiversity net gain delivered on-site in accordance with Policy NAT3**
- **g) Submission of a Heritage Impact Assessment and archaeological field evaluation which includes trail trenching prior to development, undertaken by a suitably qualified person, with any necessary mitigation measures set out and implemented.**

Supporting Text

6.197. The site is located within the built-up area of Martham at its northern extent, and is surrounded by dwellinghouses to the south, east and west of the site. Vehicular access should be taken from Staithe Road, between the existing scout hut building and No.59 Staithe Road.

6.198. In order to accommodate the additional vehicle movements arising from the development of the site, improvements to the junction between Staithe Road and Somerton Road are required.

6.199. There are two protected Oak trees (TPO NO.4 of 2023) located on the western boundary of the sites. Given the trees protected status and their significant contribution to

the amenity value of the wider area, the trees should be retained as part of any development scheme.

Land north of Staithe Road

6.200. As per the standards in the Open Space Needs Assessment (2022) and reflected in Policy HEC2, approximately 0.42 hectares of open space will be required in the form of play space, informal amenity space and accessible natural greenspace to support the housing proposed on the site.

6.201. The site will need to be supported by a site-specific flood risk assessment, demonstrating how the site can be developed and occupied safely, in accordance with Policy CLC2. Any planning application should also be supported by a drainage strategy which demonstrates how foul and surface water generated by the development can be appropriately accommodated, in accordance with Policies CLC2 and CLC3. This should include the use of sustainable drainage measures and should demonstrate how these will contribute to the amenity and biodiversity of the development.

6.202. There are heritage assets with archaeological interest identified on the site, therefore the potential for unearthing further archaeological deposits is considered likely. This includes the possible provision of Bronze age barrow cemetery and field systems of a prehistoric or roman date. The policy requires the developer to submit a Heritage Impact Assessment accompanied by the results of an archaeological field evaluation to understand the significance of any archaeological remains on site and how this will be best addressed through the development of the site.

6.203. The site is underlain by a defined Mineral Safeguarding Area for sand and gravel. In accordance with current (and emerging) policies from the Minerals and Waste planning authority, Norfolk County Council, the above policy requires development on this site will need to address the requirements of Norfolk Minerals and Waste Core Strategy Policy CS16 (or any successor policy)- 'safeguarding' in relation to mineral resources.

6.204. A Shadow Habitats Regulations Assessment must be prepared and submitted to the Council in accordance with Policy NAT4. This Assessment should set out the potential impacts of the development on nearby National Site Network habitat sites and identify necessary on-site and (if necessary) off-site mitigation measures. The HRA should also include assessment for potential hydrological linkage to National Site Network habitat sites, and where this cannot be ruled out, a surface water management strategy to mitigate such potential effects. In addition, the in-combination effects of the development will necessitate the payment of a contribution per dwelling, in line with the Norfolk Green Infrastructure and Recreational Avoidance Mitigation Strategy.

6.205. A site-specific Transport Assessment should also be submitted in accordance with Policy SUT1.

6.206. The development falls within Dark Sky Zone 1 as defined by Policy NAT9. As such a lighting scheme will be required and development will need to accord with the requirements of that policy.

Repps with Bastwick

Introduction

6.207. Repps with Bastwick lies 11 miles north-west of Great Yarmouth. Repps with Bastwick is one of the smaller villages within the plan area and borders Broads Authority Area adjoining North Norfolk. The rural community is surrounded by agricultural land and is closest larger village is Martham toward the east. The majority of the housing is located within a cluster been High Road and Low Road, with pockets of housing to the northeast of the village off of Tower Road and Grove Road.

Key information

216 people in 2021 which represents a 6.39 increase from 2011.

235 homes

2 housing completions between 2011 and 2021.

Services and Facilities:

✓ Village Shop

✓ 2 Places of worship: Repps Methodist Church and Church of St Peter and St Paul

✓ Repps with Bastwick Village Hall

✓ Petrol Station

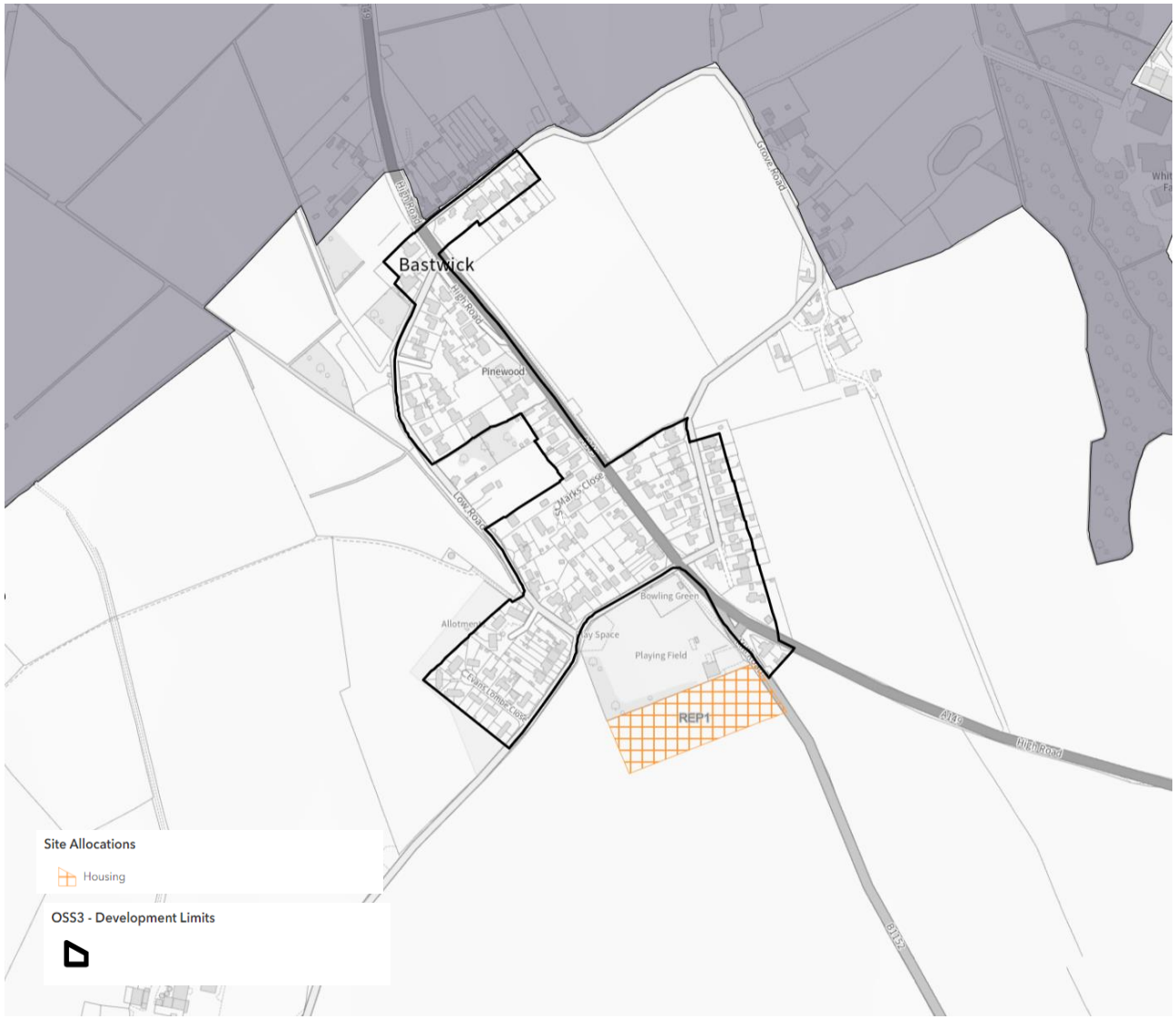
6.208. The settlement would benefit from housing growth to enable local services and facilities to continue to thrive without impacts the Broad's landscape or at risk heritage asset of Church of St Peter and St Paul. Such development will also allow for the provision of affordable housing to the village.

Infrastructure

6.209. To accommodate growth there is a need to provide improved healthcare provision for Repps with Bastwick comprising of acute healthcare, intermediate healthcare, primary healthcare, and mental health. Such need will be accommodated for through community infrastructure levy contributions towards the costs outlined in the Infrastructure Needs Study (2024).

6.210. Though Repps with Bastwick does not contain a primary school, the neighbouring settlement of Rollesby has enough capacity to accommodate any pupils arising from the development. It is likely that Flegg High School which serves the village may need to expand to accommodate development. This expansion will need to be funded through community infrastructure levy receipts.

6.211. The increase in homes will necessitate improvements to library provision to serve the area. These can be funded through community infrastructure levy receipts.



Repps with Bastwick Settlement Overview

Policy REP1 – Land off Mill Road, Repps with Bastwick

Land off Mill Road, Repps with Bastwick (1 hectare) as identified on the Policies Map is allocated for residential development of approximately 20 dwellings. The site should be developed in accordance with the following site-specific criteria:

a) **The site will be developed at an average density of approximately 20 dwellings per hectare.**

b) **The design of the development must accord with the borough wide design requirements and specifically criterion CHT4 and DDR1 of the Design Code (Appendix 1).**

c) **Provision of safe and appropriate access including:**

   i. **Vehicular access taken from Mill Road only.**

   ii. **Connection to existing adjacent footway on Mill Road.**

d) **Development should front on to the playing field to the north of the site.**

e) **Submission of a landscape strategy to ensure development integrates well with surrounding land uses, softens impacts on the adjacent open countryside and safeguards residential amenity through the design of the buildings and use of landscaping. The landscape strategy must demonstrate how it will preserve the rural setting by the provision of a 5m landscape buffer along the western and southern boundaries.**

f) **Submission of a Heritage Impact Assessment accompanied by an Archaeological Field Evaluation of the site, in accordance with Policy DHE5.**

g) **Biodiversity Net Gain will be required on-site in accordance with NAT3.**

Supporting Text

6.212. The site is located south of the village hall and is within a reasonable proximity to local services and facilities. Development of the site provides an opportunity to provide more overlooking over the playing field. Vehicular access should be taken from Mill Road. The site can be integrated into the settlement provided by footway connection along Mill Road.

6.213. The site is situated in open countryside. Appropriate mature landscaping is required on the site's southern and western boundary in order to mitigate negative impacts on the landscape. Great Yarmouth Borough Landscape Character Assessment identifies that appropriate boundary treatment includes hedgerows and tree planting of native species (oak, ask and elm) to reinforce the landscape structure and enhance connectivity. Close-boarded fencing on the eastern, western, and southern site boundaries will not be considered an appropriate boundary treatment.

6.214. Given the site is adjacent to the playing field, no additional on-site open space is considered necessary.

6.215. The site is in close proximity to the 'Church of St Peter and St Paul' (grade II* listed, and identified as Heritage at Risk), and Repps with Bastwick War Memorial (grade II listed) which is on the Heritage at Risk Register. There are heritage assets with archaeological interest identified on the site, therefore the potential for unearthing further archaeological

deposits is considered likely. The policy, therefore, requires the developer to submit a Heritage Impact Assessment accompanied by the results of an archaeological field evaluation to understand the significance of any archaeological remains on site and how this will be best addressed through the development of the site and demonstrate that any negative impacts on the significance of the heritage setting have been avoided and if this is not possible, mitigated.

Land off Mill Road

6.216. A shadow Habitat Regulations Assessment must be prepared and submitted to the Council in accordance with Policy NAT4. The assessment should set out the potential impacts of the development on nearby National Site Networks habitat sites and identify necessary on-site and (if necessary) off-site mitigation measures. In addition, the in-combination effects of the development will necessitate the payment of a contribution per dwelling, in line with the Norfolk Green Infrastructure and Recreational Avoidance Mitigation Strategy depending on the likely mobility of occupants and the likely propensity of residents to travel to designated sites.

6.217. The site will need to be supported by a site-specific flood risk assessment, demonstrating how the site can be developed and occupied safely, in accordance with Policy CLC2. Any planning application should also be supported by a drainage strategy which demonstrates how foul and surface water generated by the development can be appropriately accommodated, in accordance with Policies CLC2 and CLC3. This should include the use of sustainable drainage measures and should demonstrate how these will contribute to the amenity and biodiversity of the development.

6.218. The development falls within Dark Sky Zone 1 as defined by Policy NAT9. As such a lighting scheme will be required and development will need to accord with the requirements of that policy.

Rollesby

6.219. Rollesby is located 7.5 miles north-west of Great Yarmouth. It has a population of around 950 and a number of local services and facilities including primary/nursery school, business park, pub/restaurant, hair salon, village hall and sports pavilion. The village also has a bus service that connects it with neighbouring communities and Great Yarmouth.

6.220. The Local Plan has been prepared having taken into account the policies and proposals of the Rollesby Neighbourhood Plan 2020-2035 which was adopted in March 2022. following a successful referendum before the local community. The plan sets out objectives to:

- To provide the housing that current and future residents need;
- Create a more cohesive community by joining up the two halves of the village through housing development and delivering its associated infrastructure benefits;
- To support services and facilities that meet the daily needs of residents;
- To provide a safe place for people to live, work and get to school;
- To protect and enhance the natural environment and reduce the carbon footprint;
- To improve the walkability and cyclability of the village.

Scratby

Introduction

6.221. The settlement of Scratby is located 6 miles north of Great Yarmouth and to the east of the larger village of Ormesby St Margaret. The settlement pattern of Scratby consists mainly of plotland style development which is found in a number of locations around the English coast which emerged after the Second World War. Scratby benefits from a reasonably large tourist industry focussed towards the coast.

Key information

986 people in 2021 which represents a 1.75% increase from 2011.

563 homes

15 housing completions between 2011 and 2021.

Services and Facilities:

✓ Village Hall
✓ Public House
✓ Convenience Store
✓ Post office

6.222. The settlement would benefit from a modest level housing growth through the provision of affordable housing and children's play space and informal amenity green space that is currently within deficit as identified in Appendix 3 Open Space Requirements.

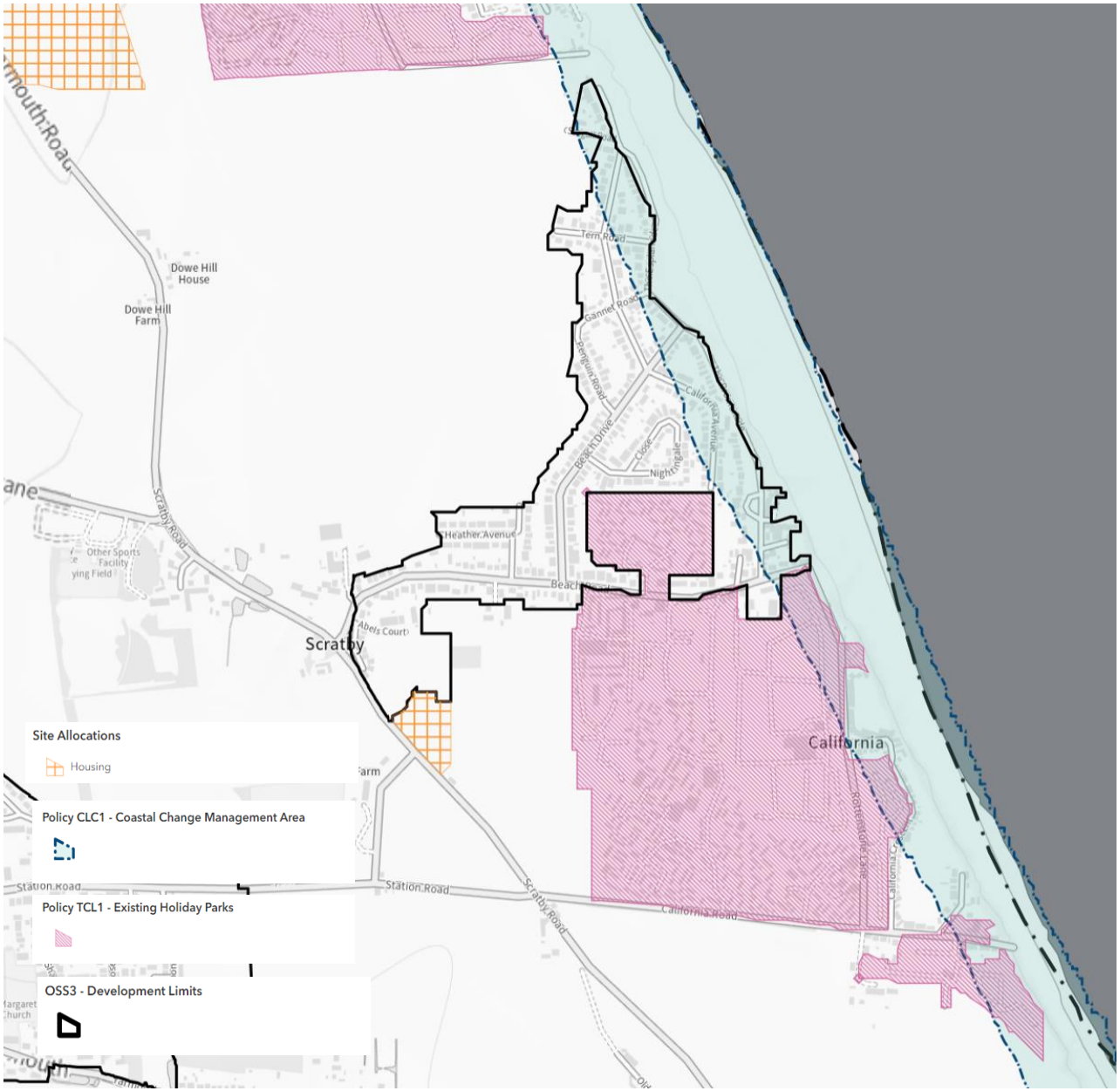
Infrastructure

6.223. To accommodate growth there is a need to provide improved healthcare provision for Scratby comprising of acute healthcare, intermediate healthcare, primary healthcare, and mental health. Such need will be accommodated for through community infrastructure levy contributions towards the costs outlined in the Infrastructure Needs Study (2024).

6.224. Scratby does not contain a primary school, however, the neighbouring settlement of Ormesby St Margaret contains an infant and junior school which as capacity to accommodate any pupils arising from the development. It is likely that secondary schools serving the village may need to expand to accommodate development. This expansion will need to be funded through community infrastructure levy receipts.

6.225. Scratby would benefit from expansion of existing community facilities or a new facility as a result of growth. This could be funded through community infrastructure levy receipts. The increase in homes will necessitate improvements to library provision to serve the area. These can be funded through community infrastructure levy receipts.

6.226. To the east of the settlement, much of the coastal frontage is also identified as being within the Coastal Change Management Area (CCMA) as identified in Policy CLC1 and the Policies Map. The CCMA generally applies a restrictive approach to development and Policy CLC5 of the Local Plan encourages the rollback of properties from within the CCMA.



Scratby Settlement Overview

Policy SCR1 – Land at Scratby Road, Scratby

Land east of Scratby Road and south of Beach Road (1.17 hectares) as identified on the Policies Map is allocated for residential development of approximately 22 dwellings. The site should be developed in accordance with the following site-specific criteria:

a) The site will be developed at an average density of approximately 20 dwellings per hectare.

b) The design of the development must accord with the borough wide design requirements and specifically criterion DDR1 of the Design Code (Appendix 1).

c) Provision of safe and appropriate access including:

i. Vehicular access taken from development to the north of the site only.

ii. Footway improvements along Beach Road

iii. Footway connectivity through adjacent site to the north

d) Development should provide a frontage on to Scratby Road.

e) Submission of a landscape strategy to ensure development integrates well with surrounding land uses, softens impacts on the adjacent open countryside and safeguards residential amenity through the design of the buildings and use of landscaping. The landscape strategy must demonstrate how it will preserve the rural setting by the provision of a 5m landscape buffer along the western boundary. Development should include the provision of street trees along Scratby Road.

f) Approximately 500sqm of open space should be provided on-site comprising children's play space and informal amenity green space.

g) Biodiversity Net Gain will be required on-site in accordance with NAT3.

h) A desk based archaeological assessment and, if necessary, a programme of archaeological fieldwork, will be required prior to development, in accordance with Policy DHE5.

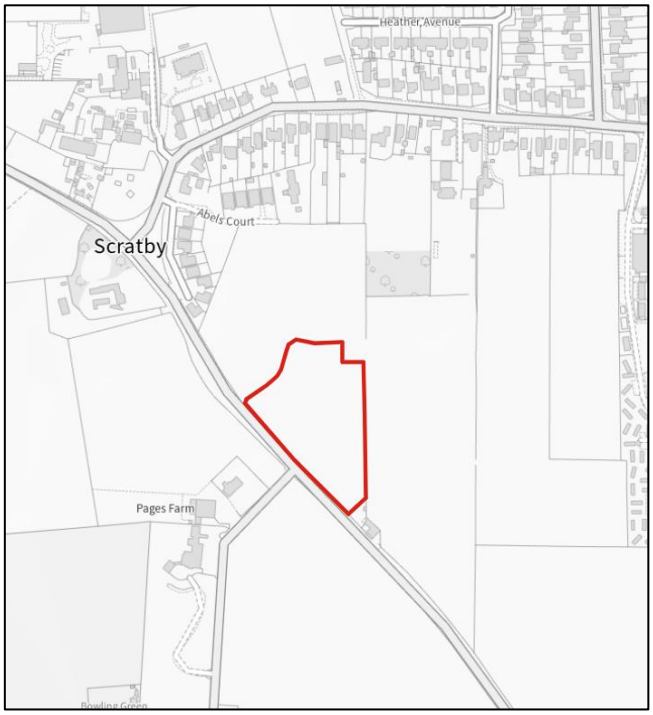
Supporting Text

6.227. The site is located east of Scratby Road and is within a good proximity to local services and facilities. The allocation represents an extension to development permitted to the north. Vehicular access should be taken from the development to the north of the site only. Access is not permitted off Scratby Road. The site can be integrated into the settlement provided by footway connection through the northern adjacent scheme.

6.228. Appropriate landscaping is required on the sites western boundary in order to avoid the creation of a prominent urban edge to the west of Scratby. Close-boarded fencing on the western site boundary will not be considered an appropriate boundary treatment.

6.229. As per the standards in the Open Space Needs Assessment (2022) and reflected in Policy HEC2, approximately 500sqm of open space will be required in the form of play space, informal amenity space to support the housing proposed on the site.

Land at Scratby Road



6.230. The historic environment record identifies a potential elongated area of post medieval field boundary located towards the north of the site running east to west approximately 50m wide. The policy, therefore, requires the developer to submit an archaeological assessment to understand the significance of any archaeological remains on site and how this will be best addressed through the development of the site.

6.231. A shadow Habitat Regulations Assessment must be prepared and submitted to the Council in accordance with Policy NAT4. The assessment should set out the potential impacts of the development on nearby National Site Networks habitat sites and identify necessary on-site and (if necessary) off-site mitigation measures. In addition, the in-combination effects of the development will necessitate the payment of a contribution per dwelling, in line with the Norfolk Green Infrastructure and Recreational Avoidance Mitigation Strategy depending on the likely mobility of occupants and the likely propensity of residents to travel to designated sites.

6.232. A flood risk assessment and drainage strategy must be provided which demonstrates how foul and surface water generated by the development can be appropriately accommodated in line with Policies CLC2 and CLC3. This should include the use of sustainable drainage measures and should demonstrate how this will contribute to the amenity and biodiversity of the development.

6.233. The development falls within Dark Sky Zone 1 as defined by Policy NAT9. As such a lighting scheme will be required and development will need to accord with the requirements of that policy.

Winterton-on-Sea

Introduction

6.234. Winterton-on-Sea (or 'Winterton') is a larger rural village located in the Borough's furthest north-east extent, approximately 10km north of the town of Great Yarmouth. The settlement has a

small range of community services and facilities, and is a key tourist destination for overnight stay and day trippers. No site allocations are proposed within this settlement.

6.235. The Local Plan has been prepared having taken into account the policies and proposals of the Winterton-on-Sea Neighbourhood Plan 2020-2030 which was adopted in March 2022 following a successful referendum before the local community. In summary the neighbourhood plan sets out ambitions to:

- Support the provision a mix of housing needs that meet the variety of needs within the village, including affordable housing.
- Managing development that could lead to increased surface water drainage.
- Supporting the development of community infrastructure.

Protect environmental assets by identifying Local Green Spaces.

Non-Strategic Planning Policies for the Countryside

Policy RUR2 - Self-Build Residential Development in the Countryside

Self-Build residential developments outside of Development Limits of up to two dwellings will be permitted where:

a) The site constitutes a clearly identifiable gap within a built-up area of a settlement outside of Development Limits and is not of sufficient space to provide for more than two dwellings taking account of the prevailing density of the built-up area in the locality;

b) There are existing residential properties on at least two sides of the site;

c) The development does not extend further into the undeveloped countryside than the existing extent of the built-up area surrounding the site;

d) The ratio of the building footprint to the plot area is consistent with existing properties nearby which characterise the village;

e) The proposal is not within a gap which contributes to the character of the landscape; and,

f) The proposal fronts an existing highway.

If the proposal is within the garden space of a property, the existing and proposed dwellings must have sufficient curtilage space and meet all relevant requirements of the Design Code (Appendix 1)

Supporting Text

6.236. The borough contains small pockets of rural settlements which do not have prescribed Development Limits. Small scale developments can support communities by delivering housing that is needed locally and provide opportunities for members of the existing community to live nearby and retain their social connections. National planning policy advises against isolated dwellings in the countryside. However, there are occasions where small scale development could occur which could provide social and economic benefits to the countryside, with limited impacts on the environment or character of the area. The council also recognises that a significant proportion of applicants on the self-build register have expressed a preference for plots in rural areas. As such there is a need to help facilitate small-scale plots in the countryside to become available for self-build, in a sustainable and planned way.

6.237. The policy is intended to provide a limited amount of housing in the countryside which the amount of will be regulated by the constraints of the policy.

6.238. The policy allows for small scale development of up to two homes within clearly identifiable small gaps in a built-up frontage, on land which is surrounded by residential development (including its curtilage) on at least two sides (including the opposite side of the highway) and restricted to self-build applications which will be controlled through planning conditions. This approach helps meet the need for self-build homes in a way which does not encroach further into the countryside and is enclosed by surrounding residential dwellings, therefore limiting the effect on the landscape and character of the area.

Policy RUR3: Conversion of rural buildings to residential uses

The residential conversion or re-use of buildings of heritage or landscape value outside the Development Limits for residential use will be supported where this secures that value in the long term and:

a) it is demonstrated the building is of permanent and substantial construction and capable of conversion without major or complete reconstruction or replacement;

b) any extension, additional building(s) or curtilage provision is complementary to the scale and character of the retained building and its setting;

c) it would not have a significant adverse effect on the amenities of neighbouring occupiers or the effective operation of nearby businesses;

d) conditions are applied to avoid future extensions, curtilage buildings or other domestic paraphernalia undermining heritage or landscape justification for conversion;

e) ensure that the conversion does not result in the loss of protected species (such as barn owls and bats) and provide compensatory habitat(s) where such loss is unavoidable;

f) the conversion of the building would enhance its immediate setting; and,

g) the site is served by an appropriate existing access.

Policy Justification and Supporting Text

6.239. Permitted development rights exist for the conversion of certain redundant agricultural rural buildings to dwellings, but this policy addresses situations not covered by permitted development, and where there is a potential long-term heritage or landscape value which can be secured by facilitating a residential conversion of a building.

6.240. Such developments will also be considered against other relevant historic environment policies and habitat mitigation policy, as well as national planning policy.

6.241. A structural survey should be carried out by a suitably qualified professional to determine the capability of the existing building.

6.242. The policy facilitates such development in appropriate cases but recognises that in some circumstances the changes required for residential use can result in the loss of the specific qualities that are worthy of preservation. In some cases, an interesting building in disrepair may be preferable to an inappropriate new dwelling in the location.

6.243. Where a conversion is, in itself, advantageous, restriction of permitted development rights may be required to ensure that such advantage is maintained in the long term, and not eroded by excessive or poorly designed or located buildings, or other domestic clutter.

6.244. In some cases, particularly with timber framed buildings, a full protected species survey will be required to assess the potential to impact upon protected species (such as barn owls and bats) or habitats. Such surveys will need to be carried out by suitably qualified person(s) at the right time of the year, using methods appropriate for the species of the area.

Policy RUR4: Rural worker dwellings

New permanent dwellings outside of the Development Limits for rural workers in agriculture, forestry, or other land-based rural business will be permitted where the applicant can satisfactorily demonstrate:

- **a) there is a clear established functional need to live in the immediate area of their work 24 hours a day through the majority of the year;**
- **b) the business has been established for at least 3 years, has been profitable for at least 2 years, is currently financially sound, and has a clear prospect of remaining so;**
- **c) the functional need could not be fulfilled by an existing dwelling on the site, or any other accommodation (or building capable of conversion to such) in the area which is suitable and available, or likely to become so, for occupation by the worker(s) involved;**
- **d) the proposal is sited on the agricultural, forestry or land-based use, and wherever possible, is sited within an existing group of buildings;**
- **e) the proposed dwelling is reasonably related in size and character to the functional requirement and the value of the holding in its agricultural, forestry or land-based use; and**
- **f) there have been no previous disposals of potentially suitable properties from the holding, or by the applicant or related businesses or persons within the previous 5 years.**

If a new dwelling is essential to support a new rural based activity, it should for the first 3 years be provided by a caravan or other temporary accommodation. Such temporary dwellings will be supported only where:

- **g) the proposal satisfies criteria a, c and f above;**
- **h) the application is supported by clear evidence of a firm intention and ability to develop the enterprise concerned (for example significant investment in new farm buildings is often a good indication of intentions); and**
- **i) the application is supported by clear evidence that the proposed enterprise has been planned on a sound financial basis and has a good prospect of becoming a viable long term business.**

Where a rural dwelling is permitted, the occupancy will be restricted by condition to ensure that it is occupied by a person, or persons, currently or last employed in local rural employment. Applications for the removal of an occupancy condition related to rural workers will only be permitted where it can be demonstrated that:

- **j) There is no longer a need for accommodation on the holding/business and in the local area;**
- **k) The property has been marketed to ensure proper coverage within the relevant sector for at least one year at a price which reflects the existence of the occupancy condition, in accordance with appendix 2; and**
- **l) The dwelling has been made available to a minimum of three Registered Providers operating locally on terms that would prioritise its occupation by a rural worker as an affordable dwelling, and that option has been refused.**

Policy Justification and Supporting Text

6.245. National planning policy requires the Council to plan for a mix of housing based on the needs of different groups in the community, and specifically identifies rural worker's dwellings as a potential exception to its presumption against isolated dwellings in the countryside.

6.246. This policy provides the detailed criteria to be addressed by those preparing or deciding planning applications for such dwellings, in order to ensure, for example, that such dwellings are permitted where genuinely required, but avoided where the use or type of dwelling will not meet a long-term community need. The policy requires there to be a functional need for a worker to live in the immediate area which could not be fulfilled by an existing dwelling. To demonstrate a functional need, evidence should be provided that the worker needs to attend to the enterprise 24 hours a day for the majority of the year. As such, the functional need in most circumstances is likely to be fulfilled by someone who is employed full-time in a rural enterprise.

6.247. Evidence submitted on functional need and financial standing should be prepared by a competent person. There will be an expectation of the Council for applicants to meet the Council's costs in having such evidence independently and robustly reviewed.

6.248. Where planning permission is granted for a rural workers dwelling, occupancy restriction conditions will be imposed to ensure the dwelling is used for that purpose and remains available for that purpose in the future.

Policy RUR5 - Farm Diversification

Proposals for development in the countryside for the purposes of farm diversification will be permitted subject to compliance with the following criteria:

- **a) development proposals must be ancillary and related to the primary rural business;**
- **b) the diversification is supported by detailed information and justification that demonstrates that the proposals will contribute to the viability of the farm as a whole and its continued operation;**
- **c) the diversification retains or provides additional employment for the local community;**
- **d) the proposal would not involve new-build development on undeveloped sites unless:**
  - **i) it is directly related to the agricultural business, and**
  - **ii) the re-use and / or redevelopment of existing buildings on the holding for the intended use, in whole or in part, is not feasible; or**
  - **iii) an opportunity exists to demolish an existing structure and re-build in a more appropriate location; and**
- **e) in all cases the proposed floor space is of a scale that is subservient to that of the existing farm complex.**
- **f) the cumulative effects of individual development proposals are considered.**

In addition, the development of new or expanded rural retailing uses as part of farm diversification scheme (outside of development limits) will only be permitted where:

- **g) the retailing is predominantly of the produce of land within a contiguous holding, and the scale and nature of the proposals is consistent with the range, amount and seasonality of that produce;**
- **h) the scale and nature of the development is not intrusive to the surrounding landscape;**
- **i) the site has a safe and convenient access to the highway network; and**
- **j) where a development results in more than 200sqm net floorspace, a submitted Retail Impact Assessment demonstrates that the proposal will not result in significant impacts to nearby retail centres.**

Supporting Text and Justification

6.249. Agriculture and farming are an important part of the Borough's economy and contribute to food production and food security. As such it is important that farms can remain viable enterprises. Farm diversification schemes can help sustain agricultural operations for the wider benefit.

6.250. Examples of farm diversification include the introduction of farm shops, post offices, tourism activities and education centres which all provide a valuable contribution to the original farm as well as the wider economy and community.

6.251. Policy RUR5 supports farm diversification schemes which support agricultural enterprises. It seeks to ensure they limit impact on the surroundings and avoid impacts on the vitality and viability of town centres (where they comprise retail uses).

6.252. To demonstrate financial viability farm plans will be necessary to outline the business profile, present and proposed activities, and its environmental and amenity effects, proportionate to the scale

of the proposal. Such evidence should be prepared by a competent person. There will be an expectation of the Council for applicants to meet the Council's costs in having evidence independently and robustly reviewed.

6.253. Diversification schemes should remain ancillary to the main agricultural function of the land and agriculture should remain the dominant land use.

6.254. Rural retailing as a form of diversification, such as farm shops, nurseries and garden centres can provide a supportive platform to grow local businesses and jobs related to the rural economy and help meet demand for fresh produce.

6.255. In recent years, the range of products sold, particularly in garden centres, has been extended to include other retail goods as well as providing popular activities such as cafes and play areas, however these have the ability to draw trade away from the Borough's town, district and local centres, potentially undermining their future vitality and viability. Garden centres (and similar enterprises) often require large areas of land to accommodate buildings, car parking and display of plants and other goods and by their commercial nature, can be both visually intrusive upon the landscape and have a significant impact on the local highway network. Where necessary, the Council will consider the use of conditions to limit the type/nature of goods sold to those that require a countryside location, or are linked to the primary business, to control future expansion, or where the cumulative impacts could give rise to harmful effects.

6.256. Where farm diversification proposals include retail developments which comply with the criteria of the policy, there will be no need to undertake a sequential test in accordance with Policy RTC2. Where the retail development proposal is over 200m2 the submission of a Retail Impact Assessment will still be required. Where it is necessary, the Council will limit the range and goods sold by planning condition, in the interest or protecting and not undermining the vitality of existing designated centres.

6.257. Development proposals should minimise and mitigate any impacts on the character, amenity, visual appearance and landscape quality of the area, or on any wildlife habitats, the significance of historic assets, and where possible lead to environmental improvements in line policies HEC6, NAT2, NAT7 and DHE2;

Policy RUR6: Equestrian development

New and extended equestrian development will be permitted where:

a) **it does not give rise to the need for an additional dwelling on or close to the site;**

b) **the scale of development is appropriate to the setting of the area, particularly where the setting of the Broads is relevant;**

c) **suitable vehicular access, with connection to the wider highway network can be achieved;**

d) **Car, commercial vehicle and trailer parking is available or can be achieved;**

e) **the site is well related to a suitable network of off-road rights of way for horse riding (either public rights or rights held by the applicant); and**

f) **does not result in a cumulative proliferation of such uses in the immediate vicinity.**

Policy Justification and Supporting Text

6.258. National planning policy recognises the need to strengthen the rural economy, and the tourist industry, and commercial scale equestrian developments offer such potential.

6.259. Equestrian facilities tend to be located in the countryside and depending on their scale, can require large serviced and fenced grounds. The policy criteria will ensure that all equestrian developments are suitable in their landscape setting, taking account of potential impacts and avoiding the development of unnecessary isolated dwellings in the countryside.

6.260. In accordance with NAT9, the potential for such development or uses to adversely impact (particularly those that include lighting) upon dark skies will need to be considered and where relevant addressed. Consideration should also be given to the findings of the Settlement Fringe Study.

6.261. In accordance with Policy NAT4, where the potential for increased recreational pressures on nearby National Site Network habitat sites is demonstrated through the use or development of the site, mitigation measures may be sought.

6.262. The appearance of the development, including buildings, landscaping, roadways, ground works and surfacing, fencing and other enclosure, lighting, external storage, parking and general associated paraphernalia should not have significant adverse impacts on either the landscape, intrinsically dark skies, or local amenity in accordance with Policies NAT7, HEC6 and NAT9.

7.Housing Planning Policies

Strategic Policies

Policy HOU1 Affordable housing

Affordable housing will be sought on all new housing development sites with capacity for ten units or more, or on sites of 0.5 hectares or more.

Where a site qualifies for affordable housing, the minimum percentage sought will either be 25% unless policies included within this plan prescribe otherwise.

Proposals which provide a higher amount of affordable housing than that set out above will also be permitted.

As a starting point, the Borough Council will seek the following tenure split in the affordable housing requirement for qualifying sites:

- **60% affordable housing for rent**
- **25% affordable home ownership delivered as First Homes.**
- **15% other affordable home ownership**

Affordable housing shall be provided on-site, unless it can be demonstrated that exceptional circumstances exist which necessitate provision on another site within the control of the applicant, or payment of a financial contribution to enable the housing need to be met elsewhere.

Affordable housing should be indistinguishable from market housing in terms of the location, external appearance, design, standards and build quality and should meet all relevant requirements of the Design Code.

Neighbourhood Plans may set out requirements for a greater proportion of affordable housing where this is supported by evidence of need and a viability assessment.

Supporting Text

7.1. Affordable housing is defined as housing for sale or rent for those whose needs are not met by the market. National planning policy breaks this down into defined types affordable housing for rent, starter homes, discounted market sales housing and other affordable routes to home ownership.

7.2. National planning practice guidance states that affordable housing can only be a requirement on schemes above 10 units or on sites greater than 0.5 hectares.

7.3. The Great Yarmouth Local Housing Needs Assessment (LHNA 2022) calculated the borough-wide affordable housing need to be 130 dwellings per year, amounting to approximately 37% of the total annual need for housing. The draft Local Plan Viability Assessment (2024) demonstrates that this level of affordable housing would make housing developments unviable when considered alongside a need for funding for infrastructure and other requirements.

7.4. An affordable housing requirement which is harmful to viability is likely to create a barrier to development and impede delivery of any type of housing or undermine the delivery of key infrastructure by reducing the amount of funds developers can contribute towards infrastructure. The right balance needs to be met to ensure affordable housing and infrastructure needs are met, whilst ensuring that the borough continues to be an attractive environment to build and invest in.

7.5. When considering affordable housing viability with other policy requirements in this plan, the draft Local Plan Viability Assessment evidenced that major developments can generally provide 25% of dwellings as affordable housing and remain viable. The Local Plan allocates a range of brownfield sites (i.e. previously developed land) in the main urban areas where viability is known to be more challenging, and a lower affordable housing requirement will be necessary to remain viable. The plan sets out site-specific affordable housing requirements under these circumstances. Proposals which provide higher levels of affordable housing then these amounts will also be supported.

7.6. The Local Housing Needs Assessment indicates that the highest affordable need is for affordable rent (85%) followed by affordable home ownership (15%). However, in specifying the mix of affordable housing, the plan needs to consider other national planning policy requirements to ensure that the most appropriate affordable mix meet the needs of the borough, when balanced against these requirements.

7.7. National planning policy expects that at least 10% of the homes which make up the affordable housing provision on major sites should be made available for affordable home ownership, unless this would exceed the level of affordable housing required in the area, or significantly prejudice the ability to meet the identified affordable housing needs of a specific group. In addition, national policy requires First Homes to make up at least 25% of all affordable housing units. First Homes being a specific type of discounted market housing which can be reduced by a minimum of 30% against market values and sold to people meeting set eligibility criteria. The Local Plan Viability Assessment identified that an increase of the discount would result in a lower amount of affordable housing being provided overall.

7.8. The draft Local Plan Viability Assessment tested a range of scenarios and evidenced that an affordable housing mix requirement of 25% First Homes and 15% affordable home ownership would be viable with 60% affordable rent. Whilst this mix provides for a slightly lower proportion of affordable rent against assessed needs, it is remains reasonably balanced to comply with national planning policy and ensure viable delivery of housing developments to help meet local housing needs.

7.9. Affordable housing should be provided on-site to create mixed and balanced communities, unless off-site provision or a financial contribution in lieu can be robustly justified. Examples could include instances where a site is exceptionally small, or another site is within the control of the applicant and development would contribute towards the objective of creating mixed and balanced communities for the local area.

7.10. Where affordable housing is provided on-site as part of a mixed tenure scheme, the design and layout should be indistinguishable from market housing. Affordable housing units should be distributed as individual houses or in small clusters throughout the development. The principle of grouping affordable units together in large numbers will not be supported as this can reinforce the feelings of social exclusion and can have a negative impact on the establishment of sustainable communities.

7.11. Neighbourhood Plans may identify specific localised needs for affordable housing. Where local evidence has been prepared of affordable housing need and viability, Neighbourhood Plans can require a higher proportion of affordable housing to be provided to that set out under Policy HOU1.

Policy HOU2 Affordable housing on phased or cumulative developments

Where it is evidenced by one or more of the below criteria, an application site will be identified as phased or cumulative development, and the affordable housing requirement will be calculated based on the total development (i.e. the site subject to the application together with any adjacent plots meeting the criteria below):

a) The application site is the same ownership as one or more adjacent plots of land where planning permission has been granted within 5 years.

b) There is evidence of previous applications for development of a larger site of which the application site forms a part of within the past 5 years of the date that planning permission was granted.

c) The site forms an extension to a development that has been granted planning permission in the 5 years before the application is made and which is still capable of being implemented.

Supporting text

7.12. The borough has a high need for affordable housing. To address circumstances where housing proposals submitted in phases or cumulatively (i.e. those on a larger specific site) would result in a lower overall requirement for affordable housing, the Council will seek to ensure that the affordable housing contribution is based upon the whole wider site.

7.13. The policy considers specific circumstances where this issue may arise. One example could be where a planning application for seven units has already been approved and after a further year another planning application under the same ownership, on an adjacent site, is submitted for three units. In this situation the affordable housing requirement will be calculated from a total development of ten.

7.14. Another example could be where an outline planning application has been approved for 9 dwellings but no reserved matters has been submitted, and a further application is submitted to extend the development by a further 3 units. In this situation the affordable housing requirement will be calculated from a total development of 12.

7.15. If the affordable units could not be provided on the latest planning application, then a contribution for off-site provision will be sought in line with Policy HOU1.

Policy HOU3 Affordable Housing Exception Sites

Development for affordable housing will be permitted outside of Development Limits where through an assessment of local needs there is an identified need for affordable housing in the locality which cannot be met through existing housing allocations in this Local Plan or a Neighbourhood Plan.

For rural exception sites proposals will be permitted where:

- **a) The site is well related to the settlement(s) where it seeks to meet its identified need;**
- **b) The scheme incorporates a range of dwellings sizes, types and tenure appropriate to meet the identified local needs of the settlement.**

For First Homes and community-led exception sites, proposals will be permitted where:

- **c) The site is adjacent to the existing settlement;**
- **d) With respect to First Homes, the market discount is capped at 50%.**
- **e) With respect to First Homes the site is outside of the Norfolk Coast National Landscape Area and not within a location that is subject of a Designated Rural Area[1].**

All exception site proposals must demonstrate that the scheme's impact on the surrounding landscape and character, visual impact, overall footprint and intensity of the use is considered proportionate to the existing settlement.

A limited amount of market housing may be permitted on all exception sites to facilitate the delivery of the exception site. For all exception site proposals:

- **f) The scheme must be genuinely affordable housing led, with more than 50% of the units providing affordable housing to meet local need.**
- **g) The amount of market housing proposed is evidenced through a viability assessment as the amount necessary to deliver the affordable housing.**
- **h) housing tenures should be built to the same standard and market housing should reflect the size of the affordable dwellings proposed.**
- **i) With respect to First Homes, a proportion of market housing will only be considered acceptable where the site also delivers a proportion of affordable rented properties on the site.**

Supporting text

7.16. The desirability of the countryside as a place to live, together with low supply of new homes means that house prices in the rural area are higher than the Borough average. This means that homes in rural areas can be unaffordable for existing residents which can then undermine family and social networks. This Local Plan aims to provide over a third of new housing provision to the rural areas and villages. This new housing will include an element of affordable housing in line with Policy HOU1. However, in some circumstances this may not be enough to meet local needs which change frequently over time. Additionally, not enough affordable housing will be delivered through Policy HOU1 to meet the borough's overall needs. Although the Local Plan allows for some windfall development to potentially come forward in and around the villages and rural areas, these are unlikely to be of a scale which will typically deliver affordable housing.

[1] As defined by Section 157 of the Housing Act 1985

7.17. National planning policy encourages councils to set policies allow for small scale developments of affordable housing in the countryside, close to communities, to meet local affordable housing need. As this land would generally otherwise be unsuitable for residential development, it therefore lowers the land value and makes solely affordable housing schemes more viable to deliver. To further support viability, national planning policy supports the provision of a small amount of market housing on these sites where necessary. These proposals are commonly referred to as 'exception sites'.

7.18. National planning policy prescribes three forms of exception sites, 'First Homes' 'Community-led' and 'Rural'. First Homes exception sites are aimed at primarily delivering First Homes, which are a specific type of discounted market housing, as the affordable housing element. Evidence form the Local Housing Needs Assessment indicates that First Homes are only likely to be affordable for potential residents where they are discounted at a maximum of 50% of market value.

7.19. Community-led exception sites are aimed at delivering housing through not-for-profit organisations, such as community land trusts, housing co-operatives or community benefit society, for the purpose of meet the housing needs of its members and the wider local community. Affordable housing delivered through community-led exception sites can take the form of affordable housing for rent, starter homes, discounted market sales housing or other affordable routes to routes to home ownership.

7.20. Rural exception sites are aimed at meeting an identified local need by accommodating households who are either current residents, have existing family connections to an area, or have employment reasons for being the area. This is typically demonstrated in the form of a local housing needs assessment, and the affordable housing provision on rural exception sites should have a tenure mix which is reflective of the local housing needs identified in the local housing needs assessment.

7.21. Whilst all exception sites enable housing development to occur outside of development limits, there needs to be careful consideration of the potential impacts upon the wider landscape and their relationship with the settled community in which local housing delivered on the site is seeking to serve. For these reasons, all exception sites should be proportionate in scale and well related or adjacent to, the settlement. For the purposes of First Homes and community-led exception sites, schemes should not be larger than one hectare in size or exceed 5% of the size of the existing settlement. For rural exception sites, the appropriateness of size and scale will be considered against the amount of housing needed, as demonstrated through a local housing needs assessment, and its potential impact upon the surrounding landscape and character.

7.22. When considering any exception proposal outside the development limits of Hemsby or Scratby, applicants will need to ensure that such sites do not undermine the availability of potential sites for rollback. Therefore, under these circumstances, exception site proposals will need to be supported by marketing evidence which demonstrates that the site has been marketed for rollback use over a sustained period of 12 months, in accordance with the requirements set out in Appendix 2.

7.23. All exception sites may also provide a small proportion of market housing on site to cross-subsidise the delivery of the affordable housing, however, the starting position should be from 100% affordable housing, with any market housing element being justified based on a PPG-compliant viability assessment in discussion with the Council.

7.24. First Homes exception sites may also include a small proportion of other affordable homes in addition to market housing, where there is a significant identified local need. Given the overall high need for affordable rented properties across the borough, the Council will therefore only consider market housing on First Homes exception sites where schemes also deliver a proportion of affordable rented

properties on the site. The exact proportion of market and affordable rented properties will need to be justified as part of the PPG-compliant viability assessment.

Policy HOU4 – Housing Mix

New development should provide a mix of housing sizes appropriate to the character and location of the proposed development, reflecting where feasible the identified housing need whilst seeking to avoid an over concentration of any particular type of housing in the local area.

As a starting point, housing sizes (in terms of number of bedrooms) for new development will need to have regard to the borough-wide Housing Needs Assessment or, at an adopted Neighbourhood Plan level, any policies associated with housing sizes in that plan.

Neighbourhood Plans may set out an approach to housing size that is specific to the local needs of the area where this is supported by evidence.

Supporting Text

7.25. The Great Yarmouth Local Housing Need Assessment (2022) provides the key evidence of the housing sizes that are required across the borough to meet identified needs. These are driven by the relationship between household demographics influencing demand and the profile of the existing housing stock.

7.26. To ensure that a sufficient range of housing sizes are provided to adequately meet identified needs and to help rebalance the borough's housing stock, the Local Housing Needs Assessment identified the following borough-wide target proportions for new housing:

- Market Housing –
  - (5% 1 bedroom, 20% 2 bedroom, 70% 3 bedroom, 5% 4 bedroom)
- Affordable Home Ownership –
  - (10% 1 bedroom, 40% 2 bedroom, 40% 3 bedroom, 10% 4 bedroom)
- Affordable Rent –
  - (5% 1 bedroom, 45% 2 bedroom, 45% 3 bedroom, 5% 4 bedroom)
- Social Rent –
  - 5% 1 bedroom, 40% 2 bedroom, 45% 3 bedroom, 10% 4 bedroom)

7.27. It should be recognised that the above target proportions are plan-wide and therefore the needs and requirements of new housing sizes in specific locations across the borough are likely to vary. In recognition of this, the Local Housing Needs Assessment also disaggregates the above target proportions across different sub-areas of the borough.

7.28. Several Local Housing Needs Assessments have also been undertaken to inform adopted Neighbourhood Plans across the borough. These provide a detailed assessment of the required housing sizes needed at an individual settlement level and are another form of evidence that will need to be considered alongside the conclusions of the borough-wide needs assessment when establishing the appropriate mix of housing sizes on development sites.

7.29. Both types of local housing needs assessment provide a useful starting point for the consideration of the size of new dwellings that should be provided through the above policy. However, in recognition that locational demands for a certain type of property size can vary over time and that the character and density of an area can influence their feasible delivery, it is therefore advisable for developers to

have pre-application discussions with the local planning authority to help determine the exact mix on a development site, having regard to the most recent local housing needs assessment that is available.

7.30. To ensure the needs of older persons are identified, the Borough Council published (in collaboration with other Norfolk planning authorities) a Demand for Specialist Older Persons Housing and Dementia Care Housing Study (2020) and Research into the Need for Specialist Accommodation for Older People in Great Yarmouth (2023).These studies illustrates that the Borough has a relatively aged population structure and that this characteristic is likely to be more pronounced in the future, with the number of residents over 65 anticipated to increase by over 7,000 between 2021 and 2041.

7.31. When preparing Neighbourhood Plans, these may include specific localised needs for certain dwelling sizes where they are supported by evidence which is consistent with the methodology and findings of the Local Housing Needs Assessment. Neighbourhood Plans can take a more detailed approach to housing sizes to that set out in the above policy.

Policy HOU5 – Housing for Older People

The provision of specialist accommodation that is suitable for the elderly, including sheltered housing, supported housing, extra care housing and residential/nursing care homes will be encouraged. The following types of development will be encouraged where they are in compliance with other relevant policies with the plan:

- **Bungalows within Development Limits**
- **Accessible apartments within Development Limits**

Grouped accommodation with appropriate elements of support, shared facilities and/or nursing care/wardening will be permitted where it is located within the Development Limits and has access to shops, public transport, community facilities and medical services for those without a private car.

Grouped accommodation with appropriate elements of support, shared facilities and/or nursing care/wardening will be permitted outside of the Development Limits of Great Yarmouth, Gorleston, Bradwell, Caister, Martham, Hemsby, Ormesby St Margaret and Hopton-on-Sea, and subject to:

a) **A Travel Plan shows how residents without cars will have access to shops, community facilities and medical centres, as appropriate to the needs and level of mobility of potential residents. The plan should also demonstrate how visitors and staff without cars can access the premises. Measures included in the proposal will need to be secured by planning condition and/or a planning obligation;**

b) **The site not being allocated or designated for an alternative use/development in this Local Plan or a Neighbourhood Plan.**

c) **A planning condition restricting the occupancy to older people or people with a need for care.**

The development of sheltered and extra care dwellings will not be required to make provision for affordable housing, as required by Policy HOU1.

For elderly accommodation covered by this policy, the design should ensure:

d) **Provision of generous internal space;**

e) **A high level of energy efficiency with good ventilation;**

f) **Suitable storage space for items that aid mobility;**

g) **Provision of good quality, accessible and functional outdoor amenity space, and where this cannot be achieved, the provision of external balconies;**

h) **An attractive outlook and/or activity from within the accommodation;**

i) **It is of a scale, height and design that appropriately accommodates its relationship to surrounding land uses and landscape, particularly where located at edges of settlements.**

Proposals that seek a change of use of nursing and care homes (under Use Class C2) to other alternative uses will only be permitted where:

j) **The space standards of the existing property have been assessed and demonstrated as being no longer suitable against the space standards for care homes outlined by the Care Quality Commission; or**

k) **Marketing evidence is provided which demonstrates the premises has been marketed as a care home facility use over a sustained period of 12 months, in accordance with the marketing principles set out in Appendix 2.**

Supporting Text

7.32. National planning policy requires that needs of groups with specific housing requirements should be assessed and reflected in planning policies including, but not limited to, older people and people with disabilities. National planning policy also seeks to ensure that developments create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users which do not undermine the quality of life or community cohesion and resilience.

7.33. Housing for older people is typically defined as social sector 'sheltered' housing, private sector leasehold retirement housing and housing with care "extra-care". Such schemes will include for rent, for sale and offers gradiated levels of on-site support and assistance.

7.34. To identify the specific needs of older persons the Borough Council published (in collaboration with other Norfolk planning authorities) a Demand for Specialist Older Persons Housing and Dementia Care Housing Study (2020) and Research into the Need for Specialist Accommodation for Older People in Great Yarmouth (2023).

7.35. These studies illustrate that the Borough has a relatively aged population structure and that this characteristic is likely to be more pronounced in the future, with the number of residents over 65 anticipated to increase by over 7,000 between 2021 and 2041. The evidence indicates that there is a specific unmet need of 1,188 units of sheltered accommodation and 755 units of extra care needed across the borough by 2041.

7.36. Whilst some of the need derived from this growth is likely to be met through new general housing, it remains essential that new development provides for housing that will specifically meet the needs of older population. This policy provides this additional level of support by ensuring that the needs for older persons and specialist accommodation are met in appropriate locations across the borough.

7.37. The policy seeks to steer such development in certain geographic locations which are considered more suitable than others. This is based upon the Council's Infrastructure and Baseline Report and guidance within the Demand for Specialist Older Persons Housing and Dementia Care Housing Study which looks at services, facilities and the daily needs of people within this group.

7.38. Whilst the policy permits new bungalows and accessible apartments within the development limits to help meet this need, it will be necessary for applicants bringing forward grouped accommodation proposals within the development limits to demonstrate good accessibility to key facilities and services. This is considered necessary due to the likely reduced mobility of potential residents and likely demands placed upon the healthcare service. When considering the accessibility of proposals, a distance of no greater than 15-minute travel time via public transport to the nearest medical facility and up to 800m walking distance to other shops and facilities will be considered appropriate.

7.39. Given the level of need and recognising that it may be difficult to secure this accommodation on windfall sites within the Development Limits, the policy also allows for accommodation for older people and people with care needs outside of Development Limits but adjacent to the settlements with the best service provision and served by an existing healthcare facility provision. For such sites it will be necessary to ensure that there is good access to these services and facilities for those without access to a private car. To demonstrate good accessibility, such housing will need to be appropriate for the intended users, for example by providing ramps, lifts and stair lifts. It is also key that what is proposed and ultimately delivered specifically meets the identified needs.

7.40. When considering grouped accommodation outside the Development Limits of Hemsby, applicants will need to ensure that such sites do not undermine the availability of potential sites for rollback. Therefore, proposals for grouped accommodation will need to be supported by marketing evidence which demonstrates that the site has been marketed for rollback use over a sustained period of 12 months in accordance with the requirements set out in Appendix 2

7.41. Larger sites, which are often developed by a range of developers also offers scope to help meet this need, often through potential retirement communities. Therefore, this plan provides the following allocations which contain a specific requirement help provide older persons accommodation:

- Policy URB19: Land at Links Road, Gorleston
- Policy CAS1: Land west of Jack Chase Way, Caister-on-Sea
- Policy CAS2: Land east of Ormesby Road.
- Policy HOP1: Land at Longfulans Lane, Hopton-on-Sea
- Policy MAR5: Land south of Hemsby Road, Martham

7.42. The design standards should have regard to the principles set out in the 'Housing our Ageing Population Panel for Innovation' (HAPPI) report which when published in 2009 sought to consider what reforms were needed to ensure that new build specialised housing meets the future needs and aspirations of older people. When designing new specialised housing accommodation, it will also be necessary to sure that the scale and design of the proposal has regard to and is suitably integrated into the context of the surrounding built environment, topography and landscape in accordance with Policy NAT7 and Design Code (Appendix 1) requirements CI1 and BF1.

7.43. In addition to this policy, the Local Plan also applies a requirement through Policy HOU9 that all new housing should be built to enhanced accessibility standards to cater for people's changing circumstances through life.

7.44. It is strongly recommended that prior to submitting a planning application, applicants discuss the level of specific elderly or vulnerable users' housing need with both the Borough Council and Norfolk County Council.

7.45. Whilst this policy supports the provision of new care/nursing homes, the need over the plan period is expected fall as more people will be able to remain in their homes for longer, through the policy provisions provided in this plan. Notwithstanding, this policy ensures that such facilities will remain protected to maintain their necessary use. The policy provides flexibility should exceptional circumstances arise where such facilities are no longer economically viable or not of a sufficient modern standard. In determining whether a facility would continue to function at an appropriate standard, consideration will be given to the national minimum standards laid down in the Care Homes Regulations.

7.46. The marketing period of 12 months is considered to represent a reasonable period over which the demand for a care home facility can be explored, with further details set out in Appendix 2.

Non-Strategic Policies

Policy HOU6 – Self Build

Proposals that make a proportion of serviced dwelling plots available for sale to self-builders or custom housebuilders will be encouraged where in accordance with other relevant policies in this plan.

Developments of 200 or more dwellings will be expected to provide a minimum of 5% self-build or custom housebuilding properties, on site, through the provision of serviced plots unless this can be satisfactorily demonstrated to be unfeasible.

Once completed and available for development, the serviced plots should be marketed for a period of not less than 12 months, in accordance with the marketing principles set out in Appendix 2. If, following this period, any of the serviced plots remain unsold, they may be built out by the developer as general market housing.

Supporting Text

7.47. The Government is keen to promote the self-build and custom-build housing sector as it can help to increase the supply, variety and overall design quality of new houses into the market.

7.48. Self-build projects are defined as those where someone directly organises the design and construction of their own home. This can cover a wide range of projects including traditional 'do-it-yourself' self-build homes to projects where a self-builder employs someone to build their home for them. Other methods of self-build may include community-led projects.

7.49. Custom build homes are where a person works with a developer, either as an individual or as group to help provide their own home. In these circumstances, a developer may help to acquire a plot, manage construction, and arrange financing of the new home. Whilst this is a more hands-off approach, the home is usually much more tailored to match the individual's requirements.

7.50. To support delivery, the Self Build and Custom Housebuilding Act 2015 requires local planning authorities to keep register of people who are interested in building their own homes, and the Housing and Planning Act 2016 places a duty on Local Planning Authorities to grant planning permission for sufficient serviced plots to meet demand evidenced by the register. National planning policy requires Local Planning Authorities to plan for the needs of people who are interested in building their own homes.

7.51. As of October 2023, there was a current unmet demand for 25 plots, and annual demand has remained relatively constant at 7 plots per year since October 2016. If this demand remains relatively constant, there would be an overall demand for approximately 140 plots by 2041.

7.52. The policy requires 5% of plots on all sites above 200 units to be made available for self-build or custom-build housing. Based upon the sites allocated in this plan, this will deliver the approximate need for serviced plots over the lifetime of the plan. This policy is also complemented by Policy RUR2 which supports limited small scale self-build residential development (of up to two dwellings) outside of the development limits and may help to stimulate further delivery of self-build to respond to demand.

7.53. The policy also supports the delivery of solely self-build and custom-build development where they are in conformity with the other relevant policies in this Local Plan which may increase delivery further.

7.54. Where serviced self-build or custom-build plots are made available on a site and are not taken up after a minimum of 12 months, the developer will be free to build out these plots themselves. The plots

should be marketed in accordance with the marketing principles set out in Appendix 2 and the minimum marketing period should not start before the plots are serviced and development can commence.

7.55. Self and custom builders should be able to design and build their homes to meet their own requirements, however, it is important that an element of coherence in the design and appearance of the wider overall site is maintained and contributes positively within their surroundings and context. The Design Code Appendix provides guidance on detailed design matters such as building heights; massing; position on plots; plot coverage; materials palette; landscaping; parking; and waste management amongst others. All proposals for self-build or custom-build plots will need to demonstrate how individual, or groups of plots have had regard to the borough wide design requirements in the Design Code (Appendix 1).

Policy HOU7 – Houses in Multiple Occupation

Planning permission for new Houses in Multiple Occupation (HMO) will only be granted where:

- **a) The site or building is not within 25m of another existing HMO;**
- **b) The site or building is outside of:**
  - **i. Haven Bridge Quayside Area as defined by Policy URB3;**
  - **ii. Great Yarmouth Seafront Area as defined by Policy URB10; and**
  - **iii. Back of Great Yarmouth Seafront Improvement Area as defined by Policy URB11;**
- **c) The development provides for adequate provision of bin and cycling facilities for the number of potential occupants. The size and location of any storage facilities should be of a scale and design which maintain or improves the character and amenity of the area, in accordance with the Design Code (Appendix 1);**
- **d) The development will not unacceptably harm the amenity of adjoining and nearby residents through visual and/or noise intrusion, or loss of privacy in accordance with Policy HEC6; and**
- **e) The application states the number of rooms (including kitchens and bathrooms), space per room and number of people proposed to occupy each bedroom, with the proposal meeting (but ideally exceeding) the minimum room dimensions to secure a licence from the Council's Environmental Services under the Housing Act 2004 (or amended or subsequent legislation) even in cases where a licence is not required.**

Supporting Text

7.56. Houses in Multiple Occupation (HMOs) are, for planning purposes, those properties shared by three to six tenants who form two or more (separate) households and who share a kitchen, bathroom and/or toilet (Use Class C4). Those HMOs with seven or more tenants living there, comprising two or more separate households, are classed as a 'large' HMO (which are classed as sui generis).

7.57. Housing affordability is a key issue within Great Yarmouth. Shared accommodation such as HMOs are an important source of housing for many people, providing flexibility and affordability that other forms of housing and the market are not able to deliver. In the borough, most HMOs are located within the Great Yarmouth urban area, and particularly situated to the back of Great Yarmouth's seafront area. Here, house prices are particularly low and the demand to convert hotels, guesthouses, boarding houses and bed-and-breakfasts to HMOs remains high.

7.58. HMOs are a common source of concern for many residents in the borough and are frequently associated with issues that affect the local neighbourhood, reducing community cohesion. The unrestricted conversion of family-size dwellings or former tourist-related buildings into HMOs can also change the social composition of an area and reduce opportunities for families or other to buy or rent houses in the borough.

7.59. Due to the existing number and concentration of HMOs in the Borough, the Council adopted an Article IV Direction in September 2012, covering the whole planning area of the borough. This removed the permitted development right for Class C3 dwellings to convert to Class C4 HMOs, therefore all such proposals require planning permission.

7.60. It is therefore important that when planning for new HMO proposals, the plan provides an appropriate balance between meeting housing needs, whilst avoiding the concentration of HMOs in any one area and ensuring that proposals do not compromise the character or amenity of an area. In pursuance of

this, the policy does not permit proposals for new HMOs within the 'Great Yarmouth Seafront Area' (Policy URB10), 'Back of Great Yarmouth Seafront Improvement Area' (Policy URB11), or the 'Haven Bridge Quayside Area' (Policy URB3).

7.61. The Great Yarmouth Seafront Area is of strategic importance to the borough's economy. Policy URB10 does not allow for proposals for residential accommodation that is not self-contained, such as HMOs, on the basis that concentration of such uses could impact upon the overall vitality of the area as the largest visitor destination within the Borough.

7.62. The 'Back of Great Yarmouth Seafront Improvement Area' has been, and remains, under significant pressure for new HMOs, with many such conversion having taking place over recent decades. It is important that this area does not further suffer from amenity issues associated with the continued loss of tourist uses and increases in HMOs. The exclusion of HMOs within this area is consistent with the approach of Policy URB11 which seeks to sensitively manage the transition of the area by encouraging high quality self-contained residential accommodation, as well as specialist and short-term holiday accommodation.

7.63. The exclusion of HMOs within the 'Haven Bridge Quayside Area' is consistent with the regeneration ambitions of the area through Policy URB3, which seeks to improve the public realm and widen the leisure and cultural offer. Whilst residential development is encouraged, proposals should be self-contained and limited to upper floors only.

7.64. Outside of these exclusion areas, proposals for all new HMOs should not be within 25m of another existing HMO. This will help prevent the clustering together of new HMOs, and also prevent instances where new HMO proposals may 'sandwich' a self-contained residential or tourist property between two or more HMOs, which could have a detrimental impact on the character and amenity of the residential block.

7.65. When assessing compliance with the policy requirement, the Council will consider all HMOs that are within 25m of any part of the curtilage of a proposed HMO and which have either: an extant planning permission for such HMO use; a Certificate of Lawfulness for such use; and/or a Housing Act licence for a 'large' HMO use.

7.66. The policy requires HMO proposals to consider the impacts of parking provision, bin storage and general amenity to help maintain the quality of the local environment for both existing and new residents in accordance with policies DHE1, HEC6, SUT1 and the Design Code (Appendix 1).

7.67. Most HMOs require a licence from the Council to operate lawfully and comply with standards including room sizes and facilities. In most circumstances both licencing and planning permission will be required which will secure these standards. However, whilst licencing is a legally separate process from planning, there may be instances where planning permission is being applied for in the absence of a licence and therefore a risk remains of inadequate provision of bathroom and/kitchen space and facilities. It is therefore important that this information is provided in any application so that a judgement in planning terms can be made as to whether the living conditions would be acceptable in facilities and amenities terms.

7.68. Minimum room and space standards are set out in the 1985 Housing Act and 2004 Housing Act. The current minimum bedroom sizes are repeated below (any person over the age of 10 is counted as an "adult" and children between the ages of 12 months and 10 years as 0.5 of an "adult"):

- 10.2sqm or more floor area of room – maximum 2 persons

- 8.4sqm – 10.2sqm floor area of room – maximum 1.5 persons
- 6.5sqm – 8.4sqm floor area of room – maximum 1 person
- 4.6sqm – 6.5sm floor area of room – maximum 0.5 person
- Less than 4.6sqm floor area of room – not suitable as sleeping accommodation

7.69. To prevent two or more people living permanently in an HMO room that is only for a single resident, a condition will be appended to a planning application restricting the number of occupants who can permanently reside in each room.

7.70. When considering proposals for sui generis HMOs, a minimum of two bathrooms and two kitchens will be required. Where HMOs contain more than 12 bedrooms, a minimum ratio of one kitchen and one bathroom for every six occupants will be required. This ratio ensures that provision reflect the standards of C4 HMOs that would usually be considered through permitted development to merit the permitted change from C3. The size and usability of kitchens and bathrooms will also be appropriately considered.

7.71. The plan expects a minimum of two bathrooms and two kitchens for a sui generis HMO and a minimum ratio of one kitchen and one bathroom for every six occupants for HMOs with more than 12 bedrooms. This ratio ensures that provision reflect the standards of C4 HMOs considered through permitted development to merit the permitted change from C3. However, the size and usability of kitchens and bathrooms must also be appropriately considered.

7.72. It is strongly recommended that prospective HMO applicants seek pre-application and pre-licensing advice form the Council before progressing schemes. It is recommended that all applicants apply for planning permission before making a licence application, as they may be elements of a planning permission which would need to be reflected in the consideration or contents of a licence.

Policy HOU8 – Housing Space Standards

All new dwellings and conversions shall comply with or exceed the minimum National Described Space Standard, unless other material planning considerations would mean that these space standards are not achievable.

Supporting Text

7.73. The amount of space in a home can influence how people live. It has been evidenced that a lack of space can have significant impacts upon people's quality of health and wellbeing, attaining good educational outcomes for children, and maintaining stable family relationships. Many parts of Great Yarmouth suffer from high levels of multiple deprivation, poorer health outcomes and higher disability rates than national average. The inner urban wards of Great Yarmouth also have high levels of overcrowded housing.

7.74. Providing new homes where there is sufficient internal space, privacy and storage facilities is beneficial in ensuring the long-term sustainability and usability of new homes, but also provides for a better living environment to help address the health and socio-economic needs of the borough's residents.

7.75. The Nationally Described Space Standard (NDSS) deals with internal space within new dwellings across all tenures. It sets out requirements for the gross internal floor area of new dwellings at a defined level of occupancy, as well as floor areas and dimensions for key parts of the home, notably bedrooms, storage and floor to ceiling heights. The overall objective of the standard is to ensure that all new homes, conversions, and dwellings provide a flexible and high-quality environment, capable of responding to occupants' needs and circumstances.

7.76. The borough has a significant ageing population therefore invoking the optional minimum space standard through Policy HOU8 is considered important in helping to meet identified needs and facilitating the long-term adaptability of homes which may arise through changing personal circumstances i.e. impaired mobility. impaired mobility. Whilst there is some overlap between appropriate space standards and accessible/adaptable standards, the introduction of the space standard through this policy does not negate the requirements for M4(2) or M4(3) standards through Policy HOU9.

7.77. In some locations across the borough, it may occasionally be the case that smaller homes are more consistent with the prevailing historic character of the area. Such considerations need to be balanced against the long-term benefits of providing minimum standard size homes with sufficient internal space built for modern needs and the prevailing landscape or historic character on a case by case basis and in line with other associated policies in this plan.

7.78. Planning applications will be subject to a validation requirement to ensure that sufficient detail is submitted through documentation to allow easy measurement of each housing type against the policy. This should be in detailed tabulated form and not left to the interrogation of individual designs and drawings. A separate statement and/or inclusive section in any Design and Access statement will be necessary.

Policy HOU9 - Accessibility Standards

All new homes must be designed and built to meet requirement M4(2) of Part M of the Building Regulations unless it can be robustly demonstrated it is not practicable to do so due to the physical characteristics of the site.

10% of the affordable housing provided on site in accordance with Policies HOU1 and HOU3 should comply with requirement M4(3) of the building regulations unless it can be robustly demonstrated it is not practicable to do so due to the physical characteristics of the site.

Where exemptions are sought on practicality grounds, the minimum number of units necessary will only be exempted from the requirements.

Supporting Text

7.79. This policy seeks to maximise the flexibility of new housing to accommodate a wider spectrum of housing needs, supporting the needs of older people and those with specialist requirements such as those who are disabled and wheelchair users. The provision of homes that are adaptable and accessible from the outset helps to reduce the likelihood of people having to move house as their needs change and allows people to stay, helping to foster mixed and inclusive communities.

7.80. Delivering sustainable communities means supporting the needs of the current and projected future population. National planning policy requires that the needs of groups with specific housing requirements should be assessed and reflected in planning policies, including, but not limited to, older people and people with disabilities.

7.81. The Local Plan is supported by an up to date and proportionate evidence base, including a Local Housing Needs Assessment (2022), a Demand for Specialist Older Persons Housing Demand Care Housing Study (2020), and a draft Local Plan Viability Assessment (2023).

7.82. These studies illustrate that the Borough has a relatively aged population structure and that this characteristic is likely to be more pronounced with the number of residents over 65 anticipated to increase by over 7,000 between 2021 and 2041. The evidence forecasts that between 2016 and 2041, the borough will include approximately 8,500 households where a person(s) will develop an illness or disability that would require adaptation to the home, or already reside in a home that cannot be adapted to meet their needs.

7.83. In reality, the number of new homes to meet this need will be significantly smaller as many homes will likely have capacity for adaptation – the English Housing Survey indicates that up to 60% of any particular property type is likely to have capacity for adaptation – and for those households whose existing home cannot be converted, will have a choice of either remaining in an unsuitable home or moving to another property that is more suitable. Taking this into account, the evidence concludes that a 'lower' minimum need of approximately 3,700 dwellings would require the provision of being of an accessible and adaptable home standard by 2041. Of the 3,700 households, the evidence indicates that approximately 17% (650 dwellings) of these households would also be required to be wheelchair accessible.

7.84. The National Building Regulations include specific nationally agreed construction standards which can deliver accessible and adaptable homes (the M4(2) standard) and wheelchair user dwellings (the M4(3) standard). Accessible and adaptable housing are expected to provide safe and convenient approach routes into and out of the home and outside area, suitable circulation space and suitable bathroom and kitchens within the homes. Wheelchair user housing include additional features to meet the needs of occupants who use wheelchairs or allow for adaptations to meet such needs. Both

national standards are optional, and their optionality is partly dependent upon their viability when considered with other requirements of the Local Plan.

7.85. The existing adopted Local Plan already requires new homes to be M4(2) compliant, therefore the requirement in the new Local Plan is a continuation of this approach. Although a small proportion of the M4(2) need will have already been delivered since the adoption of the current plan (in December 2021), the overwhelming majority will still need to be planned for through new allocations in this plan. As the new plan seeks to provide for an additional 3,800 dwellings by 2041 (excluding existing sites with planning permission), it is considered that the 100% requirement within this policy is justified to ensure that the needs for adaptable and accessible housing continues to be provided for, whilst acknowledging that there may be site-specific circumstances which may limit the future contribution from some sites coming forward.

7.86. The national planning practice guidance states that M4(3) (wheelchair adaptability) should only be applied to properties where the Local Planning Authority is responsible for allocating or nominating a person to live in that dwelling. Therefore, a minimum of 10% of new dwellings will need to accord with Category M4(3) wheelchair adaptability as part of the overall affordable housing provision on larger housing developments. Whilst it is acknowledged that this is unlikely to meet the full needs for M4(3), the approach is reasonable when balanced against the viability considerations of the whole plan.

7.87. The viability of requiring enhanced accessibility or adaptability standards over and above building regulations has been tested in the draft Local Plan Viability Assessment. The study concludes that there is sufficient headroom across the development typologies to meet the optional technical standards.

7.88. Where the specific requirements of the Building Regulations may not be achievable, the policy allows an element of flexibility to take this into account. This may be due to, for example, site specific challenges around topography and flood risk. Where developers demonstrate that the M4(2) or M4(3) requirements are not feasible, this will be determined on a case-by-case basis on the clear evidence submitted at planning application stage e.g. the topography of the site makes the provision unpracticable, or where it is not possible to provide lift accesses to habitable spaces above the flood datum.

7.89. Planning applications will be subject to a validation requirement to ensure that sufficient detail in submitted through documentation to allow measures of each housing type against the policy. This should be in detailed tabulated form and not left to the interrogation of individual designs and drawings. A separate statement and/or inclusive section in any Design and Access statement will be necessary.

Policy HOU10 – Annexes

Residential Annexes are defined as extensions or detached buildings within the curtilage of a dwelling which provide additional residential accommodation not wholly integrated with the main dwelling.

An annexe to an existing dwelling will be permitted inside and outside of the Development Limits where:

a) **The annexe is ancillary and subordinate in scale to the principal dwelling;**

b) **It is in the same ownership as, and occupied in conjunction with, the principal dwelling;**

c) **It shares the existing access, curtilage, garden and parking of the principal dwellings without differentiation; and**

d) **It is capable of practical incorporation within the principal dwelling once there is no longer a need associated with it.**

Annexes which are detached from the principal dwelling should only be provided through conversion or extension of a well-related existing building unless this or an extension to the principal dwelling can be demonstrated to be unfeasible.

Any permission granted will be subject to planning conditions to ensure that these requirements continue to be met.

Supporting Text

7.90. Residential annexes can offer an important contribution to help adapt and change the borough's housing stock to meet future housing needs, for example providing additional semi-independent accommodation for members of the same family to support older relatives who may need additional support.

7.91. In order to be considered an annexe the proposal needs to be within the curtilage of the principal 'host' dwelling and demonstrate that it is clearly ancillary to it, for example the proposal shares the same garden, parking and access as the principal dwelling.

7.92. If the annexe cannot be provided as an extension to the existing dwelling, the conversion or extension of well-related existing buildings is preferred as they make more efficient use of land, existing materials and can often reduce the potential for impacts upon the surrounding environment and neighbouring amenity. If it is not possible to extend the existing dwelling and it can be demonstrated that there are no existing suitable outbuildings, a new detached annexe could be supported under the policy subject to compliance with criterion a) to d) of the policy.

7.93. The design of annexe should reflect the character of the existing dwelling and be subordinate in size, scale and provision to the existing dwelling, and demonstrate that it has been designed to prevent it being used as an independent dwelling in the future. In all cases, there will be no boundary treatments that physically separate the accommodation from the main dwelling or a separate vehicular access. This will be managed by a planning condition.

7.94. To ensure that annexes remain as such, and are not sold, let, or used as independent dwellings, occupation will be limited way of a planning condition.

Policy HOU11 Residential Extensions

Extensions to existing residential properties will be permitted within and outside of Development Limits where:

a) **The extension is subordinate to the existing building, allowing the form of the original building to be clearly understood;**

b) **The design respects the architectural characteristics, scale and detailing of the host building and its setting within the street scene, immediate surroundings and the wider townscape or landscape;**

c) **High quality matching or complementary materials should be used, appropriately and sensitively in relation to the context, having regard to the Design Code (Appendix 1). This would not preclude proposals that are innovating or contemporary where these are of an exceptional design quality;**

d) **The proposal would not significantly adversely affect the amenities of future occupants or neighbouring occupiers in accordance with Policy HEC6 and Criterion BD5 of the Design Code (Appendix 1);**

e) **The proposal does not lead to an unacceptable loss of useable private amenity space in accordance with Criterion BD6 of the Design Code (Appendix 1); and**

f) **The proposal does not lead to an unacceptable loss of parking, both in curtilage or on street and does not create a danger to pedestrians.**

Supporting Text

7.95. Permitted development rights exist for certain types of residential extensions, but this policy addresses situations not covered by permitted development.

7.96. It is recognised that residential extensions can play an important role in the upgrading and design efficiency of the borough's existing housing stock, helping to meet identified needs, and often in a low-cost and flexible way.

7.97. It is important that new proposals respect the character and appearance of the original building, the streetscene in terms of their height, width, depth, building line, footprint and materials to harmonise with the surrounding context. In this regard, proposals will be principally assessed against the design policies contained within this plan, specifically Policy DHE1.

7.98. The Design Code Appendix references a variety of character areas across the borough where maintaining or enhancing local distinctiveness has increased importance. Where new extension proposals are located within any of these areas, applicants will be expected to have specific regard to the relevant site-specific design requirements, particularly on matters relating to building lines, height and massing, street elevation design and building design & materials.

7.99. It is also necessary to ensure that new proposals do not have a detrimental impact on the amenity that would be reasonably expected to be enjoyed by future or existing adjoining occupiers. For example, poorly designed proposals can potentially lead to issues such as poor privacy, loss of natural light or reduced private amenity space.

7.100. Criteria BD5 & BD6 of the Design Code Appendix provides minimum distances and standards to ensure both adequate privacy is maintained when new habitable rooms are created, and to ensure that dwellings continue to provide suitable private outdoor amenity space. Applicants will therefore be

expected to have regard to the Design Code (Appendix 1) criteria alongside the general amenities requirements in Policy HEC6.

8.Gypsy and Traveller Accommodation

8.1. This part of the plan is still under development as work on the evidence on the need for gypsy and traveller provision is still ongoing. It is likely there will be a need for additional accommodation provision and the Council would welcome submissions of sites from landowners which could be considered for gypsy and traveller provision. These could be sites which were previously submitted for housing or other uses at earlier stages which haven't been selected in this First Draft Plan as proposed allocations for that particular use. To submit a site, please forward a plan of the site together with details of ownership to localplan@great-yarmouth.gov.uk.

8.2. A focused consultation on gypsy and traveller provision will take place in June/July 2023.

9.Employment Planning Policies

Strategic Policies

Policy EMP1 - New employment development

New employment development consisting of Use Classes B2 (general industry), B8 (storage and distribution), and E g) i), ii) and iii) (office uses without visiting members of the public, research and development, and any industrial process) will be permitted within the Development Limits identified on the Policies Map provided that they are compatible with neighbouring existing and planned uses, and their occupiers.

Office uses located outside of defined centres in Policy RTC1, allocated sites or Protected Employment Sites in Policy EMP2, will be subject to the sequential test for a town centre use as set out in local and national planning policy unless specific policies indicate otherwise.

Proposals for new employment development falling within the above specified use classes outside of Development Limits will be permitted where:

- **a) it is demonstrated that the proposal could not be accommodated within defined Development Limits; and**
- **b) its scale is rural in character and sensitive to surroundings and well-related to existing settlements; or**
- **c) they comprise an extension or alteration to existing business premises which does not result in a major change in the scale and impact of the premises or its use; or**
- **d) they support diversification of an existing rural business in accordance with Policy RUR5.**

New or expanded employment that is developed over the plan period and located outside of the identified 'Protected Employment Sites' will be treated as being within a Protected Employment Site under Policy EMP2.

The Council will consider imposing conditions to restrict the use of new employment development falling within the above use classes to avoid changes to alternative uses within the same use class (Class E) and conditions to remove permitted development rights which allow for changes of use to non-employment uses.

Flexible working will be encouraged, where there is no resulting adverse impact upon residential amenity through the development of live-work units on new residential and mixed-use sites.

Parking provision for lorries and commercial vehicles will be considered on a case-by-case basis. Developers will be expected to demonstrate that the proposed provision for such vehicles will be adequate for the levels of activity at the site. Off-site lorry parking must be located with good access to local trunk roads.

Supporting Text

9.1. This policy provides support to new employment development beyond the Borough's existing employment sites, in accordance with national planning policy. The criteria within the policy addresses proposals for new and extended employment development, and the requirements within and outside of defined Development Limits as identified on the Policies Map. The policy will help to ensure that employment development is located appropriately according to its intended use and potential impacts on the surrounding environment are minimised and avoided where possible. This must also include the

consideration of planned development, either allocated or permitted, which may have yet commenced.

9.2. Office use is identified as a main town centre use in national planning policy. Usually, such uses should be preferentially located within designated centres (identified in Policy RTC1). An exception has been made to locate office uses (under Use Class E g) i)) that do not serve visiting member of the public within Protected Employment Sites (identified in Policy EMP2) as these uses are traditional employment uses that are appropriate within employment areas. It will therefore be important that in applying the sequential test from Policy RTC2, that Protected Employment Sites are included as preferential sites in the search for office spaces under Use Class E g) i).

9.3. It is important that new employment developments located outside of 'Protected Employment Sites' (identified under Policy EMP2) are protected under Policy EMP2 as these will add to the Borough's supply of employment sites. Such sites will then be afforded a level of protection from future loss by change of use.

9.4. In addition, the Borough Council will make use planning conditions to ensure that the development is permitted only for the use granted consent and will restrict changes to alternative uses within the same use class (Class E) or other changes through permitted development, to protect the specific employment uses permitted and avoid potential abuses of policy.

9.5. The policy also supports rural employment development which can take place outside of Development Limits with a more restrictive approach. It will be necessary to demonstrate that it is not possible to accommodate such new employment development within Development Limits where land is generally more suitable and may be readily available to facilitate such development. This will need to be demonstrated through evidence which assess the availability and suitability of alternative sites within Development Limits.

9.6. Proposals for new build employment within the countryside will need to be of a scale which is compatible with the rural character of the area and be carefully considered against landscape requirements in Policy NAT7. To minimise impacts in these scenarios, it would be preferable for developments to be located adjacent to or closely related to Development Limits.

9.7. Proposals which are rural in character may otherwise involve the conversion of existing agricultural buildings, or other buildings located in the countryside; each of which may provide an important contribution to the countryside setting and must also be carefully considered against landscape requirements in Policy NAT7.

9.8. Policy RUR5 sets out in more detail how proposals for farm diversification will be considered.

Policy EMP2 – Protected Employment Sites

Protected employment sites are identified on the Policies Map. These are categorised between two broader types of employment site that encourage the redevelopment and intensification of employment uses as follows:

a) Key Employment Sites supporting the Borough's offshore energy, high technology and/or port logistics industries, which include:

i. South Denes Port and Harbour Area, Great Yarmouth – employment uses outlined in allocation Policy URB14.

ii. Beacon Business Park, Gorleston/Bradwell – office, research & development, light industrial and storage and distribution employment uses.

iii. Beacon Business Park extension, Gorleston/Bradwell – employment uses outlined in allocation Policy URB18.

b) Existing Employment Sites supporting:

i. the full range of employment uses which includes Use Classes B2 (general industry), B8 (storage and distribution), and E g) i), ii) and iii) (office uses without visiting members of the public, research and development, and any industrial process); and

ii. exceptionally, sui generis retail uses such as car show rooms or trade counters will be supported on sites where they benefit from a range of good transport options and will not be detrimental to the effective use of the remainder of the Protected Employment Site.

In addition to these specified uses, the provision of new training facilities and employment uses that provide vocational opportunities will be supported on Protected Employment Sites. Within Key Employment Sites, such uses must relate specifically to the industries identified as appropriate within those areas.

The town centre use sequential test will not apply within Protected Employment Sites for offices (under Use Class E g) i)).

The Council will consider imposing conditions to restrict the use of new development within Protected Employment Sites to avoid changes to alternative uses (such as those within the same use class, Class E) and conditions to remove permitted development rights which allow for changes of use to uses which would not be appropriate within a Protected Employment Site to ensure sufficient floorspace to support economic growth.

The loss of employment uses falling with use classes B2 (general industry), B8 (storage and distribution), and E g) i), ii) and iii) or vacant land on Protected Employment Sites to uses not falling within use classes B2, B8 or E g) i), ii) and iii) will only be supported where:

c) marketing evidence is provided which demonstrates the premises have been marketed for employment use over a sustained period of 12 months in accordance with the requirements set out in Appendix 2;

d) the proposed use is compatible with the surrounding employment uses in terms of car parking, access, noise, odour and other amenity concerns;

e) the use does not undermine the function of the site as a strategic employment site; and

f) **for Key Employment Sites only, in addition to criteria c) to e), non-employment uses must be ancillary uses to existing businesses or provide uses that otherwise support the strategic function of the employment site.**

Supporting Text

9.9. The Borough of Great Yarmouth has a diverse local economy. It is one of the main service bases within England operating to serve the offshore energy industry and has a thriving tourist economy. To ensure that the conditions are right for new and existing businesses to thrive and grow, there is a need to continue to strengthen the local economy, and to upskill the local workforce and ensure suitable land and premises are available to meet local economic needs.

9.10. The development of new employment land can have viability challenges as identified by the Local Plan Viability Assessment (2024). As such it is important to protect a supply of existing premises within employment use. As such Policy EMP2 identifies existing industrial estates and business parks for protection. Additionally these sites include additional, undeveloped land to help meet the Local Plan area's employment needs over the plan period, to 2041.

9.11. The Key Employment Sites identified in the policy at South Denes and Beacon Business Park (including part of the extension site) are sites that benefit from the Government's 'Enterprise Zone' status to support growth in the offshore energy sector. While South Denes focuses on the direct port related activities, Beacon Business Park provides an area for supporting services including offices, high-tech and lighter industrial uses and research and development. The two existing sites (excluding the extension at Beacon Business Park) also benefit from Local Development Orders (LDOs), which offer a simplified form of planning consent for development and uses that meet the respective design code criteria.

9.12. The Existing Employment Sites are mostly comprised of long-established industrial estates that provide a wider range of employment uses and support a significant number of the Borough's jobs. Areas such as Hemsby Road, Martham and Hall Farm Business Park, Rollesby, provide rural employment spaces located outside of the main urban area. The Existing Employment Sites include:

- Eurocentre, Great Yarmouth
- North Quay, Great Yarmouth
- Pasteur Road, Great Yarmouth
- Southtown Road, Great Yarmouth
- Gapton Hall, Great Yarmouth
- Harfreys Industrial Estate, Great Yarmouth
- Riverside Industrial Estate, Gorleston
- Longs Industrial Estate, Gorleston
- Hemsby Road, Martham
- Hall Farm Business Park, Martham Road, Rollesby.

9.13. Within the 2019 Index of Multiple Deprivation, the Borough scored low in relation to 'skills and training'. It is a strategic priority of the Borough Council to work with colleges, schools and businesses to match future employment opportunities with the right skill provision, to boost the number of

apprenticeships, encourage social mobility and ensure more local people can benefit from business located within the Borough. The above policy therefore seeks to boost skills and training by encouraging such uses on Protected Employment Sites.

9.14. In accordance with national planning policy and guidance, employment areas must respond to change. A balance must be struck between maintaining the strategic function of Protected Employment Sites and accepting that there may be circumstances where non-employment uses can be appropriate within the Protected Employment Sites. To demonstrate this, it is important that the Council assesses the need for alternative uses in accordance with its standard marketing evidence, as set out in Appendix 2. A higher test applies to Key Employment Sites where their employment functions have national and regional importance which must not be undermined by alternative uses.

9.15. In accordance with national and local planning policy, the sequential test should be applied to town centre uses outside of defined centres (as identified through Policy RTC2). The above policy provides an exception for office uses that do not serve visiting members of the public (i.e. this exception would not apply to Use Class E c)) on Protected Employment Sites, as such uses clearly provide an employment function that is suitable and appropriate to meet employment needs. It will therefore be important that in applying the sequential test from Policy RTC2, that Protected Employment Sites are included as preferential sites in the search for office spaces under Use Class E g) i).

9.16. Planning conditions will be used to restrict the use for offices within Use Class E g) i) only, to restrict further changes of such use within Use Class E, to protect the specific employment uses permitted and avoid potential abuses of policy.

Policy EMP3: Digital Infrastructure

New or improved telecommunications infrastructure will be permitted where:

a) **The installation and any associated apparatus is sited and designed to minimise any unacceptable impact on visual and residential amenity, highway safety, the historic environment and the character and appearance of the area where it would be sited, including through the use of innovative design and construction and/or sympathetic camouflaging and landscaping;**

b) **any building-mounted installations would not have an unduly detrimental impact on the character or appearance of the building; and**

c) **it has been demonstrated that there are no reasonable opportunities for sharing a site, mast or facility with existing telecommunications infrastructure in the area that would not result in a greater visual impact, including the erection of antennas on existing buildings.**

The Council will work with the telecommunication industry to maximise access to super-fast broadband, wireless hotspots and improved mobile coverage for all residents and businesses. In pursuance of this, proposals for new residential or commercial development will be required to demonstrate, through a site connectivity statement, either:

d) **Gigabit-capable connections to an approved industry standard within the dwelling/building together with suitable ducting/cabling to a network distribution point; or**

e) **Gigabit-capable connections to an approved industry standard within the dwelling/building together with suitable ducting/cabling to a point as close as reasonably practicable to the network distribution point, where there is no right to install infrastructure in land to reach the network distribution point; or**

f) **where Gigabit-capable connections can be evidenced to not be practical, feasible or viable, that the fastest viable connection will be provided. For such schemes, provision in the form of ducting and other necessary future infrastructure for the future delivery of Gigabit-capable connections should be provided.**

Where there are deficiencies in mobile coverage, development proposals should provide information on how the coverage is to be improved.

Policy Justification and Supporting Text

9.17. Better connectivity provides social, health and economic benefits to both residents and businesses throughout the borough of Great Yarmouth. The impact of technology and particularly fibre and high-speed broadband can help businesses expand and remain competitive, can provide environmental benefits by reducing the need to travel, as well as helping to facilitate learning and skills development and allowing access to community and other services available online. The policy also provides a framework for the future improvement of telecommunications and Broadband.

9.18. The criteria in the policy should also be applied in conjunction with appropriate policies elsewhere in the Local Plan when considering the impact of proposals on landscape character such as the setting of The Broads (Policy **NAT6**), sites and species of ecological importance (Policy **NAT1 and NAT2**) and heritage assets (Policy **DHE2, DHE3 and DHE4**).

Broadband

9.19. Gigabit-capable broadband is the next generation of highspeed broadband technology. 'Gigabit-capable' refers to any technology that is capable of delivering download speeds of at least 1000

megabits per second (Mbps). Full Fibre to the premises (FTTP) is the most common technology used to deliver gigabit-capable broadband, though 1000Mbps download speeds may also be delivered through alternative connections such as highspeed cable broadband. Fibre-to-the-cabinet (FTTC), whereby fibre optic cables run as far as street cabinets, and copper cables that connect to individual premises are not a gigabit-capable technology.

9.20. Applications for new build residential and commercial buildings, and applications seeking a material change of use of existing buildings for residential or commercial purposes are required to be accompanied by a site connectivity plan that demonstrates how digital infrastructure has been planned for as part of development proposals. Site connectivity plans should:

- Evidence engagement with infrastructure and service providers to ascertain fibre connectivity and mobile internet coverage for the site. In evidencing that gigabit-capable connections are not practical, feasible or viable to be provided, evidence of discussions with service providers is required that sets out documentary evidence in relation to the cost effectiveness of providing connections.

- Evidence that an agreement to connect to the development site to the fibre broadband network has been secured, and details on how the physical infrastructure on site is capable of supporting gigabit-capable networks.

- Where there are deficiencies in mobile coverage, development proposals should provide information on how the coverage is to be improved. This may be information provided by operators regarding network improvements or it could be provision of physical infrastructure, such as new masts on the development site, where practical.

9.21. The Council will work closely with the telecommunication industry to improve access to high-speed broadband alongside other partnerships including the Norfolk Strategic Planning Framework and Better Broadband for Norfolk.

10. Retail and other Town Centre Uses Planning Policies

Strategic Policies

Policy RTC1 – Town Centres and other Designated Centres

Main town centre use development (as defined in national planning policy) will be focussed on the following hierarchy of designated centre areas as identified on the Policies Map:

a) Main Town Centre – Great Yarmouth as defined on the Policies Map under Policy URB2. Development within the Great Yarmouth Town Centre should be in accordance with Policy URB2.

b) Town Centre – Gorleston-on-Sea as defined on the Policies Map. Main town centre uses are permitted within Gorleston-on-Sea town centre where the function, scale and nature of the proposal would not undermine the vitality or viability of Great Yarmouth Town Centre and subject to Policy RTC3 with regard to the Protected Shopping Frontage. Development proposals should:

i. consider the cumulative impacts of development or clustering of specific uses that have the potential to harm the vitality of the centre;
ii. enhance the appearance, safety and environmental qualities of the area; and
iii. for leisure uses, promote the outside use of space for dining where street furniture does not obstruct public local footways.

c) District Centres – Beacon Park (as defined on the Policies Map under Policy URB16 and to be developed in accordance with Policy URB16) and Caister-on-Sea as defined on the Policies Map. Main town centre uses are permitted within Caister District Centre where the function, scale and nature of the proposal would not undermine the vitality or viability of Great Yarmouth Town Centre. Within both District Centres, proposals to change the use or redevelop active ground floor uses to uses other than retail, leisure, community and offices (under Use Class E c) i)-iii)) will only be permitted where marketing evidence is provided which demonstrates the premises have been marketed for uses under use class E c) i)-iii) over a sustained period of 6 months in accordance with the requirements set out in Appendix 2. Proposals within both District Centres should:

i. Support the vitality and viability of the centre;

ii. consider the cumulative impacts of development or clustering of specific uses that have the potential to harm the vitality of the centre;

iii. enhance the appearance, safety and environmental qualities of the area; and
iv. for leisure uses, promote the outside use of space for dining where street furniture does not obstruct public local footways.

d) Local Centres as identified under Policy RTC4.

Supporting Text

10.1. National planning policy requires local plans to define a network and hierarchy of designated centres for main town centres uses to promote their long-term vitality and viability. The above policy defines such a hierarchy with Great Yarmouth Town Centre as the largest retail centre in the Borough which

provides wider functions including commercial, cultural, educational and leisure uses for the Borough. The centre has a critical mass of retailing and a sufficient catchment area to sustain its retail offer.

10.2. Over a wider catchment, the most dominant centre competing with Great Yarmouth is Norwich, which due to the size of its shopping offer and quality of shopping experience, attracts significant retail expenditure from a wider geographical area, including from within the Borough of Great Yarmouth. Lowestoft has a town centre that is similar in size to Great Yarmouth, and this draws some of its retail expenditure from the Borough's southern parishes.

10.3. Gorleston-on-Sea has the second largest town centre within the Borough. It is functioning relatively well by complementing, rather than duplicating the role fulfilled by Great Yarmouth. Gorleston's centre focussed along the High Street which acts as a day-to-day food and service destination, however, in terms of convenience retailing, Morrisons supermarket plays an important role in ensuring that people continue to shop locally.

10.4. Below the town centres within the hierarchy are district centres. Two have been identified, one in Caister-on-Sea and one at Beacon Park which is between Bradwell and Gorleston. The Caister district centre is located along a linear road (High Street/Yarmouth Road), with residential units interspersed amongst the retail units. The centre provides a good range of shops and services, with the East of England Cooperative food store acting as a key convenience anchor for the centre. There is also a range of small independent stores that help serve the needs of the local catchment population. A new district centre is proposed at Beacon Park urban extension for Bradwell/Gorleston (under Policy URB16) to meet the day to day needs of residents associated with the expanded community.

10.5. At the bottom of the hierarchy, local centres also contain important facilities as they meet many of the day-to-day needs of local communities in both urban areas and in the larger rural villages. The offer of these centres is more limited; therefore, the focus will be on maintaining and improving the existing shopping offer to meet such local needs. Further details for these are set out in Policy RTC4.

Retail requirement

10.6. In 2019 the Council undertook a refresh of the Borough's retail capacity to 2030. This was prepared taking into account the most up to date national policy and guidance and was underpinned by a household telephone survey across the Borough and wider area to gain robust evidence on current shopping patterns. The refresh also accounted for the quantity of new retail floorspace that was already 'committed' by current planning consents in the Borough. In summary, the retail capacity refresh determined that there was no need for any new retail (food or non-food) floorspace to be allocated over the short (to 2025) and medium (to 2030) term, but also longer term looking to 2040.

10.7. Given this lack of need, there is no requirement under national planning policy for the Council to specifically identify and allocate sites for new retail-led development. Notwithstanding this, there is evidence of locational requirements and accessibility deficits in localised shopping provision; with the proposed District Centre at Beacon Park being an obvious example. New local centres have also been permitted at Caister-on Sea and Hemsby, which helped to address local needs following the additional demand that will result from further residential development.

10.8. National planning policy and guidance defines 'main town centre uses'. It is important that such uses are planned for and located principally within designated town centres or other designated centres. To support this process the sequential test guides main town centre uses towards town centre locations

first. Policy RTC2 sets out further detail as to how town centre uses will be considered outside of designated centres.

Policy RTC2 – Edge of Centre and Out of Centre Retail and Town Centre Use Developments

Proposals for retail and other main town centre uses (as defined in national policy) outside of the designated centres (as identified in Policy RTC1 and defined on the Policies Map) will be required to demonstrate that there are no sequentially preferable sites available, and that the proposal can be accessed by sustainable transport unless other specific policies of the Local Plan indicate otherwise.

Beyond centre boundaries, the next preferential option will be 'edge of centre' sites which are defined as being within 300 metres of a designated centre boundary. This will apply to all designated centres except for retail uses proposed in proximity to Great Yarmouth Town Centre where edge of centre is defined as being within 300 metres of its Primary Shopping Area which is identified on the Policies Map.

Where there are no suitable or available sites within designated centres, or edge of centre sites, new town centre use development will be permitted outside of designated centres but within the Development Limits providing:

- **a) the location is accessible by public transport and is accessible to pedestrians and cyclists;**
- **b) the site has good links to a relevant designated centre, or links can be improved;**
- **c) the proposed use either individually or cumulatively does not undermine the attractiveness or viability of the nearby designated centre(s); and**
- **d) the site will not impact upon other neighbouring uses, in terms of traffic, parking and amenity issues.**

In addition to the criteria above, development will only be permitted outside of the designated centres on sites which are also located outside of Development Limits where:

- **e) an additional need for retail development or other main town centre use has been demonstrated to justify the development; and**
- **f) there is no suitable and available land within the Development Limits.**

Where retail and leisure development proposals comprising over 200sqm net floorspace are located outside of designated centres, these will also be required to submit a Retail Impact Assessment demonstrating that there will be no significant adverse impact on existing/proposed designated centres. For leisure and entertainment uses, Great Yarmouth Seafront and Regent Road must also be considered as designated centres.

For drive-through developments, in addition to meeting the Sequential Test, Retail Impact Assessment and where relevant, the above criteria, proposals must:

- **g) be located along the A47 trunk road or otherwise benefit from good access to the A47, for the principal aim to serve travelling vehicles along that corridor;**
- **h) provide facilities that meet the needs of low or zero emission vehicles;**
- **i) be of a design that complements existing commercial units within the vicinity, or in the absence of other units, responds to the sensitivity of the countryside;**
- **j) include appropriate and well-designed provision for waste storage, recycling and collection; and**
- **k) deliver a planting scheme that protects the development from the surrounding landscape and blends in with existing natural features of the immediate area.**

Supporting Text

10.9. National planning policy requires a sequential test to apply to planning applications for main town centre uses which are neither in a designated centre nor in accordance with an up-to-date local plan. The guidance sets out that main town centre uses should be located within designated centres, if no designated centre sites are available then in edge of centre locations; and only if suitable alternative sites are not available (or expected to become available within a reasonable period), should out of centre sites be considered.

10.10. Policy RTC2 builds upon this approach but notes that other specific policies within the plan may allow for out-of-centre development, for example, Use Class E g) i) office uses in Protected Employment Sites under Policy EMP2 or leisure, entertainment and tourism development uses that will be permitted within tourism areas under Policies URB10, URB12 and URB13 and HEM2. Where such policies support specific town centre uses, it will be appropriate to include the respective policy areas within the search for sequentially preferable sites.

10.11. When determining appropriate edge of centre sites in Great Yarmouth Town Centre, this will be dependent on whether purely 'retail' uses (e.g. shops) or other main town centre uses are being proposed. In accordance with national planning policy, if retail uses have been proposed, then edge of centre sites must be within 300m of the Primary Shopping Area to support the strategic function of that area as the Borough's main retail centre.

10.12. In the other designated centres of Gorleston-on-Sea, Bradwell, Caister-on-Sea and the Local Centres, appropriate edge of centre sites will be considered as being within 300 metres of the designated centre for all main town centre uses. The same will apply to non-retail main town centre uses in Great Yarmouth Town Centre.

10.13. To ensure that new proposals do not undermine the viability and vitality of designated centres, and avoid significant adverse impacts on existing, committed and planned public or private investment, retail and leisure development proposals over 200 square metres (net floorspace) outside of designated centres will need to be accompanied with a Retail Impact Assessment unless other policies in the plan specifically indicate otherwise. National Planning Practice Guidance provides further detail as to the kind of information that should be included within the Retail Impact Assessment. As a minimum this should include:

- the state of relevant existing designated centres and the nature of current shopping patterns (base year)
- the appropriate time frame for assessing impact, focusing on impact in the first five years
- examination of the 'no development' scenario
- assessment of the proposal's turnover and trade draw
- consideration of a range of plausible scenarios in assessing the impact of the proposal on existing centres and facilities
- assessment of the likely impact of the proposal clearly, along with any associated assumptions or reasoning, including in respect of quantitative and qualitative issues
- conclusions that are proportionate. For example, it may be sufficient to give a broad indication of the proportion of the proposal's trade draw likely to be derived from different centres and

facilities in the catchment area and the likely consequences for the vitality and viability of existing town centres.

10.14. The local impact threshold of 200 square metres is much lower than that set out in national planning policy, which is 2,500 square metres. The local threshold reflects evidence from the Great Yarmouth Retail Capacity Refresh (2020), with alternative destinations including Norwich and out-of-centre locations outside of the Great Yarmouth Town Centre which individually and cumulatively impede the flow of retail expenditure into the town. It is expected that this lower Retail Impact Assessment threshold will help to concentrate investment and development opportunities in the town centre by discouraging movement away from the town centre and make better use of town centre vacancies.

10.15. Tourist areas such as Great Yarmouth Seafront and Regent Road also have the potential to be affected by out of centre uses such as entertainment and leisure. It is important that such areas are also scoped in (where relevant) as existing centres to consider potential impacts as part of the Retail Impact Assessment.

10.16. Drive-through restaurants are also defined as a 'main town centre use' within national planning policy. Such facilities provide refreshment services for travelling vehicles, particularly those on longer distances. It is important that drive-through restaurants are used for that purpose only and do not become specific destinations in themselves as they can become alternatives to designated centres. They tend to be located on roadsides, often outside of built up areas, though the above policy approach sets out that designated centres must be considered first. The policy also provides additional criteria to ensure that such development will be located to serve the A47 (as the Borough's principal corridor of movement), will meet the needs of future low/no emission vehicles, and address the potential impacts associated with design, litter, and the setting of the wider landscape.

Non-Strategic Policies

Policy RTC3 – Protected Shopping Frontages

Protected Shopping Frontages are identified on the Policies Map. Within Protected Shopping Frontages, proposals for retail uses (Use Class E a)) on ground floor frontages will be permitted.

Proposals to change the use of active ground floor uses from a use within Use Class E to alternative uses will only be permitted where:

- **a) their primary function is to provide services and/or sales to visiting members of the public;**
- **b) they provide an active ground floor frontage (e.g. window displays, entrances and views of internal activity);**
- **c) they do not undermine the vitality and viability of the town centre;**
- **d) Where relevant, they do not harm the character appearance of the local Conservation Area; and**
- **e) marketing evidence is provided which demonstrates the premises have been marketed for retail uses (and other Class E uses) over a sustained period of 6 months in accordance with the requirements set out in Appendix 2.**

Proposals for the change of use of other active ground floor uses will only be permitted where it would not individually or cumulatively have a significant adverse impact on the character, appearance, retail function, viability or vitality of the designated centre, and (where relevant) the Conservation Area.

Supporting Text

10.17. National Planning Practice Guidance explains that local planning authorities may, where appropriate, define primary and secondary retail frontages where their use can be justified in supporting the vitality and viability of particular centres. This policy supports Policies RTC1 and URB2 by identifying 'Protected Shopping Frontages' (as defined on the Policies Map) as the focus for retail activity within the two largest designated centres of Great Yarmouth and Gorleston-on-Sea. Accordingly, the main uses encouraged within these ground floor frontages to support footfall will be retail shopping uses (under Use Class E a)).

10.18. Great Yarmouth Town Centre's Protected Shopping Frontage stretches from Broad Row in its western extent, along Market Row to the shops fronting the Market Place, including Market Gates up to Temple Road and Regent Road up to Alexandra Road. Gorleston Town Centre's Protected Shopping Frontage is based solely along the High Street from Cross Road in its northern extent to just past the Church Lane junction in the south.

10.19. There may be circumstances where alternative uses providing active ground floor uses will be acceptable, such as when they also provide services or sales to members of the public (such as office uses under Use Class E c)), maintain an active appearance or where these bring back into active use long-term vacant frontages. It is necessary that alternative uses do not, however, undermine the character and vitality of the main shopping area by creating long stretches of non-Class E uses. When assessing proposals for alternative non-Class E uses, the Council will have regard to the total number and proportion of alternative use classes along the immediate frontage and the continuity of Class E uses along the frontage.

10.20. It is acknowledged that some changes of use can take place without the need for planning permission under the General Permitted Development Order 2015 (as amended) which allows some

flexibility of uses within the town centre, but they do not allow operational development. Generally, such permitted development rights are conditional subject to considerations of size, use, and whether the proposed building is listed or located within a conservation area or not. Most of the areas within the Protected Shopping Frontages are also within designated Conservation Areas. The change of use of such units has the potential to alter the special qualities of the Conservation Areas by removing key features of buildings such as large windows, fascias, doors and other shop frontage features together with activity that contribute to their overall character and appearance. It is therefore important that where planning permission is required, the overall impact on the setting of the Conservation Area is carefully considered (in accordance with Policy DHE4) in addition to that of the vitality and viability of designated centres.

10.21. In accordance with national planning policy and guidance, such retail areas are subject to change over time and must respond. A balance must be struck between maintaining the function of Protected Shopping Frontages and accepting that there may be circumstances where non-retail uses and/or those that do not provide active frontages can be acceptable, such as to avoid long term vacancies which may cause even more harm to designated centres. To manage this, the Council will assess the need for alternative uses in accordance with its standard marketing evidence, as set out in Appendix 2. In addition to retail, appropriate alternative uses for marketing within Use Class E include those that also provide active frontages such as food and drink uses, financial and professional services, offices and medical services. Proposals that lead to the loss of community facilities will also need be considered in accordance with Policy HEC4.

Policy RTC4 – Local Centres

Local Centres are identified on the Policies Map (in accordance with Policy RTC1). Within Local Centres, retail, leisure, community facilities and office uses (under Use Class E c) i)-iii) will be permitted where they are of a proportionate scale to provide essential services to the local community.

Proposals to change the use or redevelop active ground floor uses to uses other than retail, leisure, community and offices (under Use Class E c) i)-iii)) will only be permitted where:

a) the proposal does not undermine the vitality and viability of the local centre;

b) where relevant, they do not alter the character, setting and special qualities of the local Conservation Area; and

c) marketing evidence is provided which demonstrates the premises have been marketed for uses falling within Use Class E c) i)-iii) over a sustained period of 6 months in accordance with the requirements set out in Appendix 2.

Supporting Text

10.22. The following Local Centres are identified in the hierarchy for designated centres under Policy RTC1 and shown on the Policies Map:

- In Great Yarmouth:
  - Northgate Street
  - St Peters Road
  - Beresford Road
  - Camden Terrace
  - Barkis Road
- In Gorleston-on-Sea:
  - Beccles Road
  - Almond Road
  - Church Lane
  - Lowestoft Road
  - Magdalen Way
  - Bells Road
- In Bradwell:
  - Burgh Road
  - Crab Lane
  - Chaplin Road
- In Caister-on-Sea:
  - Land west of Jack Chase Way (permitted)

- In Belton:
    - Bell Lane
- In Hemsby:
    - Kingsway
    - Appletree Way (permitted)
- In Hopton-on-Sea:
    - Station Road
- In Martham:
    - The Green
- In Ormesby St Margaret:
    - North Road/Cromer Road
- In Winterton-on-Sea:
    - Black Street

10.23. Local Centres perform a more limited but important role to provide local residents, including the less mobile and elderly, with day-to-day goods and services. Local Centres typically include a convenience store, post office, pharmacy, newsagents and other shops selling food and beverage.

10.24. The 2019 Retail Capacity Refresh identified the Local Centres as being reasonably healthy, performing an important role to provide top-up shopping within walking distance of local residents. The vitality and viability of the Local Centres are, to varying degrees, principally anchored by their convenience store offer, and fair better when shops are located within a more consolidated geographic area rather than consisting of a collection of dispersed stand-alone units.

10.25. The above policy seeks to protect the retail and service level role that Local Centres provide, recognising the importance of maintaining a strong convenience offer to support their vitality and viability of other adjoining uses. For example, the loss of an anchor convenience store or the clustering of non-active frontages could have a significant impact upon the vitality of the centre to the extent that it no longer functions as a Local Centre by reducing the accessibility of services that it provides. Consideration will also be given to the proliferation of uses that could also impact upon the vitality and viability of Local Centres, examples could include the clustering of hot food takeaways or betting shops.

10.26. It is noted that some changes of use can take place without the need for planning permission under the General Permitted Development Order 2015 (as amended) which allows some flexibility of uses within the town centre, but do not allow operational development. Generally, such permitted development rights are conditional subject to considerations of size, use, and whether the proposed building is listed or located within a conservation area or not. The change of use of such units has the potential to alter the vitality and viability of Local Centres, but also, where relevant, the special qualities of the Conservation Areas by removing key features of buildings such as large windows, fascias, doors and other shop frontage features that contribute to their overall character and appearance. It is therefore important that where planning permission is required, the impacts upon the vitality and viability of Local Centres and upon the setting of the Conservation Area is carefully considered (the latter, in accordance with Policy DHE4).

10.27. In accordance with national planning policy and guidance, such retail areas must respond to change. A balance must be struck between maintaining the function of Local Centres and accepting that there may be circumstances where the loss of local facilities may be necessary to avoid long term vacancies. To manage this, the Council will assess the need for alternative uses in accordance with its standard marketing evidence, as set out in Appendix 2. In addition to retail, appropriate alternative uses for marketing within Use Class E include those that provide active frontages such as retail, leisure, community and offices under use classes (under Use Class E c) i)-iii)). Proposals that lead to the loss of community facilities will also need be considered in accordance with Policy HEC4.

11. Tourism, Culture and Leisure Planning Policies

Strategic Policies

Policy TCL1 – Existing Holiday Parks

Existing Holiday Parks are defined on the Policies Map.

New, upgraded or expanded tourist accommodation, and ancillary uses (such as food and drink uses or small convenience shops), will be permitted within existing holiday parks. Such development should be of a high standard of design in accordance with Policy DHE1, relevant borough wide design requirements and criterion DDR5 of the Design Code (in Appendix 1) and will:

a) support year-round use where possible;

b) be of a proportionate scale to the existing holiday park;

c) ensure ancillary retail uses of a scale to meet the needs of tourists on the holiday park and therefore have no more than 200sqm net floorspace;

d) accommodate any increase in the volume of traffic generated without having a significant adverse impact on traffic and highway safety; and

e) encourage the use of active travel and public transport as prioritised methods of movement during visitation.

New hotel accommodation will be required to pass the sequential test in accordance with national town centre use policy and Policy RTC2.

An occupancy restriction will be attached by condition to ensure that new holiday accommodation is used for that specific purpose and not for permanent residential occupancy.

Supporting Text

11.1. This policy supports the Borough Council's approach to promoting the Borough as a major tourist destination by providing high quality tourist accommodation. Most of the current stock of accommodation is identified on the Policies Map within the 'Existing Holiday Parks' areas. The policy is flexible and encourages ancillary uses suitable to cater for a strong local tourist industry that operates sustainably on a year-round basis.

11.2. Some forms of development encouraged within Existing Holiday Parks, such as tourism development, leisure, entertainment and retail fall under national planning policy's definition as main town centre uses. Such uses are already well established and are therefore unlikely to impact upon designated centres. However, retail uses on Existing Holiday Parks must be small-scale, which for the purpose of this policy is defined as having a floorspace of less than 200sqm. Retail development proposals that exceed this threshold will be required to pass the retail sequential test and provide a Retail Impact Assessment in accordance with Policy RTC2, demonstrating that they will not adversely impact upon nearby designated centres.

11.3. Hotel accommodation is also a main town centre use. Such use is better suited to locations within the Borough's Town Centres and Seafront Areas. The above policy, therefore, requires compliance with Policy RTC2 with a sequential test to demonstrate that there are no sequentially preferable alternative sites that are available to locate hotel accommodation.

11.4. Many of the Borough's Existing Holiday Parks are located within environmentally sensitive locations such as within areas at risk of coastal change where development must accord with Policy CLC1. The Borough also comprises areas of the Broads network and other important landscapes where development must have regard, where relevant, to Policies NAT6, NAT7, NAT8 and NAT9. The risks of increased disturbance at nearby National Site Network habitat sites are high given the attractive value of such sites and relatively short travel distances. Development that increases risks or harm to environmental assets will be required to mitigate such impacts. For increased recreational disturbance caused by net new tourist accommodation on nearby National Site Network habitat sites, contributions to mitigate impacts will be required in accordance with Policy NAT4.

11.5. New tourist accommodation located within the nutrient neutrality catchment (as defined by Natural England) must demonstrate how it will address the impacts of potential nutrient loading in accordance with Policy NAT5.

11.6. In accordance with Policy CLC8, new fixed build holiday accommodation will be required to meet higher water efficiency standards. Caravans and other holiday accommodation which do not constitute 'buildings' for the purposes for Buildings Regulations are unaffected by the policy.

11.7. New development must consider the impacts on local traffic and highway safety. Many of the Borough's Existing Holiday Parks are rurally located with the potential for new development to put further pressure upon the local highway network. In particular, the A143 corridor which serves Fritton through to Bradwell and into Great Yarmouth and has been identified as an area with limited capacity to accommodate further growth. Therefore, where relevant, planning applications must be supported by information in accordance with Policy SUT1. In addition, opportunities to encourage and improve active travel, walking and cycling, from Existing Holiday Parks to other attractions, services, villages, and Public Rights of Way will be supported.

11.8. Some Existing Holiday Parks are within villages or immediately adjacent to permanent residential accommodation which has the potential to raise amenity issues such as disturbance. Development proposals will be considered against Policy HEC6 in this regard.

11.9. Accommodation within Existing Holiday Parks will be maintained for visitor use only. Permanent residential development within these areas will not be permitted. Permitted new holiday accommodation will be conditioned to restrict permanent residential occupancy.

Policy TCL2 – New Tourist Accommodation

New large-scale tourist accommodation proposed outside of Existing Holiday Parks (as defined by Policy TCL1), will be permitted where they are self-contained by providing facilities that can meet the daily requirements of visitors, including access to public transport services.

New small-scale tourist accommodation proposed outside of Existing Holiday Parks (as defined by Policy TCL1), will be permitted where it:

- **a) is located within Development Limits; or**
- **b) is physically connected or well-related to a settlement or an Existing Holiday Park providing local services that can be easily accessed by foot; or**
- **c) makes reuse of an existing permanent building that is structurally sound; or**
- **d) provides an opportunity for rural diversification in accordance with Policy RUR5.**

In addition, new large-scale and small-scale tourist accommodation development must:

- **e) be of high quality to meet a wide range of visitor needs;**
- **f) accommodate any increase in the volume of traffic generated without having a significant adverse impact on traffic and highway safety;**
- **g) encourage the use of active travel and public transport as prioritised methods of movement during visitation; and**
- **h) reflect the character of the landscape and local rural setting, being well-screened to protect the sensitive setting of the landscape.**

New tourist accommodation within areas of the Borough designated as National Landscapes will not be permitted.

New hotel accommodation will be required to pass the sequential test in accordance with national town centre use policy and Policy RTC2.

For all types of tourist accommodation, an occupancy restriction will be attached by condition to ensure that such accommodation is used for that purpose and not permanent residential occupancy.

Supporting Text

11.10. The Borough Council recognises the importance of the tourist industry and is keen to support its growth with a sustainable approach. The development of high-quality tourist accommodation will be supported where there are facilities to cater for the visitors that it welcomes. There will be circumstances where such accommodation is located outside of existing holiday areas, either by way of expanding holiday parks or through the identification of entirely new tourist accommodation locations.

11.11. The scale of new tourist accommodation is important as this tends to determine the level of self-containment of the holiday park. For the purpose of defining small-scale tourist accommodation in the above policy, these will be sites with an area of less than 1 hectare. Under Schedule 2 of the Town and Country Planning (Environmental Impact Assessment) Regulations 2017 (as amended), permanent camp sites and caravan sites of 1 hectare or more will need to be screened to determine whether an Environmental Impact Assessment is required. This is considered to be a scale at which new tourist accommodation parks tend to provide their own supporting facilities for food, leisure and recreation, and can benefit from access to public transport.

11.12. New small-scale tourist accommodation will be supported where they are located within the Development Limits or adjacent Existing Holiday Parks as such areas will provide supporting facilities and transport connections. Alternatively, development will be supported through the conversion of existing rural buildings or rural diversification schemes as these offer forms of sustainable rural development that are also supported in national planning policy and other Local Plan policies (policies EMP1 and RUR5).

11.13. Much of the Borough's countryside is environmentally sensitive, such as areas at risk of coastal change which will need to be considered in accordance with Policy CLC1. It also comprises areas of the Broads network and other important landscapes which need to be considered in accordance with Policies NAT6 for the Broads landscape, NAT7 'Landscape Character', NAT8 'Strategic Gaps between settlements', and NAT9 'Dark Skies'. Static caravans and lodges can have a significant impact upon the setting of landscapes. It is important that such accommodation does not alter the openness and undeveloped nature of wider landscapes. Careful consideration will therefore be given to the topography, key views and sight lines, landscape features, and vegetation including the potential for further screening.

11.14. National planning policy is clear that major development within the National Landscapes should be refused other than in exceptional circumstances where it can be demonstrated that the development is in the public interest. The council considers that new tourist accommodation will not meet this test in the context of the borough and therefore the above policy prohibits such development within the Borough's National Landscapes.

11.15. The risks of increased disturbance at nearby National Site Network habitat sites are high given the attractive value of such sites and relatively short travel distances across the Borough. Development that increases risks or harm to environmental assets will be required to mitigate such impacts. For increased recreational disturbance caused by net new tourist accommodation on nearby National Site Network habitat sites, contributions to mitigate impacts will be required in accordance with Policy NAT4.

11.16. New tourist accommodation located within the nutrient neutrality catchment (as defined by Natural England) must demonstrate how it will address the impacts of potential nutrient loading in accordance with Policy NAT5.

11.17. In accordance with Policy CLC8, new fixed build holiday accommodation will be required to meet higher water efficiency standards. Caravans and other holiday accommodation which do not constitute 'buildings' for the purposes for Buildings Regulations are unaffected by the policy.

11.18. New development must consider the impacts upon traffic and highway safety. Countryside locations for such uses have the potential to put pressure on the local highway network. In particular, the A143 corridor which serves Fritton through to Bradwell and into Great Yarmouth and has been identified as an area with limited capacity to accommodate further growth. Therefore, to address such impacts, planning applications must be supported by information in accordance with Policy SUT1. In addition, opportunities to encourage and improve active travel, walking and cycling, from new tourist accommodation to other attractions, services, villages, and Public Rights of Way will be supported.

11.19. Hotel accommodation is defined as a 'main town centre use' and will need to comply with Policy RTC2 'Out of Centre Retail and Town Centre Use Developments' which requires a sequential test to demonstrate that there are no preferable alternative sites available to locate the development.

11.20. New tourist accommodation will be maintained for visitor use only. Permanent residential development within these areas will not be permitted. Permitted new holiday accommodation will be conditioned to restrict permanent residential occupancy.

Policy TCL3 – New Tourist Attractions outside of Development Limits and existing tourist areas

Outside of Development Limits and existing tourist areas (identified in Policies URB10, URB12, URB13, HEM2 and TCL1), new tourist attractions which are not main town centre uses will be permitted only where they:

a) demonstrate why they cannot be accommodated within the Development Limits or existing tourist areas (as defined above);

b) provide the supporting facilities necessary to sustain visitors to the attraction

c) are sympathetic to the surrounding landscape; and

d) are not located within the Norfolk Coast National Landscape Area.

Supporting Text

11.21. The Borough has a rich variety of tourist attractions which are critical in defining the draw of visitors. A typical example of a tourist attraction (that is not a main town centre use as defined in national policy), could be a theme park attraction. The above policy provides flexibility by setting out how new attractions will be considered when they are located outside of Development Limits and existing tourist areas.

11.22. Most of the Borough's tourist attractions are located within existing tourist areas such as Great Yarmouth Seafront (Policy URB10), Regent Road (Policy URB12), Gorleston Seafront (Policy URB13), Existing Holiday Parks (Policy TCL1), or Hemsby Beach Tourist Area (Policy HEM2). Such uses are better suited to locations within these existing tourist areas and the Development Limits. The above policy therefore requires proposals to demonstrate that no such sequentially preferable sites are available to develop as an alternative.

11.23. Small-scale tourist development proposals will be particularly encouraged where they provide an improvement opportunity, for example, to rejuvenate redundant rural buildings of historic or landscape value, or to enhance areas of nature conservation importance.

11.24. Much of the Borough's countryside is environmentally sensitive, such as areas at risk of coastal change (subject to Policy CLC1). It also comprises areas of the Broads network and other important landscapes which need to be considered in accordance with Policies NAT6 for the Broads landscape, NAT7 'Landscape Character', NAT8 'Strategic Gaps between settlements' and NAT9 'Dark Skies'.

11.25. The risks of increased disturbance at nearby National Site Network habitat sites are high given the attractive value of such sites and relatively short travel distances. Development that increases risks or harm to environmental assets will be required to mitigate such impacts. For increased recreational disturbance caused by net new tourist accommodation on nearby National Site Network habitat sites, contributions to mitigate impacts will be required in accordance with Policy NAT4.

11.26. National planning policy is clear that major development within National Landscapes should be refused other than in exceptional circumstances where it can be demonstrated that the development is in the public interest. The Borough Council considers that new tourist attractions will not meet this test and therefore the above policy prohibits such development within the Borough's Norfolk Coast National Landscape Area.

11.27. New tourist attractions must be able to accommodate the volume of traffic generated without having a significant adverse impact on traffic and highway safety. Countryside locations for such uses have the potential to put pressure on the local highway network. In particular, the A143 corridor which

serves Fritton through to Bradwell and into Great Yarmouth and has been identified as an area with limited capacity to accommodate further growth. In accordance with Policy SUT1, the potential impacts will be considered on a case-by-case basis in consultation with the Highway Authority. In addition, opportunities to encourage and improve active travel, walking and cycling, from new tourist accommodation to other attractions, services, villages, and Public Rights of Way will be supported.

Policy TCL4 – Protection of Tourism Uses

Existing tourism uses, including holiday accommodation, attractions and supporting facilities, will be protected.

The change of use or redevelopment of tourist facilities and accommodation to non-tourist uses within existing tourist areas will only be permitted in exceptional circumstances where:

a) it will not result in the loss of an active ground floor tourist use;

b) it will not individually or cumulatively undermine the tourist function of the wider facility or area; and

c) it can be satisfactorily demonstrated that there is no demand for such use in that location.

To evidence a lack of demand, a marketing assessment must be provided which demonstrates the premises have been marketed for a sustained period of a minimum of 12 months in accordance with the requirements set out in Appendix 2.

Supporting Text

11.28. Tourism is a critical part of the Borough's economy which is one of the largest employing sectors. As of 2019, the industry employed approximately 40,000 people and was valued more than £625m per year. Given the strategic importance of tourism uses including accommodation and attractions, it is critical that these uses are protected from loss.

11.29. For the purpose of the above policy, 'existing tourist areas' are defined as including the following policy areas defined on the Policies Map:

- Existing Holiday Parks (Policy TCL1)
- Great Yarmouth Seafront (Policy URB10)
- Great Yarmouth Regent Road (Policy URB12)
- Gorleston Seafront (Policy URB13)
- Hemsby Beach Tourist Area (Policy HEM2)
- And new tourist accommodation or attractions granted permission in accordance with Policies TCL2 and TCL3.

11.30. Each of the above areas have their own specific Local Plan policies and some of these areas set out circumstances where some alternative, non-tourism uses may be appropriate. Clearly, where such circumstances arise, the above policy will not apply, and it will not be necessary to provide marketing evidence to demonstrate a lack of demand for tourism uses.

11.31. To effectively protect existing tourist areas, those parts of the area which maintain their vitality and function will be safeguarded. This includes active ground floor tourist uses and supporting uses which could include food and drink, restaurants and café uses. The other key aspect of the existing tourist areas is their strength and character which is formed by the clustering of tourist uses to create a hive of activity. The character of existing tourist areas can be undermined by frequent and proximal changes of use to non-tourist uses.

11.32. To protect existing tourist uses from changes of use where the tourist use may continue to be viable, the above policy requires marketing assessments to evidence the lack of demand. Appendix 2

provides detailed guidance on what information will be required within marketing assessments to meet the Borough Council's requirements.

Policy TCL5 – Cultural Facilities

The following strategic cultural facilities will be protected for their specific cultural uses and ancillary uses that support cultural use as the principal activity:

a) St George's Theatre

b) The Ice House

c) Former Drill Hall

d) The Toll House

e) Time & Tide Museum

f) Gorleston Pavilion

Other existing cultural facilities within the Borough such as museums, art galleries, studios, concert halls and exhibition halls will also be protected. The change of use or development of such facilities will only be permitted in exceptional circumstances where:

g) it will not individually or cumulatively undermine the cultural offer to the Borough; and

h) it can be satisfactorily demonstrated that the facility is no longer of value either economically or to the local and / or wider community; or

i) Replacement provision is provided.

To evidence a lack of economic demand, a marketing assessment must be provided which demonstrates the premises have been marketed for a sustained period of a minimum of 3 years in accordance with the requirements set out in Appendix 2.

Supporting Text

11.33. Culture, leisure and the arts play an important role in the Borough, both for the benefits they provide to the local economy (particularly the visitor economy) and for the social well-being of people who live and work within the Borough. The above policy supports an ambition set out in Policy URB1.

11.34. The Borough is rich in the cultural heritage that exists. The facilities listed above also have historic value with the Grade I Listed St George's Theatre and Toll House, and the Grade II Listed Ice House, Former Drill Hall, the former Tower Fish Curing Works (which now hosts the Time and Tide Museum) and Gorleston Pavilion. Such facilities are clearly at the heart of the Borough's arts and cultural offer and must be protected.

11.35. The Borough benefits from a wider array of cultural facilities than those specifically referred to within the above policy, this includes museums, art galleries, studios, concert halls and exhibition halls. The policy ensures that such facilities will also be protected to maintain their cultural use. However, the policy provides flexibility should exceptional circumstances arise where such facilities are no longer in such or economically viable. The marketing period of 3 years is considered to represent a more reasonable, longer period over which demand can be explored, with further details set out in Appendix 2.

12. Healthy Environment and Communities Planning Policies

Strategic Policies

Policy HEC1: Healthy Environments

Development within the Borough will create an environment that improves the physical and mental health and wellbeing of its residents, employees and visitors and reduces health inequalities.

Proposals for developments of 150 dwellings or more, or 5 hectares or more, are required to submit a Health Impact Assessment (HIA). The HIA should be proportionate regarding detail with the size of the development.

Development proposals which comprise 50 or more retirement, extra care and/or sheltered housing will also need to be supported with a HIA.

Where development is likely to have a significant impact, including any cumulative impacts on public health, it must be demonstrated how such impacts could be mitigated.

Development that would give rise to significant adverse effects on health and wellbeing will not be supported.

Supporting Text

12.1. The linkages between health and the built and natural environment are long established and the role of the environment in shaping the social, economic, and environmental circumstances that determine health is increasingly recognised and understood. National planning policy recognises the important role that planning can take in helping to address health and wellbeing issues associated with new development.

12.2. The borough of Great Yarmouth performs worse than the England average with regards to risk factors for poor health outcomes that are linked to the built and natural environment. To ensure the negative impacts on health and wellbeing are avoided and positive impacts maximised, it will be important that the Local Plan addresses the health inequalities that exist within Great Yarmouth Borough. Key drivers that play a significant role in the development of future illness in Great Yarmouth, and which directly link to demand for health provision include deprivation, access to healthcare, air quality, alcohol consumption, climate resilience, crime, dementia and frailty, economic activity, education, green space, housing quality, mental health, obesity, physical activity and smoking. These are all influenced by the built and natural environment.

12.3. Improving the health and well-being of residents and reducing health inequalities is a key objective of the Great Yarmouth Borough Council Corporate Plan 2020-2025.

12.4. The Norfolk Strategic Planning Framework encourages the use of Health Impact Assessments (HIAs) to tackle inequalities and support the promotion of good health across Norfolk. The policy sets an HIA threshold of 150 dwellings. This is considered proportionate, focusing on larger proposals that are likely to encounter health implications resulting from development. The HIA should align with the requirements of the Norfolk Health Protocol.

12.5. Policies on open space provision, community facilities and design within the Local Plan will also help support the objectives of this policy.

Policy HEC2: Open space provision for new housing development

New residential developments on sites of 20 dwellings or more will be expected to make provision for publicly accessible recreational open space on-site based upon the threshold and standards set out in Appendix 3, unless site-specific policies in this Local Plan indicate otherwise.

Lower levels of open space provision will only be permitted where:

a) Through the Council's published evidence, or the submission of a more up-to-date open space needs assessment, that there is a local surplus of provision in the listed types of open space to meet the needs of existing residents and those arising from future occupiers of the proposal; or

b) The density of the development and the characteristics of the site and surroundings mean that it would not be practicable or desirable to provide the standard level of open space provision.

The surplus exemption in criterion a) above will not apply to accessible natural green space.

Robust arrangements for the management and maintenance of the on-site provision in perpetuity will be required to be demonstrated. This requirement may be met by:

- **the establishment of an adequately funded private management entity with responsibility for its maintenance and management in perpetuity; or**
- **an agreement with the relevant Parish or Town Council for it to adopt the space and commit to (for which it may require an appropriate financial contribution from the developer); or**
- **the Borough Council's agreement to adopt recreation space, which will require a minimum of 20 years financial contribution paid to it for by the developer in advance as detailed in Appendix 3.**

Supporting Text

12.6. Public open spaces are important to health and well-being by providing opportunities for physical activity and recreation. They can also enhance the amenity of the built-up area, enhance biodiversity and reduce the risk of surface-water flooding.

12.7. To ensure the adequate provision of recreational open space in the Borough, the requirements of this Policy are supported by the Borough Council's Open Space Needs Assessment (2022) and the Playing Pitch and Outdoor Sports Strategy (2022) and the Fields in Trust 'Guidance for Outdoor Sport and Play, Beyond the Six Acre Standard'.

12.8. The policy requires on-site provision of open space for developments of 20 dwellings or more. The standards are expressed in Appendix 3. As smaller sites cannot accommodate all open space needs on-site, the Council will utilise the community infrastructure levy to help fund off-site improvements to address the needs expressed in the Open Space Needs Assessment (2022) and the Playing Pitch and Outdoor Sports Strategy (2022).

12.9. Net new residential development, for the purpose of the policy comprises housing which includes Use Class C2 (residential institutions), Use Class C4 (Houses in Multiple Occupation (HMO)), park homes/caravans and Sui Generis residential accommodation (including large HMOs) in addition to the standard C3 Use Class 'dwelling house'. Other than standard C3 Use dwellings, the exact need will be calculated per 6 bedspaces, which is considered to be equivalent of a single dwelling. For the purposes

of this policy, holiday lets and holiday accommodation are not considered to be a residential use as they do not cater for permanent residential occupancy.

12.10. Where applicants can demonstrate that the local open space needs are different to those set out in the Borough-wide standards as shown in Appendix 3, they will need to submit a local open space needs assessment. The starting point for any assessment will be to consider any surpluses and deficits in open space provision as shown in the Borough Council's existing open space evidence which is set out by ward area. When assessing such needs, in addition to the quantity of open space provision, consideration must also be given to the qualitative state of the facility in question and the accessibility of the facility to residents from the development proposal site. The Borough Council's Open Space Needs Assessment (2022) sets out further detail on current needs and provision for each type of open space. The contribution that an open space makes towards local amenity, public realm, biodiversity and the wider green infrastructure network should also be considered as part of any open space needs assessment.

12.11. In some circumstances it may not be possible or desirable to meet the open space requirements set out in Appendix 3. This could be due to the density of the development (for example schemes of 50 dwellings per hectare or more on brownfield sites in the urban area), or the constraints of the site and the surrounding charter of the area. In these cases, planning applications should include evidence to demonstrate why this is the case.

12.12. Accessible natural green space plays an important function in meeting recreational needs. The Borough Council has identified through its Local Plan Habitat Regulations Assessment that disturbance impacts occur at National Site Network habitat sites resulting from recreation. To mitigate such impacts the Borough provides a range of measures under the Norfolk Green Infrastructure and Recreational Avoidance and Mitigation Strategy (GIRAMS) as set out in Policy NAT4. In addition to this strategy, it is important that new residential development continues to provide accessible natural green space as these can support alternative destinations to meet those needs. The requirement for accessible natural green space will apply irrespective of whether Open Space Needs Assessment identifies there is a surplus of provision, as some of this provision may be within or in close proximity to designated sites and therefore supports the aims of Policy NAT4. In particular, the provision of on-site accessible natural green space must facilitate dog walking routes.

12.13. To ensure that new open space provision remains valuable in the long term and that its contribution to amenity and recreation is secured in perpetuity, it is essential there are robust arrangements in place for the management and maintenance of the space. The Borough Council will carefully consider the desirability of adopting such open space but is under no obligation to do so. Where the Council does agree to adopt an open space, it will require a minimum of 20 years maintenance costs paid through a contribution to ensure the costs do not place additional burdens on the finances of the local authority. Where the Borough Council does not agree to adopt open space, a suitable alternative arrangement must be secured such as by agreement with a parish or town council to adopt the open space, or a private management company.

Non-Strategic Policies

Policy HEC3: Protection of open spaces

Open spaces which provide local amenity, or recreational benefit to the local community, will be protected. Development proposals that contribute to the loss of such open spaces will only be permitted in limited circumstances and where:

a) the proposal is ancillary to the space and will add to the value and function of the local open space to the benefit of amenity or the local community; or

b) the applicant can demonstrate that the local open space is no longer required in its existing open space use or an alternative open space use; or

c) the loss of space will be replaced by equivalent or better provision in terms of quantity and quality, including accessibility to the local community where relevant.

The following spaces are designated as Local Green Spaces as indicated on the polices map:

- **High Road, Gorleston-on-Sea**
- **Koolunga House gardens, High Road, Gorleston-on-Sea**
- **Land between Salisbury Road and Barnard Avenue, Great Yarmouth**
- **Gipsies Green, Bradwell**
- **War memorial site (Church Walk), Bradwell**
- **Land off Blake Drive, Bradwell**
- **Land south of Beccles Road and North of Crab Lane, Bradwell**
- **Land North of Long Lane, Bradwell**
- **Land east of Cley Road, Bradwell**
- **Land south of Beccles Road, Bradwell**
- **Land east of Primrose Way, Bradwell**
- **Victoria Park, Gorleston-on-Sea**
- **Bluebell Woods/Hobland plantation**
- **Priory Gardens, Gorleston**

These spaces will be protected in accordance with national planning policy for Local Green Spaces.

Development adjacent to designated local green spaces which would have significant adverse impact upon the justification of the site will not be supported, unless otherwise clearly outweighed by other policies.

Policy Justification and Supporting Text

12.14. The above policy builds on national planning policy in protecting open spaces for their amenity and recreational value.

12.15. Policy HEC3 seeks to retain existing open spaces and ensure that they are only lost where it can be demonstrated they are surplus to requirements or the space will be replaced by equivalent or better provision in terms of quantity, quality, and accessibility to the local community, where relevant.

12.16. In demonstrating whether an open space is no longer required, an applicant should undertake an open space needs assessment. This assessment should consider the provision of open space with the same use within the site catchment area, alternative open space uses and how the site relates to existing provision for each respective type of open space use in the locality (referring to the types of open space listed in Appendix 3 and the Borough Council's Open Space Needs Assessment (2022) setting out accessibility standards). The contribution an open space makes towards local amenity, public realm, biodiversity and the wider green infrastructure network should be considered as part of an open space needs assessment.

12.17. The loss of spaces which form part of the setting of a heritage asset will need to be considered having regard to Policy DHE2 and national planning policy.

12.18. National planning policy explains that the designation of land as Local Green Space through local and neighbourhood plans allows communities to identify and protect green areas of particular importance to them. Local Green Spaces can only be designated when a plan is prepared or updated and be capable of enduring beyond the end of the plan period. Neighbourhood Plans can identify Local Green Spaces. Within the Borough neighbourhood plans at Hemsby, Fleggburgh, Filby, Rollesby and Winterton-on-Sea have identified these.

12.19. During the preparation of the plan, the Council invited community members to suggest spaces for local green space consideration. Those spaces have been assessed as set out in the “Local Green Space Topic Paper”. In accordance with national planning policy, policies for managing development within Local Green Spaces will be consistent with those for Green Belts. As part of this consultation the Council would welcome views on whether any other sites should be identified as local green spaces, particularly within the urban area.

Policy HEC4: Community Facilities

Proposals for new community services and facilities will be permitted within and outside of Development Limits, if the proposal meets the needs of the local community, is of a proportionate scale, is well related to the settlement which it will serve and would not adversely affect existing facilities that are more easily accessible and available to the local community. Proposals for new retail facilities will be determined in accordance with Policies RTC1-4 and Policy RUR5.

Development leading to the loss of existing community facilities will only be permitted where it is demonstrated that either:

a) it is to be replaced by a facility of equal or greater quality in a suitable location accessible to the community which is served by the existing facility to meet the day-to-day needs of existing users; or

b) the area currently served by facilities would remain suitably provided following the loss; or

c) it is no longer viable or feasible to retain the premises in a community facility use as demonstrated by marketing evidence which covers at least a 12-month period of marketing in accordance with requirements set out in Appendix 2

Supporting Text

12.20. The term community facilities is wide-ranging and includes facilities such as schools, colleges and other educational facilities, community centres, doctor's surgeries, dental surgeries, public houses and sport and recreational facilities. In small rural settlements, facilities could include post offices and local convenience stores, which serve a community and should also be protected under this policy. Community facilities can support the health and well-being of local communities by providing day-to-day facilities and services in accessible locations.

12.21. Policy HEC4 seeks to support the development of new community services and facilities where they meet the needs of the local community. This will be assessed based on the range of services and facilities currently accessible to the community concerned, with an 800m walking distance used as a benchmark for accessibility. Proposals for retail facilities will not be assessed on this basis but rather on the basis of Policies RTC1-4 and RUR5.

12.22. This policy also sets out the detail required to determine planning applications in relation to the retention of community facilities. To demonstrate compliance with criterion a) a replacement facility should be within 800m of the community served by the existing facility. To demonstrate compliance with criterion b) it will be necessary to provide evidence with a planning application which assesses local provision and the level of demand/need for such facilities.

12.23. In demonstrating compliance with criterion (c) of the Policy, it will be necessary for a planning application to be accompanied by marketing evidence that demonstrates that the building has been marketed at a reasonable price for at least a 12-month period. The requirements of the marketing evidence are set out within Appendix 2.

Policy HEC5: Pollution and Hazards in development

Development proposals will be supported where the potential for the creation of, or susceptibility to, hazards and pollution (including air and light pollution) has been avoided or suitably mitigated.

Applicants will need to demonstrate that their proposals are safe from, and do not give rise to, unacceptable hazards and/or pollution as a result of the following matters:

- **the proposed development and the activities and substances involved.**
- **the site itself, and any potential existing contamination or land instability.**
- **the proximity of the proposal to any existing hazards and/or existing sensitive development.**
- **the cumulative effect of development with respect to pollution and hazards on health, living conditions and the natural environment in combination with nearby development or developed uses.**

Developments proposed within specified consultation distances from existing hazardous installations as identified by the Health and Safety Executive must take into account any risks involved from the hazardous installation and the need for appropriate separation between hazardous installations and incompatible uses.

Where proposals are within a close proximity (e.g. <400m, although this may vary based on local topography) to watercourses, there may be the potential for a hydrological link. Development proposals should take into account the potential for pollutants and provide a strategy for preventing this reaching the watercourses untreated.

Supporting Text

12.24. In accordance with national planning policy, the above policy sets out the details to assess development proposals where there may be pollution or hazard risks.

12.25. Sites and installations which have quantities of hazardous substances present on-site are designated as hazardous installations by the Health and Safety Executive (HSE). There are a number of sites within the Borough which are identified as hazardous installations as they pose specific issues of safety and possible harm to human health in adjoining areas:

- Bunn Fertiliser,
- Transco, Great Yarmouth Holder Station,
- ASCO Fuels & Lubricants

12.26. Great Yarmouth also contains a number of major accident hazard pipelines as designated by the HSE. high-pressure gas pipeline which runs through the north of the borough from the Bacton Terminal to the combined cycle gas turbine power station on South Denes. The route of an underground high pressure gas pipeline also exists between Haddiscoe (South Norfolk) to Beacon Business Park.

12.27. The HSE sets a consultation distance around major hazard sites and major accident hazard pipelines after assessing the risks and likely effects of major accidents at the major hazard. Where proposals come forward within a specified distance to an installation, advice from the HSE) will be needed to assess the risks and the appropriateness of development. Where there are risks, the emphasis will be on applicants to demonstrate that their proposals are safe and do not give rise to

unacceptable impacts. The specified consultation distances are identified by the Health and Safety Executive and are subject to change over time.

12.28. The siting of new hazardous installations will be managed with the aim of keeping the installations separate from housing and other sensitive land uses with which the installations would be incompatible. The Council will consult the Health and Safety Executive and the Environment Agency about the siting of proposals for new notifiable installations.

12.29. Where proposals are within a close proximity (e.g. <400m, although this may vary based on local topography) to watercourses, there may be the potential for a hydrological link. Note that where pollution could affect a designated wildlife site, impacts must be assessed and if necessary mitigated, in accordance with Policy NAT1 and Policy NAT4.

12.30. The National Planning Policy Guidance also provides guidance on air quality and on hazardous substances, this guidance and particularly the flowchart section on how air quality considerations are relevant to the development management process will be referred to where applicable when processing planning applications. Other documents from statutory authorities will be considered such as DEFRA's Clean Air Strategy 2019.

Policy HEC6: Protection of Amenity

Development proposals will be supported where they protect or provide a high standard of amenity to ensure suitable living and working environments in the locality.

Planning permission will only be granted where development would not lead to an excessive or unacceptable impact on the amenities of the occupiers of existing and anticipated development in the locality, in terms including:

- **a) Adequate provision of areas of useable and secluded private amenity space;**
- **b) Loss of privacy, outlook and prevention of overlooking;**
- **c) Loss of light and prevention of overshadowing and flickering shadow;**
- **d) Buildings and structures that will be overbearing;**
- **e) Nuisance and disturbance from:**
  - **Waste and clutter;**
  - **Intrusive lighting;**
  - **Visual movement;**
  - **Noise;**
  - **Poor air quality (including odours and dust); and**
  - **Vibration.**

Where adverse impacts on amenity are an inevitable consequence of an otherwise desirable use and configuration, measures to mitigate unacceptable impacts will be expected to be incorporated in the development.

On large scale and other developments where construction operations are likely to have a significant and long-term impact on local amenity, consideration will be given to conditions to mitigate this through a construction management plan covering issues such as hours of working, points of access and methods of construction.

Supporting Text

12.31. This policy is intended to aid the delivery of quality local environments promoted by the Local Plan and specifically Policy DHE1. It does this by setting out a non-exclusive list of the main amenity consideration that will need to be addressed by those preparing or deciding planning applications. Elements of the Design Code (Appendix 1) will help facilitate this policy including criterion BF2, BF4 and BD2-9.

12.32. In assessing compliance with this policy, the Council will draw upon expert advice from statutory consultees and its Environmental Services Section.

12.33. In terms of issues arising from odours, a particular consideration will be the proximity of development to water recycling centres (sewage treatment works). Anglian Water advise that developments within 400m of a water recycling centre or within 15m of a recycled water pumping station should be accompanied by an odour assessment as set out in their Asset Encroachment Policy. The odour assessment will need to demonstrate that adverse impacts can be avoided through the layout of the site or suitable mitigation measures can be secured as part of the development.

12.34. In implementing this policy, the Council will ensure that new development does not result in unreasonable restrictions placed on existing businesses and operations as a result of new development. It will be for the applicant (the agent of change) to demonstrate that suitable mitigatory measures can be incorporated into the development to minimise any impacts on amenity to occupants of the new development arising from existing operations. Such mitigatory measures will be secured and enforced by planning conditions.

Policy HEC7: Food and Drink Amenity

When determining the impact of food and drink uses on an area, the following matters will be taken into consideration:

a) **The cumulative impact and effects of clusters of other food and drink uses, including those with unimplemented planning permissions.**

b) **The impact of noise and general disturbance, smells, litter and late night activity, including those impacts arising from the use of external areas.**

c) **Availability of parking, servicing facilities and public transport.**

d) **Highway and pedestrian safety.**

e) **Availability of refuse storage space and disposal facilities.**

f) **The appearance of any associated extensions, flues and installations**

Supporting Text

12.35. Food and drink uses can be beneficial to the vibrancy, diversity and vitality of centres however, they require careful management to prevent harmful impacts upon the amenity of an area. This policy intends to aid the delivery of appropriate food and drink by ensuring that the individual and cumulative impacts of food and drink uses do not harm the character of the centre or cause nuisance to residents and other businesses occupiers in the vicinity of food and drink uses.

12.36. The policy provides a non-exclusive list of the main amenity considerations that will need to be addressed by those preparing or deciding planning applications for new food and drink use.

13. Sustainable Transport Planning Policies

Strategic Policies

Policy SUT1 - Sustainable transport

Development proposals should be well-located and designed to facilitate active travel and encourage people to use a range of sustainable modes of transport that are appropriate to its particular location.

Development will be supported where:

a) **It is proportionate in scale and well-integrated into the existing transport network.**

b) **It is located close to, and prioritises, safe pedestrian and cycle access to services, facilities and public transport, demonstrating how the scheme will encourage modal shift.**

c) **It is well integrated into and enhances the existing cycle network, including where possible, necessary pedestrian and cycling improvement measures set out in Policy OSS4, or in site-specific policies elsewhere in the plan**

d) **It provides for the safe design and layout of new routes and provision of covered, secured cycling parking in accordance with the Design Code in Appendix 1.**

e) **It is well integrated and enhances the existing pedestrian routes and public rights of way network, and where possible facilitates new routes in accordance with the Design Code in Appendix 1.**

f) **It reduces conflict between users of the transport network including pedestrians, cyclists, users of mobility vehicles and drivers and does not reduce road safety.**

g) **It will improve public transport in the rural area of the borough.**

h) **It includes facilities for charging plug-in and other ultra-low emissions vehicles in safe, accessible and convenient locations in accordance with Policy SUT4 and the Design Code in Appendix 1.**

i) **The cumulative impact of new development will not create severe impacts on the transport network.**

The scale, location and nature of development will be considered in consultation with the Highways Authority to determine how the transport impacts of development should be assessed. As indicative thresholds:

- **Transport Statements will be required for residential developments between 50-100 dwellings.**
- **Transport Assessments and Travel Plans will be required for residential developments larger than 100 dwellings.**
- **All major development which is directly linked to the A143 Beccles Road will require either a Transport Statement, or Transport Assessment and Travel Plan**

The following strategic cycling and pedestrian routes, as identified indicatively on the Policies Map, will be safeguarded from development which would prejudice the potential for future cycling or walking routes:

- **Gorleston to Lowestoft**

- **Ormesby St Margaret to Hemsby**
- **Bradwell to Belton**

An alternative use of any identified safeguarded strategic cycling and pedestrian route will only be permissible where a convenient alternative route is identified and provided.

Supporting text

13.1. National planning policy sets out the importance of sustainability in relation to transport, in particular the need to ensure that developments which generate significant movements are located where the need to travel will be minimised and the use of sustainable travel can be maximised. This can help to reduce congestion and emissions, improve air quality and public health.

13.2. The transport strategy and policy framework for the County is set by Norfolk's fourth Local Transport Plan (LTP) 2021-2036, adopted in 2022. This guides transport investment in Norfolk and envisages a transport system that allows residents and visitors a range of low carbon options to meet their transport needs and attracts and retains business investment in the County.

13.3. The borough relies heavily upon the private car and is the most widely used method to travel to and from work. In the more rural parts of the borough this can have a significant impact on the elderly, children, young people and those without access to the private car who can find it difficult to access health, social and educational facilities.

13.4. This plan has been informed by the Great Yarmouth Local Plan Traffic Modelling Analysis (2023). The study indicates that when reflecting likely future travel behaviour, a number of junctions across the borough, and particularly within the Bradwell, Caister-on-Sea and Great Yarmouth area, may be close to traffic capacity by 2041 and lead to increased congestion.

13.5. The A143 Beccles Road connects the borough to the south-west, and here congestion is currently experienced around its junction with Mill Lane, Church Land and Long Lane. The A143 Beccles Road/Church Lane/Long Lane – Growth Scenario Testing Report (2022) identified that this junction would likely operate over-capacity in circumstances where additional housing growth linked to the A143 Beccles Road is beyond a further 250 homes.

13.6. Walking and cycling levels are above average for the country, reflective of the high proportion of residents both living and working within the borough. Bus service use is below national average, and in the rural areas is more infrequent, reducing the attractiveness for commuters. Rail use is also below national average.

13.7. Active travel such as walking and cycling positively contributes to public health and reduces the reliance on private vehicles and reduces congestion. To encourage people to walk and cycle for convenience and enjoyment it is important that routes are delivered so they are direct, well connected to key local destinations and easy to follow. Norfolk County Council are currently updating their Walking, Wheeling and Cycling Strategy (WWCS) for Norfolk to help create a safe, connected and well-maintained walking, wheeling and cycling network, helping to support this shift into active travel. Delivery of these strategies will be critical in mitigating the impacts of congestion.

13.8. The Public Rights of Way Network also plays an important role in delivering sustainable development and provides multiple social, economic and environmental benefits including encouraging physical activity, access to the natural environment and reducing travel by vehicular modes.

13.9. Policy SUT1 sets out the requirements which should help to improve the use of sustainable transport options and reduce the risk of congestion. The policy sets out the basic principles for encouraging sustainable modes of transport and active travel. It also requires developers to have regard to meeting strategic infrastructure needs through Policy OSS4, where appropriate, to encourage greater walking and cycling access across the borough.

13.10. Large scale developments can have significant impacts on local transport networks. National planning policy requires developments which generate significant amounts of movements to be supported by Travel Plans and Transport Assessments or Transport Statements. These are prepared to assess and mitigate the negative transport impacts of development to promote sustainable development.

13.11. Travel Plans are long-term management strategies for integrating proposals for sustainable travel into the planning process. Transport Assessments are thorough assessments of the transport implications of developments and may propose mitigation measures to promote sustainable development which may also form part of the preparation of Travel Plan. Transport Statements are a less detailed evaluation to be used where this would be more proportionate to the potential impact of the development. Norfolk County Council as the Local Highway Authority can provide advice on the scope and content Transport Assessments, Statements and Travel Plans.

13.12. Transport Statements will be required for residential developments of between 50-100 dwellings, whilst Transport Assessments and Travel Plans will be required for residential developments larger than 100 dwellings. Due to the potential for new development to impact upon the functioning of the A143 Beccles Road, it is considered that all major development which are directly linked to the A143 Beccles Road will need to be supported by either a Transport Statement or Transport Assessment and Travel Plan.

13.13. The borough benefits from having a number of former railways which, radiating from the main urban area, have the potential to significantly increase the network and distance of 'green travel' routes across the borough and in some cases, link strategic with other protected railways in neighbouring plans (e.g. Local Plan for The Broads). As such the policy seeks to secure these.

13.14. Whilst there is no immediate prospect of the former railway trackways being converted, they are nonetheless a finite resource, and their future importance is recognised by their safeguarding. This policy also provides a clear steer to other stakeholders, such as Norfolk County Council who are currently investigating what the future benefits that individual stretches of former railways across Norfolk may bring towards improving health, mental well-being, increased biodiversity and alleviation of congestion.

Non-Strategic Policies

Policy SUT2 - Parking provision for new developments

Development will be permitted where:

a) **Provision for vehicle parking has regard to Norfolk County Council's Parking Guidelines for New Developments (July 2022), or any superseding guidance published by the Borough Council or County Council.**

b) **Provision for cycle parking is in accordance with criterion SM4 of the Design Code in Appendix 1.**

c) **Provision may be varied in order to reflect local conditions such as the availability of public parking, sustainable travel modes, and to meet wider design and conservation principles as set out in the Design Code in Appendix 1.**

d) **The design and layout of vehicle and cycle parking is integrated as a key element of design in development layouts, protects local amenity and ensures good quality, safe and secure, resilient and attractive future environments.**

Supporting text

13.15. Government policy seeks to restrict levels of motor vehicle parking with new development to reduce the use of the private car and to promote more sustainable forms of transport. The provision of parking spaces can affect the overall appearance of a development and result in an inefficient use of land, therefore careful consideration should be given to how parking provision is incorporated into development proposals.

13.16. When considering appropriate levels of cycle and car parking for development proposals, the starting point will be having regard to the 'Parking Guidelines for New Developments (2022)' that were published by Norfolk County Council, or, any subsequent superseding guidance produced by either the Borough Council or Norfolk County Council. However, the guidelines will be applied flexibly having regard to the circumstances of the site, highway network and relevant advice on the design and integration of parking provision into development and place-making. For example, parking requirements and their associated arrangements may be adjusted to help achieve good design objectives at locations with good walking access to public transport and essential services, and to help protect heritage assets or respond to specific character areas or character types identified in the Design Code.

13.17. Development proposals should also seek to support the transition to net zero by providing appropriately located and convenient electric vehicle charging facilities across the parking provision in accordance with Policy SUT4.

Policy SUT3 - Public Car Parks

Development proposals that would result in the loss of public car parking facilities which make an important contribution to the local parking provision will not be permitted unless:

a) It is demonstrated that alternative equivalent or better-quality provision is, or can be made, available in a suitable location prior to the commencement of redevelopment; and,

b) such loss would not have an unacceptable impact on the amenity or highway safety of the wider area.

Supporting text

13.18. Whilst the Local Plan seeks to promote sustainable travel, it is recognised that both the dispersed rural nature of the borough and areas where access to regular public transport is lower, means that some reliance upon car-based travel will continue. Maintaining an appropriate provision of vehicle parking is therefore necessarily important for those who do not have access to suitable transport or other sustainable transport options.

13.19. Most the borough's public car parking facilities are located within the main towns of Great Yarmouth and Gorleston and within seafront locations along the coastline. These provide an important contribution in helping to support the borough's tourism and continued vitality and viability of the town, district and local centres.

13.20. Where loss of public car parking is proposed, the applicant will be expected to demonstrate that alternative equivalent parking provision or better-quality provision is or can be made available in a suitable location where it continues to serve the needs of that particular area or function.

13.21. In recognition that loss of public car parking may lead to some displacement of visitor parking to more undesirable locations or of an anti-social nature, the policy also requires that any such loss does not unreasonably impact on the amenity of existing residents and those visiting the borough, nor would have an unacceptable impact upon highway safety.

Policy SUT4 - Electric Vehicle Charging

The location of charging points for development proposals should be appropriately located, allowing for safe and convenient access from the charge point to the parking space(s), and be designed and located in a way which:

a) Minimises the intrusion of the charge point on the wider use and access of the land;

b) Minimises the risk of vehicle collision with the charge point; and

c) Has ease of access for future maintenance and replacement of vehicle charging infrastructure.

Supporting text

13.22. Transport is the largest source of CO2 emissions in the borough. The switch to electric vehicles across the country to support the transition to net zero carbon is currently underway, however take up has been reasonably slow. Whilst the national ban on new diesel and petrol cars from 2035 will help, it remains imperative that this local plan supports the transition as far as practicable.

13.23. Part S of the Building Regulations came into force in June 2022 and addresses infrastructure for charging vehicles, requiring the provision of charging points in both residential and non-residential developments, with specific levels of requirements set out for uses.

13.24. National planning policy expects developments to be designed to enable charging of plug-in and other ultra-low emissions in safe, accessible, and convenient locations.

13.25. The purpose of Policy SUT4 is therefore not to repeat Building Regulations, but to support the wider transition to net zero by ensuring that the location of electric vehicle charging points are well situated and readily accessible to future users.

14. Climate Change Planning Policies

Strategic Policies

Policy CLC1 – Coastal Change Management

Land to the seaward side of the Coastal Change Management Area, as identified on the Policies Map, is defined as a Coastal Change Management Area. New robust evidence that emerges over the lifetime of the plan, which revises the area at risk from coastal change within a 100-year horizon will be considered when determining whether a proposal is within the Coastal Change Management Area or not.

Within the Coastal Change Management Area development will be carefully managed to minimise risk to life and property, to avoid increasing the need for new or improved coastal defences, and to guard against development which could have adverse impacts on coastal erosion and vulnerability elsewhere.

Coastal management proposals will be supported where they are consistent with the Shoreline Management Plan recommendations and can be demonstrated not to have significant adverse impacts elsewhere.

Where development is proposed within the Coastal Change Management Area and is at risk from coastal change to 2055, only a limited range of development types directly linked to the coastal strip, such as beach huts, cafes/tea rooms, car parks and sites used for holiday or short-let caravans and camping will be permitted and appropriately time limited through conditions.

Other development at risk between 2055 and the delineated in-land edge of the CCMA will only be permitted where:

a) It is demonstrated to be a compatible form of development in regard to any anticipated potential increase in erosion and flood risk due to coastal change during the planned life of the development having regard to the indicative erosion zones identified in the Shoreline Management Plan or the National Coastal Erosion Risk Map; and

b) will provide a wider benefit to the local coastal community and/or economy; and

c) would not impact significantly on the stability of the coastline, the rate of shoreline change, or increase demands for investment in coastal defences.

Permanent new residential development, including proposals for conversions, replacement dwellings and change of use will not be permitted within the Coastal Change Management Area.

All planning applications for development within the Coastal Change Management Area, and 30 metres inland beyond it, must be accompanied by a Coastal Erosion Vulnerability Assessment which demonstrates that the development will not result in an increased risk to life or property.

Supporting Text

14.1. The Borough's coastline suffers from some of the most dramatic losses of land in the country through coastal erosion. Natural processes of erosion, accretion and flooding will continue to affect the coastline in the future. The nature and extent of coastal management measures will be influenced by, and will significantly impact upon, coastal communities, the local economy, the natural environment, and infrastructure of the area.

14.2. The Coastal Change Management Area (CCMA) is defined on the Policies Map and is based on evidence from the Shoreline Management Plan (2012). The Shoreline Management Plan determines appropriate, strategic policies for coastal management that balance the many and often competing

aspirations of stakeholders with proper regard for economic and environmental sustainability. The primary output is an 'intent for management' over a 100-year timeframe. The plan identifies the indicative future coastline in 100 years-time based on the management measures set out in the plan. The CCMA is based on the area likely to be impacted by coastal change within the next 100 years (2005 baseline) as identified by the Shoreline Management Plan. This essentially comprises the area between the current shoreline and the expected coastline in 100 years. It should be noted that the expected future coastline, as identified in the Shoreline Management Plans, is modelled and typically represents a mid-point of a range of where the coastline might be in 100 years.

14.3. It is likely that during the lifetime of the local plan further evidence, such as a review of the Shoreline Management Plan or New National Coastal Erosion Risk Mapping (NCERM), will be published which indicates the area of land at risk from coastal change over the next 100 years is different to that currently identified. In this scenario, the Council will treat the revised area predicted to be at risk as the CCMA for the purposes of this policy.

14.4. Shoreline Management Plans provide a strategic approach to the management of the coast. As such, proposals for new coastal management works should be in accordance with the management policies identified in the Shoreline Management Plan. Where there is a need and/or a desire to develop a coastal management scheme that is contrary to the current Shoreline Management Plan, this should be dealt with through a review of the Shoreline Management Plan prior to a planning application being considered.

14.5. The policy describes the circumstances in which new development will be permitted within the CCMA. The acceptability of a development proposal will depend upon the 'horizon' that the proposal falls in as identified in the Shoreline Management Plan, as this will need to be considered against the effective lifetime of the development proposed.

14.6. New permanent residential development will not be permitted within the CCMA, as within its expected 100-year lifetime (i.e. by 2105) it would likely be at risk of loss. This includes the conversion or change of use of an existing building to a permanent dwelling, and replacement dwellings within the CCMA. This relates to all types of residential use, such as individual dwellings, sheltered housing, student accommodation, hostels, shared housing for disabled people, nursing homes and care homes, residential education, and training centres.

14.7. All planning applications for development within the Coastal Change Management Area need to be accompanied by a Coastal Erosion Vulnerability Assessment. The assessment should consider the management proposals for the coastline and the likelihood of investments being made and the risk of erosion impacting upon the development in light of these factors. The assessment should demonstrate that the development will not be at risk from coastal change for the lifetime of the development. In this regard, the assessment should comply with Policy CC1 of the East Inshore and Offshore Marine Plans. The assessment will also need to demonstrate that the proposed development will not increase the risk of erosion (e.g. from surface water run-off). There are inherent uncertainties with coastal change and the likely level of erosion over a 100-year period. There is also a lack of certainty over the potential for investments to be made in the management of the coast, even where the policy is 'hold the line'. As such, any planning applications for development within 30 metres of the Coastal Change Management Area should also be accompanied by a Coastal Erosion Vulnerability Assessment.

14.8. The policy has also been produced with regard to the Statement of Common Ground on Coastal Zone Planning between the Borough Council of King's Lynn & West Norfolk, North Norfolk District Council, Great Yarmouth Borough Council, East Suffolk Council and the Broads Authority, which is the area

covered by ‘Coastal Partnership East’ (with the exception of King’s Lynn and West Norfolk). The Statement of Common Ground includes a set of agreements which include alignment of planning policies for the coast. Policy CLC1 is consistent with the approaches set out in adopted and emerging Local Plans across the Norfolk and Suffolk Coast and by ensuring policies for managing the coast are 'strategic' (i.e. Neighbourhood Plans have to be in conformity with them).

14.9. The Coastal Adaptation Supplementary Planning Document was adopted in October 2023 and provides further information and aid in the interpretation and implementation of coastal change policies in the Local Plan. This includes details on the requirements of Coastal Erosion Vulnerability Assessments (CEVA) and the types of development that may be permitted within Coastal Change Management Areas.

Policy CLC2 – Flood Risk

Where necessary, development proposals will be required to demonstrate how they will minimise flood risk to people, property, and infrastructure from all potential sources of flooding taking account of climate change. This will be achieved by:

a) **directing new development proposals away from areas at risk of flooding unless, where applicable, it can be demonstrated through the Sequential Test as set out in national policy (which excludes allocated sites and Protected Employment Sites identified in the Local Plan), that there are no alternative preferable sites that are reasonably available to develop:**

   i. **for residential development on brownfield sites within the towns of Great Yarmouth and Gorleston-on-Sea, the areas of search for alternative sites will be limited to brownfield sites within the Development Limits of each town area (excluding residential curtilages); or**

   ii. **for other residential development, the area of search for alternative sites will be across the entire Borough, considered against the overall supply of housing within the Borough; or**

   iii. **for residential sites comprising 100% affordable housing to meet local needs or 'exception sites' under Policy HOU3, the area of search for alternative sites will be specific to that which the need has arisen from; or**

   iv. **for sites allocated in Neighbourhood Plans the area of search for alternative sites will extend to the relevant Neighbourhood Area; or**

   v. **where non-residential uses are proposed, the area of search for alternative sites will be applied proportionately to the catchment area for the type of use proposed.**

b) **where applicable, meeting the requirements of the Exception Test as set out in national policy.**

c) **requiring a site-specific Flood Risk Assessment (FRA) that, where applicable, in addition to addressing criteria a. and b. above, includes a satisfactory Flood Warning and Evacuation Plan demonstrating safe access and egress routes throughout the duration of flood events.**

d) **ensuring that new developments on sites adjacent to defences provide adequate access for repairs, maintenance and upgrades and that the development will not affect the integrity of the defence. New development should consider the Environment Agency's flood defence proposals so that future flood defence options are not compromised.**

e) **making use of Sustainable Drainage Systems (SuDS), in new developments. SuDS will be expected to be integrated into the landscaping scheme and the green infrastructure provision of the development and not detract from the overall design quality of the scheme.**

f) **development is flood safe and resilient and reduces further risk of surface water flooding in accordance with the CC5 and CC6 of the Design Code (in Appendix 1).**

g) **ensuring that the necessary maintenance and management of mitigation measures, and adoption arrangements are established and agreed in writing.**

Supporting Text

14.10. Development proposals within the plan area will be assessed and determined having considered the potential risks from all sources of flooding. This includes risks from all sources of flooding: rivers and the sea, direct rainfall on the ground surface, rising groundwater, overwhelmed sewers and drainage systems, reservoirs, canals and lakes and other artificial sources.

14.11. Development will be determined in accordance with national planning policy and guidance. The main tools in assessing flood risk in development applications are site specific Flood Risk Assessments (FRAs) and the sequential and exception testing.

14.12. National planning policy explains when site-specific FRAs will be required:

- for all development proposals within Flood Zones 2 and 3
- within flood Zone 1 where sites are 1 hectare or more
- within Critical Drainage Areas at:
    - Claydon, Southtown and Cobholm
    - Bradwell
    - Gorleston
    - South Yarmouth
    - Northgate
    - North Yarmouth
    - Caister-on-Sea
    - Hemsby
- on land identified in a strategic flood risk assessment as being at increased flood risk in future as a result of climate change; or
- on land that may be subject to other sources of flooding, where its development would introduce a more vulnerable use.

14.13. Areas of flood risk are identified through the Borough Council's Strategic Flood Risk Assessment (SFRA) Level 1 Report (2017) and the Environment Agency's Flood Risk Map for Planning. The Strategic Flood Risk Assessment (SFRA) has identified that areas of Great Yarmouth Borough are at high risk of flooding from tidal, coastal, fluvial and surface water sources.

14.14. Where relevant, in accordance with national planning policy, applicants and developers will need to include evidence to meet the sequential and exception tests. Applications for some minor development (as defined in national planning practice guidance) and changes of use should not be subject to the sequential or exception tests but should still meet the requirements for site-specific FRAs as set out in national planning policy.

The Sequential Test

14.15. National planning policy requires that development should not be permitted in areas at risk from all sources of flooding if there are reasonably available sites that are appropriate for such development in areas with a lower risk of flooding. It therefore requires planning applications in areas

at greater risk of flooding to be subject to a Sequential Test to demonstrate that there are no suitable alternative sites at less risk of flooding. The SFRA Level 2 Report provides a sequential test for the site allocations and Protected Employment Sites contained within the Local Plan, therefore, on such sites, site-specific FRAs will not need to provide further information to support the sequential test. The SFRA documents have been used iteratively to inform the Sustainability Appraisal supporting the Local Plan.

14.16. In some cases, the 'red-edged' boundary of a proposed development site may include areas within Flood Zones 1 and Flood Zones 2 and/or 3. Where this is the case, the application of the Sequential Test will depend on the nature and layout of built/constructed development proposed. Applicants will therefore need to submit sufficient detail, for example through a site layout, to allow a judgement to be made on the need for a Sequential Test. It is important that access arrangements to sites are not located in areas of flood zone 3 to ensure that new development is not isolated / cut off during times of flooding.

14.17. National planning practice guidance provides extensive and useful general guidance as to how to apply the sequential test. Further guidance is also provided in Appendix 6. Applicants requiring a Sequential Test are expected to assemble the evidence to allow the council to consider whether the development passes the test. The council will then consider the evidence provided and determine whether it can be concluded that there are no reasonably available alternative sites appropriate for the proposed development in areas with a lower probability of flooding. If it is demonstrated that there are no reasonably available alternative sites, the Sequential Test is deemed to have been passed.

14.18. Information submitted should include a map or a clear description of the area of search, together with the reasons for choosing that area. It should also clearly explain and justify any limiting parameters applied to the site search. Applicants should discuss and agree the search parameters with the Borough Council before the Sequential Test is undertaken, to avoid the need to redo the Test in the event that the Local Planning Authority disagrees with the approach taken.

14.19. National planning practice guidance explains that the areas to apply the sequential test will be defined in local circumstances. In the context of the Borough, large areas of the existing built-up towns of Great Yarmouth and Gorleston-on-Sea are within Flood Zones 2 and 3 (medium to high probability of flooding), yet these areas represent the most sustainable locations to develop given the extent of services and facilities and existing communities.

14.20. Within these built-up towns, brownfield windfall sites will inevitably become available at any given time. The redevelopment of brownfield sites offers the potential for regeneration, enabling a more appropriate land use, improving the character of the area and benefiting the wider community. Within the towns, alternative sites considered through the sequential test will need to be brownfield (excluding garden land), located within the below Wards and within the Development Limits:

- The Great Yarmouth Town Wards of:
    - Yarmouth North
    - Central and Northgate
    - Nelson
    - Southtown and Cobholm.
- Gorleston-on-Sea Town Wards of:
    - Claydon

- St Andrews
- Magdalen
- Gorleston.

14.21. For other residential development, the appropriate area of search will be the functional housing market area which is the entire Borough. The Local Plan allocates more than sufficient land for housing to meet needs across the Borough. Therefore, on adoption of this Local Plan, there are suitable, available sites for housing necessary to meet identified housing needs across the Borough. The Local Plan, recent planning permissions and the Housing and Economic Land Availability Assessment (HELAA) provide useful starting points to identify potential alternative sites across the Borough. However, proposals for new housing development in areas at risk from flooding will not pass the Sequential Test as there are sufficient alternative sites at a lower risk of flooding. This approach will continue to apply where the Borough Council can demonstrate a deliverable five year housing supply of land.

14.22. For sites comprising 100% affordable housing to meet specific local housing needs, or 'exception sites' under Policy HOU3, a smaller area of search relative to the local need will be appropriate for the Sequential Test. The overall supply of housing across the Borough will not be relevant in these scenarios as these schemes are for the purpose of meeting a specific localised housing need.

14.23. Neighbourhood Plans can also allocate sites for development. These will be justified to meet the local needs of the Neighbourhood Area. It is therefore appropriate that the area of search is reduced from that of the whole Borough (by default) to that of the Neighbourhood Area over which a Neighbourhood Plan would apply.

14.24. When assessing non-residential uses, the area of search should be applied proportionately depending on the nature of the use proposed. For example, where education use is proposed, this should be sequentially tested for other alternative sites within the same school catchment area. For retail and other main town centre uses, the area of search should reflect the Sequential Test set out in Policy RTC2.

The Exception Test

14.25. Where the Sequential Test is passed, proposals may still be subject to the Exception Test as set out in national planning policy. The exception test requires demonstration that the sustainability benefits of the development outweigh the risk of flooding and that the development is safe for its lifetime and does not worsen flood risk elsewhere. In terms of demonstrating the sustainability benefits of the development, the proposal should be assessed against the sustainability appraisal framework contained within the Sustainability Appraisal Report which accompanies this plan. In terms of demonstrating the site is safe for development, finished floor levels or living accommodation in 'more vulnerable' development will need to be 300mm above the 1 in 200 year flood event level (including climate change allowance) and safe refuge in the building should be provided 300mm above the 0.1% (1 in 1000 year) flood event level (including climate change allowance).

14.26. In some circumstances this will restrict development within the ground floors of buildings, particularly 'habitable' spaces in residential uses. The Environment Agency defines habitable spaces to be "any room used or intended to be used for sleeping, cooking, living or eating purposes". Enclosed spaces such as bath or toilet facilities, service rooms, corridors, laundries, hallways, utility rooms or similar spaces are excluded from this definition of habitable.

Flood Warning & Evacuation Plan

14.27. The above policy also requires the submission of a Flood Warning and Evacuation Plan with planning applications for development on sites at risk of flooding. The plan should identify the proposal site location, the risk of flooding and access and egress arrangements. It should identify what warning measures will be put in place and how occupants will be made aware of the risks. The plan should include detailed instructions to occupants about what to do in the event of a flood. The Flood Warning and Evacuation Plan and its implementation will be secured by planning condition.

Sustainable drainage systems & surface water

14.28. The use of sustainable drainage systems (SuDS) to manage surface water has a key role in reducing flood risk. These systems can also deliver improved water quality, provide ecological enhancements and benefit local amenity. Early pre-application discussions will be encouraged to avoid delays to the approval process and influence site design (including consideration of the Design Code) to ensure that the benefits of SuDS are maximised. Wherever possible, sustainable drainage systems will be expected to contribute towards wider sustainability considerations, including amenity, recreation, conservation of biodiversity and landscape character, as well as flood alleviation and water quality control. For larger developments, site layout should be influenced by the requirement to manage surface water sustainably. Some forms of SuDS can require quite large land-takes and should be planned into the site layout at an early stage. Working with natural flow paths on the site can also provide a cost-effective way of managing surface water, potentially avoiding costly engineering solutions.

14.29. In planning new developments, consideration should also be given to the findings of the Great Yarmouth Borough Surface Water Management Plan (2013). The Surface Water Management Plan investigates the risks of surface water flooding, identifying Critical Drainage Areas (CDAs), and proposes a surface water management strategy for the Borough.

Flood resilient design

14.30. Criteria CC6 and CC7 of the Design Code (in Appendix 1) provides further guidance as to how design can improve the safety and resilience of development where there is an increased risk of flooding. It also includes guidance on SuDS to reduce further risk of surface water flooding. It is important that where non-habitable space is required due to flood risk, blank elevations are avoided.

Flood defences & infrastructure

14.31. Great Yarmouth and Gorleston are protected from flooding by a system of defences, the majority of which are owned and maintained by the Environment Agency. However, the sheet pile walls upon which they sit are owned and maintained by riparian owners.

14.32. It is critical to the future management of flood risk that the standard of protection offered by the defences is monitored and maintained. Therefore, it is important that development proposals do not compromise future flood defence options. Engagement with the Environment Agency or Internal Drainage Board (IDB) is advised for proposals to develop sites adjacent to the defences to ensure that development will not affect their integrity and that sufficient access is provided for repairs, maintenance and future upgrades. Such bodies may require consent where works to watercourses are proposed. The Environment Agency will provide, where available, information on the condition and standard of protection of the defences and whether upgrades are planned.

Neighbourhood Plans

14.33. As an approach to address the impact of flooding in a strategic manner, it is important that the above policy also applies to Neighbourhood Plans where policies and site allocations prepared by local communities may impact upon overall flood risk.

Policy CLC3: Foul Drainage

All new development proposals will be expected to demonstrate the following:

a) **that adequate foul water treatment and disposal infrastructure exists; or that the necessary infrastructure can be provided to serve the proposed development; and**

b) **that no new surface water connections should be made to the foul system, and connections to the combined or surface water system should only be made in limited circumstances where there are no feasible alternatives.**

All new development proposals within a nutrient neutrality catchment zone must be in accordance with Policy NAT5.

In all cases it is expected that that suitable access is safeguarded for the maintenance of watercourses, water resources, flood defences and drainage infrastructure.

Where practical, new development proposals will be encouraged to improve water quality, where they meet the aims of the Water Framework Directive

Supporting Text

14.34. The Water Framework Directive (WFD) sets out the need to protect and improve the water environment, applying to all surface water bodies including rivers, streams, lakes, groundwater bodies and coastal waters out to one mile from low water.

14.35. Great Yarmouth is a coastal borough which contains several important nationally and internationally designated biodiversity sites which are extremely sensitive to the pressure on the water environment.

14.36. The policy ensures that future development proposals will avoid undermining the quality of the Borough's water resources and the likely direct effects upon protected sites. The Council will continue to seek the advice of the statutory water bodies on site specific proposals (such as but not limited to; Anglian Water, the Lead Local Flood Authority and the Environment Agency).

14.37. New development comprising overnight accommodation that falls within a nutrient neutrality catchment as defined by Natural England will be assessed with regard to Policy NAT5. It is expected that proposals within and outside of a nutrient neutrality catchment zone safeguard suitable access to the maintenance of watercourses, water resources, flood defences and drainage infrastructure.

Policy CLC4: Renewable and Low-Carbon Energy Development

Proposals for renewable energy and low-carbon schemes and associated ancillary development (excluding proposals for new onshore wind turbines) will be permitted where the individual or cumulative impacts are or will be made acceptable in respect of all of the following:

- **a) The character and sensitivity of the surrounding landscape and designated landscape features;**
- **b) The special qualities of nationally and internationally designated conservation sites and their qualifying features, habitats, biodiversity and geodiversity;**
- **c) Designated and non-designated heritage assets and views important to their setting;**
- **d) The amenity of occupiers of existing and anticipated development (in accordance with Policy HEC6);**
- **e) Air traffic safety, radar, reflected light and telecommunications;**
- **f) Traffic arising from the construction, decommissioning and maintenance of infrastructure and, where relevant, the transportation of fuel; and**
- **g) Water Quality and water resources (including groundwater).**

Proposals should be accompanied by a management and maintenance plan for the lifetime of development, including details of how the land will be restored to its existing use at the end of its generating term.

Proposals for onshore wind turbines, will be permitted where they are within an area identified as suitable in a Neighbourhood Plan and have appropriately addressed the above criteria.

Proposals concerning the repowering, life extension and replacement of wind turbines with like-for-like structures in terms of scale and design will be permitted provided there are no significant impact on the amenity of nearby residents.

Solar energy proposals comprising agricultural land will be permitted where it has been demonstrated that:

- **h) The use of the agricultural land is necessary, and no alternative previously developed land (including building roofs) is available and suitable within the Borough to accommodate such use;**
- **i) That there are no alternative sites involving lower grade agricultural land available within the borough that are appropriate to accommodate the proposed development; and**
- **j) That the proposal would allow for continued agricultural use and/or encourages biodiversity improvements around solar arrays which are supported by a biodiversity management plan.**

Supporting Text

14.38. In June 2019, the government committed to a legally binding target requiring the country to be net zero carbon by 2050. National planning policy requires that Local Plans develop a positive strategy to promote energy generation from renewable and low carbon sources. It also encourages Local Plans to maximise renewable and low carbon energy development, whilst ensuring that adverse impacts are addressed satisfactorily and to consider identifying suitable areas for development and support community-led initiatives for renewable and low carbon energy. It also states, when determining planning applications for renewable and low carbon development, local planning authorities should approve applications where its impacts are (or can be made) acceptable.

14.39. The Borough Council's Sustainability Strategy (2022) further seeks to encourage the use of renewable resources in order to assist in meeting the objective within the Corporate Plan for Great Yarmouth (2020-2025) of providing a 'High Quality and sustainable environment'.

14.40. In considering whether the impact of a proposal arising would be acceptable, such as from traffic generation through the construction, decommissioning and maintenance of infrastructure or transportation of fuel, consideration will be given to whether the proposal would impact upon highway safety, or where the residual cumulative impacts on the road network would be severe.

14.41. Policies in the Local Plan are designed to promote renewable and low carbon energy use developments while ensuring that adverse impacts are addressed satisfactorily, including those of noise, and cumulative landscape and visual impacts (as considered under Policy HEC6).

Solar Farms

14.42. The deployment of solar farms has potential to negatively impact on the borough's landscapes and rural environment. The Policy seeks to ensure that proposals for solar arrays comprising agricultural land are assessed against their potential to impact upon landscape sensitivity and the efficient use of land. The Policy ensures that site locations on previously developed land and lower graded agricultural land (i.e. avoiding land that is the best and most versatile, Grades 1, 2 and 3a) are considered first. In considering whether potential sites are suitable for solar farm development, regard should be had to whether a viable connection (in distance) is possible to the National Grid.

14.43.

14.44. Where proposals are required to be located on agricultural land the Policy requires that proposals allow for the continued agricultural use of the land where applicable and/or encourages biodiversity improvements around solar arrays which should be supported by a biodiversity management plan. Several options exist for enhancing biodiversity on solar farms, including the establishment of wildflower meadows, pollen and nectar strips, pasture and wild bird seed mixes. In establishing biodiversity improvements around solar arrays Biodiversity Management Plans should have regard to best practice, including the BRE National Solar Centre Biodiversity guidance for solar development (or any successor document).

Onshore Wind

14.45. National planning policy states that planning applications for wind energy development involving one or more turbines should not be considered acceptable unless it is in an area identified as suitable for wind energy development in the development plan or supplementary planning document and, following consultation, it can be demonstrated that the planning impacts identified by the affected local community have been appropriately addressed and the proposal has community support.

14.46. Wind turbines are tall structures that have the potential to detract from the mainly open and low-lying character of the Borough and Broads landscape, particularly when they are in large groups or sited in prominent locations. The Broads Landscape Sensitivity Assessment for Renewables and Infrastructure (2016) assesses the potential for renewable energy development within and adjoining the Broads Authority area, including onshore wind developments. The study concludes that 8 of the 9 landscape character areas within the Borough would have a moderate-high or high landscape sensitivity to the wind turbines of all sizes.

14.47. Whilst a small extent of Character Area H1 (Blundeston Tributary Valley Farmland) within the plan area is not identified in the Broads Landscape Sensitivity Assessment as being sensitive to potential wind energy development, it is considered that this area is unlikely to be suitable location as

it is allocated for other uses in this Local Plan (Policy HOP1 and HOP2), and there is likely to be potential harm to the setting of designated heritage assets on Hall Road and Hobland Road. The remaining areas of the Borough are those defined as 'urban areas' by the landscape character assessment and therefore unlikely to be suitable for onshore wind development due to potential impacts on the amenity of residents, visitors, and workers nearby through noise, smell, shadow flicker and glare. The Local Plan has not therefore identified suitable areas for onshore wind energy.

14.48. Suitable areas for onshore wind development, in particular smaller-scale community-led schemes may be identified within Neighbourhood Plans subject to a detailed assessment of the impact on the Broads. As Neighbourhood Plans have to go through a referendum process, this would provide the principal means of demonstrating local support and commitment to a local renewable and low carbon energy project. Suitable areas identified in Neighbourhood Plans will need to be in general conformity with the policies of this Local Plan. Neighbourhood Development Orders and Community Right to Build orders may also be used to permit onshore wind energy development.

14.49. The Policy is supportive of the repowering, life extension and replacement of wind turbines with like-for-like structures in terms of scale and design where it can be demonstrated that there would be no significant impacts on the amenity of nearby residents. Such proposals would be required to demonstrate compliance with other proposals within the development plan and ensure that impacts upon designated habitat sites are avoided.

14.50. Proposals for the repowering and life-extension of existing wind turbines will be permitted where they are in accordance with the Policy criteria.

Policy CLC5 – Relocation from Coastal Change Management Areas

Proposals for the replacement and relocation of development from within the Coastal Change Management Area, as identified on the Policies Map, will be permitted both within and outside of Development Limits where:

a) for commercial (including tourist accommodation), community, agricultural and other business development:

- **the relocated/replacement development is located at an appropriate distance inland with regard to Policy CLC1 on Coastal Change Management Areas;**
- **the relocated/replacement development is in a location which is accessible to the coastal community from which it was displaced; and**
- **the relocated/replacement development would result in no net detrimental impact upon the landscape, townscape or biodiversity of the area.**

b) for residential development:

- **the relocated/replacement development is outside of the Coastal Change Management Area as defined on the Policies Map;**
- **the relocated/replacement development is within, adjacent to, or very closely related to a built up area within the Borough**
- **the relocated/replacement development would result in no net detrimental impact upon the landscape, townscape or biodiversity of the area**

c) for all proposals falling within parts a) and b) the existing site is:

- **cleared of all buildings, structures, and any vehicles, caravans and other paraphernalia which may be stationed upon it, and subsequently maintained likewise; and**
- **landscaped in a manner appropriate to its location, surroundings and forecast lifetime; and**
- **put to open space, agricultural or other similar use which can adapt to the anticipated change and will not give rise to demands for new built development or additional defences.**

The Council may consider enabling development to support relocation schemes under the above criterion. In such cases, applications will need to be supported by evidence of viability which demonstrates that the scale of enabling development proposed is necessary to facilitate the relocation scheme.

On sites outside of, but adjacent to, the development limits of Hemsby and Scratby which front a public highway, development for purposes other than the relocation of development at risk from coastal erosion will not be permitted unless it is demonstrated through a 6-month period of marketing, in accordance with requirements set out in Appendix 2, that there is no interest in the use of the land for the purposes of relocating development at risk from erosion within those settlements.

Supporting Text

14.51. This policy supports the aims of Policy CLC1 by providing a basis to relocate and replace existing development from within the Coastal Change Management Area (CCMA) to more suitable areas.

14.52. Significant numbers of residential properties and commercial properties are at risk from coastal erosion within the next 100 years. National planning policy states that local plans should make provision for development and infrastructure that needs to be relocated away from CCMAs. The National Planning

Practice Guidance advises that allowing for relocation where planning permission would normally be refused is a way in which this can be achieved. Policy CLC5 allows for the relocation of development within the CCMA to sites more inland, both within and outside of Development Limits.

14.53. Proposals for the relocation of commercial, community, agricultural and business uses, are expected to be in locations which are accessible to the coastal community from which the existing development is displaced. Though this will depend on the specific type of use being relocated, this will normally be expected to be no more than 2km away from the existing community and with appropriate highway links for vehicular and non-vehicular traffic. It is recognised, however, that the scale and type of particular businesses may necessitate further flexibility on relocation sites, with decisions being made on a case-by-case basis.

14.54. Proposals for the relocation of residential developments are expected to be within, adjacent to, or very closely related to a built up area within the borough. In most circumstances it is expected that relocated residential developments should be located within, or adjacent to, the Development Limits identified on the policies map. This therefore seeks to maintain a more sustainable form of development and reduces the potential for isolated dwellings in the countryside.

14.55. The viability of relocating property at risk from erosion can be challenging. Where evidence is presented which demonstrates that it is necessary, the Council may consider an appropriate scale of enabling development which is sufficient to facilitate relocation schemes.

14.56. The policy also requires the applicant to address the appropriate clearance of the original site, minimising waste and maintaining the quality of the local coastal environment.

14.57. The Coastal Adaptation Supplementary Planning Document was adopted in October 2023 and provides further information and aid in the interpretation and implementation of coastal change policies in the Local Plan. This includes detailed considerations for proposals seeking to relocate or replace different types of development from with the CCMA.

14.58. There are over 100 dwellings in Hemsby and Scratby within the Coastal Change Management Area. Given the significant need to facilitate the replacement or relocation of dwellings and businesses likely to be lost to coastal erosion, and to ensure that those effected by the potential loss of homes along the borough's coastline have the opportunity to relocate within the borough, the Policy ensures that proposals for development other than relocation adjacent to the development limits of Hemsby and Scratby are first marketed for relocation purposes.

14.59. Residential allocation Policy HEM1 includes a requirement for 1.2 hectares of land at Yarmouth Road in Hemsby to be made available to accommodate approximately 36 Plots to facilitate roll-back for homes located within the CCMA. The above marketing requirements of Policy CLC5 do not apply to this rollback site as Policy HEM1 sets out its own marketing requirements.

Non-Strategic Policies

Policy CLC6 – Energy Efficiency for New Developments

Development proposals are encouraged to reduce energy and resource consumption compared to the minimum required under Part L of the Building Regulation and where they implement the following core principles:

a) **Designing buildings by prioritising fabric first, orientation and landscaping in order to minimise energy demand for heating, lighting and cooling with reference to CC2, CC8 and BF4 of the Design Code (Appendix 1). All proposals should consider opportunities to provide solar PV and energy storage.**

b) **New Major Non-Residential Developments – are encouraged to achieve BREEAM 'Excellent' or an equivalent or better methodology.**

Supporting text

14.60. Great Yarmouth is highly vulnerable to the effects of climate change, principally through the risk of flooding and coastal erosion. The Borough will therefore particularly benefit from efforts to move towards net-zero carbon emissions.

14.61. Energy efficiency requirements are set through buildings regulations and the Government's Future Homes and Buildings programmes intend to increase reductions in energy resource use in new buildings with the next increase in standards due in 2025. National planning policy restricts the introduction of additional local energy efficiency standards which go above and beyond building regulations. However, it is possible to give weight to proposals which do, given the need to tackle climate change.

14.62. This policy has been developed with an energy hierarchy which seeks to, in order of preference:

- Reduce energy demand.
- Increase energy efficiency.
- Utilise renewable resources.
- Utilise low carbon resources.
- Utilise conventional sources of energy

14.63. The policy seeks to encourage developers to reduce the carbon emissions associated with new buildings through implementing the energy hierarchy in building design. This means improving fabric standards, energy efficiency and minimising space heating requirements, before installing renewable energy and then offsetting residual energy if required. The policy is an encouragement policy in that development will not be refused if does not incorporate the desires of the policy, however, weight will be given in favour of proposals which do go beyond the building regulations in line with the policy.

Policy CLC7 - Energy Efficiency and Embodied Carbon of Existing Buildings

Significant weight will be given to proposals which result in considerable improvements in the energy efficiency of existing buildings.

Proposals to improve the energy efficiency and reduce carbon emissions from existing buildings which are designated or non-designated heritage assets will be permitted where they:

- **a) conserve (and where appropriate enhance/better reveal) the design, character, appearance and historical significance of the building and**
- **b) do not adversely affect/interfere with the historic fabric's breathability and moisture movement of the heritage asset; or**
- **c) facilitate their sensitive re-use where they have fallen into a state of disrepair or dereliction (subject to such a re-use being appropriate to the specific heritage asset).**

Preference will be given to the re-use and refurbishment of existing buildings rather than demolition and rebuilding to avoid the wastage of embodied carbon. Proposals which require the demolition of existing buildings should provide a full justification for why demolition is necessary, having regard to the following:

- **d) The state of repair of the existing building and the practicability and viability of bringing it into use as part of the development.**
- **e) Whether refurbishment and repair of the existing building would create a higher embodied carbon than demolition and new build.**
- **f) Whether the refurbishment and repair of the existing building would create a building with a thermal efficiency that on a whole life cycle basis (i.e. embodied carbon and operational carbon emissions) would result in a lower net carbon solution from demolition and new build.**
- **g) The contribution of the existing building to the character of the area and wider public interest.**

Where demolition is justified, material from the demolished building should be re-used on site where possible.

Supporting text

14.64. Policy CLC7 supports development proposals which make energy efficiency improvements to existing buildings.

14.65. It is acknowledged that sometimes there can be conflicts between energy efficiency/renewable technology and preserving the historic environment. However, retaining, reusing, refurbishing and retrofitting historic buildings is undeniably an important part of meeting the Government's net zero carbon target. Policy CLC7 ensures that improvements to the energy efficiency of these assets is done in way which conserves the significance of the asset.

14.66. Replacement buildings generally require more materials and therefore energy, creating more embodied carbon in the building process, than the re-use of existing buildings. Concrete, steel and insulation are examples of materials that contribute to embodied carbon emissions and account for 11 percent of global greenhouse gas emissions[2]. Existing buildings already have carbon emissions

[2] https://assets.publishing.service.gov.uk/media/63e131dde90e07626846bdf9/greenhouse-gas-emissions-statistical-release-2021.pdf

embodied from their construction and when they are demolished most of the materials are wasted with further processing taking place to manage the waste. As such, Policy CLC7 sets a preference for the re-use of existing buildings over demolition (and new build) on development sites unless it can be demonstrated that demolition is a favourable option.

14.67. In assessing compliance with this element of the policy consideration in respect of practicability, for example the ability to convert the building to the intended use will be required. Viability of retaining and refurbishing the building will be another consideration as sometimes refurbishment can be more expensive than demolitions and refurbishment which undermines the viability of development. Where this is the case a viability assessment should be submitted in accordance with Policy OSS5. The amount of embodied carbon within the existing building and the operational emissions of the existing building versus that of the new build will also need to be considered. Finally, the contribution to character and wider matters of public interest are also a relevent consideration. Public interest could include strategic regeneration schemes such as North Quay (Policy URB3) where there are numerous existing buildings which detract from the character of the area and the economic and social benefits of redevelopment are significant.

14.68. This policy must be used alongside other policies of the plan and does not detract from the requirements Policies DHE3 and DHE4 with regard to non-designated heritage assets and buildings in conservation areas and national planning policy with regard to listed buildings and scheduled monuments.

Policy CLC8 – Water Conservation

New residential development, and holiday accommodation (in buildings), will be permitted only where it meets the higher water efficiency standard of requirement of 110 litres per person per day, or any higher standard subsequently established nationally or locally.

Non-residential development will meet the BREEAM "Good" water efficiency standard, or equivalent successor. Projects are expected to aspire beyond these ratings where it is possible to do so.

Planning applications should include sufficient detail as to the intended standard and set out the measures to be incorporated to enable compliance.

Supporting Text

14.69. Water efficiency is one of the national technical standards which may optionally be imposed through local planning policy. National planning policy states that local planning authorities should adopt proactive strategies to mitigate and adapt to climate change, taking full account of flood risk, coastal change and water supply and demand considerations. The Policy seeks to encourage the prudent use of water and match new development with the available supply of water and avoid adverse impacts on nature conservation.

14.70. East Anglia faces significant water resource challenges, as a result of relatively low rainfall and high levels of residential and agricultural water demand. These challenges are likely to be exacerbated by climate change, which is expected to result in lower overall rainfall for the region, including more frequent drought conditions. It is therefore important that growth in the region addresses water efficiency.

14.71. The Norfolk Strategic Planning Framework seeks to help address the impacts of water stress at a regional level. Agreement 22 of that Framework commits all the Norfolk planning authorities "to seek to include the optional higher water efficiency standard (110 litres/per person/per day) for residential development". The above policy sets the requirement for the Borough.

14.72. In the context of the prevalence of the holiday industry in the Borough, it is considered desirable to include, as far as practicable, new holiday accommodation. Caravans and other holiday accommodation which do not constitute 'buildings' for the purposes for Buildings Regulations are unaffected by this policy, but 'built' holiday accommodation is expected to conform to this standard.

14.73. The optional higher requirement of 110 litres person day water efficiency is set out in Part G of the Building Regulations. Compliance with that standard will be a condition of planning permission for residential development. The developer would then need to use the water efficiency calculator in Part G2, Appendix A, when completing their Building Regulations assessments, to show how the development meets the requirement.

14.74. For non-residential development and in line with the local and national drive for good progressive water management sustainable water use and operation of buildings is required through compliance with BREEAM "Good" water efficient standard. Water reuse and recycling and rainwater and storm water harvesting, and other suitable measures should be incorporated wherever feasible to reduce demand on mains water supply. Projects are expected to aspire beyond these ratings where possible to do so in line with CC4 of the Design Code in Appendix 1. Applications should include sufficient detail as to intended standard and set out the measures to be incorporated to enable compliance.

14.75. Compliance will be required through planning condition and the Building Regulations process for residential and condition for BREEAM certification for non-residential.

14.76. The costs to development of implementing the standard is extremely low in relation to the overall cost of development and will therefore have negligible impact on viability.

15. Design and Historic Environment Planning Policies

Strategic Policies

Policy DHE1 – Design

All development, including extensions and alterations to existing buildings must achieve high quality sustainable design that contributes positively to local character, landscape and townscape, and supports diversity, equality and access for all in accordance with the criterion below and the Design Code (Appendix 1).

a) Climate Change and Conserving Resources

i. Design to facilitate walking, cycling and public transport as the natural modes of travel for all users in accordance with criterions CC1, of the Design Code (Appendix 1)

ii. Maximise opportunities to improve the energy efficiency of new buildings and reduce their carbon footprint in accordance with Policy CLC6 and Criterions CC2, CC3, CC7 and BF4 of the Design Code (Appendix 1)

iii. Be adaptable and resilient to climate change in accordance with Policies, CLC2, CLC6, CLC7, CLC8 and Criterion CC2, CC4, CC5, CC6, CC7, CC8, BF4 of the Design Code (Appendix 1).

b) Context and identity

i. Be based upon and reflect a sound understanding of the local context, including the surrounding built environment, urban grain, topography, landscape, drainage and locally important key views in accordance with Criterion CI1 of the Design Code (Appendix 1) and the relevant character areas and development type sections of the Design Code (Appendix 1).

ii. Relate well to the site, its local and wider context and existing characteristics including the integration of existing natural and historic features wherever possible in accordance with Criterion CI2 and PS1 of the Design Code (Appendix 1) and the relevant character areas and development type sections of the Design Code (Appendix 1).

iii. Contribute positively to the sense of place, reflecting and enhancing existing character and distinctiveness in accordance with Criterion CI3 of the Design Code (Appendix 1) and the relevant character areas and development type sections of the Design Code (Appendix 1).

iv. Use appropriate, high-quality materials and detailing which complement the local context and are appropriate for the local climate, in accordance with Criterion CI4 of the Design Code (Appendix 1) and the relevant character areas and development type sections of the Design Code (Appendix 1).

c) Streets Movement and Parking

i. Form part of a well-designed and connected travel network with consideration for all modes of transport offering genuine choices for non-car travel and prioritising active travel in accordance with Policy SUT1 and Criterion CC1 and SM1 of the Design Code

(Appendix 1) and the relevant development type section of the Design Code (Appendix 1).

ii. **Maximise pedestrian and cycling permeability through careful consideration of street layouts, desire lines and access routes both within the site and in the wider context in accordance with Criterion SM1 and SM2 of the Design Code (Appendix 1) and the relevant development type sections of the Design Code (Appendix 1).**

iii. **Ensure streets are accessible, safe, legible for all, and where appropriate multifunctional, which prioritises vulnerable uses, children, pedestrians and cyclists in accordance with Criterion SM2 and SM3 of the Design Code (Appendix 1)**

iv. **Deliver well-considered parking provision that includes appropriately provided electric vehicle charging points, with appropriate landscaping provided in accordance with the parking standards set out in Policy SUT2, SUT4 and Criterion SM4 & SM5 of the Design Code (Appendix 1) and the relevant development type sections of the Design Code (Appendix 1).**

v. **Deliver suitable and adequate access solutions for vehicle servicing in accordance with Criterion SM6 of the Design Code (Appendix 1) and the relevant character area type sections of the Design Code (Appendix 1).**

vi. **Large-scale housing developments which comprise significant extensions to existing settlements (such as those allocated by Policies CAS1 and URB19) should have streets designed to accommodate public transport.**

d) **Public open space, nature and water**

i. **Ensure development conserve and enhance biodiversity, geodiversity and landscape features in accordance with Policies NAT1, NAT3, NAT7, criterion PS1 and PS4 of the Design Code (Appendix 1) and the relevant character areas and development type sections of the Design Code (Appendix 1).**

ii. **Provide a sufficient quantity, type and quality of public open and green infrastructure and where relevant access to watercourses in accordance with Policy HEC2 and criterion PS2 and PS3 of the Design Code (Appendix 1) and the relevant character areas and development type sections of the Design Code (Appendix 1).**

iii. **Maximise opportunities for delivering additional trees on all movement routes and as part of public spaces in accordance with criterion PS5 of the Design Code (Appendix 1) and the relevant character areas and development type sections of the Design Code (Appendix 1).**

e) **Built Form**

i. **Be of a scale, form and pattern of development that is structured and integrates with the scale of its context, especially where this relates to identified character area or types, in accordance with Criterion BF1 of the Design Code (Appendix 1) and the relevant character areas and development type sections of the Design Code (Appendix 1).**

ii. **Provide an appropriate sense of enclosure of streets and public spaces and provide for clear relationships between public and private spaces, in accordance with Criterions BF2, BD1 and BD7 of the Design Code (Appendix 1) and the relevant character areas and development type sections of the Design Code (Appendix 1).**

iii. **Make effective and efficient use of land that achieves a density appropriate for its location and context, especially where this relates to identified character areas or types, in accordance with Criterion BF3 of the Design Code (Appendix 1) and the relevant character areas and development type sections of the Design Code (Appendix 1).**

iv. **Ensure that building forms and layouts are optimized with regard to solar orientation, wind and minimising overshadowing, in accordance with BF4 of the Design Code (Appendix 1)**

f) Building Design

i. **Create active frontages to the public realm in accordance with Criterion BD1 of the Design Code (Appendix 1) and the relevant development type sections of the Design Code (Appendix 1).**

ii. **Provide homes with good quality environments with adequate internal living and external private amenity space, which are capable of adapting to changing needs in accordance with Policies HOU8 and HOU9 and Criterion BD4 of the Design Code (Appendix 1)**

iii. **Protect the amenity of existing and future residents, or people working in, or nearby a proposed development, from factors such as noise, light, air pollution, overshadowing, nor unduly impact upon public safety or privacy, in accordance with Policies HEC6, NAT9 and criterions BD2, BD3 & BD8 of the Design Code (Appendix 1).**

iv. **Provide appropriate and sensitively designed facilities for storage, waste, servicing and utilities for the use proposed, in accordance with Criterions BD5 and BD6 of the Design Code (Appendix 1) and the relevant character area type sections of the Design Code (Appendix 1).**

v. **Ensure boundary treatments contribute positively to the character of the public realm and wider landscape in accordance with Criterion BD7 and the relevant character areas and development type sections of the Design Code (Appendix 1).**

vi. **Design buildings to create habitats for threatened species and to deter nuisance pests in accordance with Criterion BD9 of the Design Code (Appendix 1).**

g) Lifespan

i. **Encourage the creation of a sense of ownership for users and the wider community with a clear strategy for ongoing management and stewardship.**

Planning applications will be refused for development that is not well designed and which fails to take the opportunities available for improving the character and quality of an area and the way it functions, taking into account the above criteria, the Design Code (in Appendix 1) or any adopted local design code where relevant to the proposal.

Supporting Text

15.1. National Planning Policy is clear that the creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and creates real benefits for communities. Conversely, poor design creates unattractive environment to live in, work or visit. It can harm local pride, erode the distinctive identify of a place, and create buildings and

spaces that can be more energy inefficient, contribute towards inactive lifestyles and widening health inequalities of communities.

15.2. National planning policy requires local planning authorities to provide maximum clarity about design expectations at an early stage, by providing design guides or design codes consistent with the principles set out in the National Design Guide and National Model Design Code. The National Design Guide sets out the characteristics of well-designed places under ten themes:

- Context
- Identity
- Built form
- Movement
- Nature
- Public spaces
- Uses
- Homes and buildings
- Resources
- Lifespan

15.3. Policy DHE1 provides for a clear set of standards and considerations for achieving high quality design, based upon the principles of the National Design Guide. In addition, this plan includes the Local Plan Design Code within Appendix 1 to support and provide further interpretation on the implementation of the above design-based policies, as well as other relevant policies in the Local Plan.

15.4. Developers will be expected to demonstrate how their proposal meets high quality design and complies with the requirements of Policy DHE1 and the Local Plan Design Code within their development proposal in supporting evidence such as in the Design and Access Statement submitted with their planning application.

Policy DHE2 – Historic Environment

The Council will work with partners, developers, and the community to conserve and enhance the historic environment and to ensure that, where possible, development makes a positive contribution to the historic environment.

Support will be given to proposals which enable the conservation of assets on the heritage at risk register.

All development proposals which have the potential to impact on heritage assets or their settings should be supported by a Heritage Impact Assessment and/or an Archaeological Assessment prepared by an individual with relevant expertise.

Supporting Text

15.5. The borough benefits from a rich historic environment which contributes to the cultural identity of the Borough and provides significant value to the tourism and leisure industry. There are currently 431 listed buildings, 14 scheduled monuments, 18 conservation areas and one registered park and garden within the borough. In addition to this, there are numerous other non-designated heritage assets such

as those identified in adopted Neighbourhood Plans. These heritage assets make an important contribution to the borough's culture, character, and distinctiveness.

15.6. In total, Historic England has identified 12 heritage assets as being 'at risk' as of 2023, including eight listed buildings and four scheduled monuments. Of these, six were identified as being in a 'very bad' condition, five in a 'poor' condition and one in an 'unsatisfactory' condition. The heritage at risk register also identifies three of the borough's conservation areas as being in a poor condition including King Street, Great Yarmouth Market Place, Rows and North Quay, and the Great Yarmouth Seafront.

15.7. The Borough Council has been leading on several projects including historic buildings, structures, and areas at risk, collaborating with the Great Yarmouth Preservation Trust, Historic England, and the National Trust to ensure the optimal regeneration and preservation of heritage assets. This Local Plan aims to create a positive strategy for the enhancement of the historic environment, through site allocations for development, Policy DHE1 on Design, and the associated Design Code (in Appendix 1), and heritage focussed policies DHE2, DHE3 and DHE4.

15.8. For proposals which could impact upon heritage assets, Policy DHE2 requires the submission of a Heritage Impact Assessment and/or an Archaeological Assessment. Pre-application engagement with the Council is encouraged to ensure the scope and detail of a Heritage Impact Assessment or Archaeological Assessment is sufficient. The level of detail of a Heritage Impact Assessment should be proportionate to the scheme proposed and the number and significance of heritage assets affected.

15.9. The Local Plan does not seek to replicate national planning policy or its accompanying guidance which provides sufficient detail for the determination of applications affecting designated heritage assets. Therefore, regarding designated heritage assets, the Council will apply national planning policy and will make decisions in line with statutory requirements set out in the Planning (listed Buildings and Conservation Areas) Act 1990.

Policy DHE3 – Non-Designated Heritage Assets

Proposals for the re-use of buildings or structures which are non-designated heritage assets will be supported if they are compatible with the elements of the fabric and setting of the heritage asset which contribute to its significance.

Proposals which involve the loss of buildings/structures which are non-designated heritage assets will only be permitted where:

a) the building/structure is structurally unsound and beyond feasible and viable repair for reasons other than deliberate damage or neglect; or

b) all measures to sustain the existing use or find an alternative use/user have been exhausted as demonstrated by evidence of marketing the building for at least 12 months in accordance with Appendix 2 and the building/structure risks falling into dereliction.

Where demolition is justified under the criteria above external materials should be reused where possible and a condition should be applied to record and document key elements of the building to prevent the loss of its existence being known .

The Council will support neighbourhood plans in identifying non-designated heritage assets. However, the level of protection afforded to these in neighbourhood plan policies should be no more than that provided to non-designated heritage assets protected by this policy. Buildings or structures identified as non-designated heritage assets should at least meet the Council's criteria for identifying non-designated heritage assets as identified in Appendix 4.

Supporting Text

15.10. Non-designated heritage assets can vary in type and form and should possess a degree of heritage significance that merits consideration in planning decisions. Non-designated heritage assets can be either buildings or structures, or non-built assets such as archaeological assets and parks and gardens. Non-designated heritage assets are not protected in the same way as designated heritage assets but the identification of them as a non-designated heritage asset is a planning consideration when determining applications. The National Planning Practice Guidance states that Local Planning Authorities may identify non-designated heritage assets that are buildings and that it is helpful to have criteria in place to allow the identification of such assets. In line with national planning policy applications, including those for a change of use, which result in harm to the significance of a Non-Designated Heritage Asset will be judged based on the balance of the scale of any harm or loss, and the significance of the heritage asset together with the public benefits of the proposal with regard to other policies in this plan.

15.11. The policy seeks to resist harm to non-designated heritage assets. For proposals which involve the loss of a non-designated heritage assets which is a building or structure, the policy sets out criteria to ensure any loss is fully justified. In demonstrating compliance with paragraph a) of the policy it will be necessary for a planning application to be accompanied by a structural survey undertaken by an appropriately qualified person. In demonstrating compliance with paragraph b) of the policy it will be necessary for a planning application to be accompanied by a marketing report prepared in accordance with Appendix 2. Marketing of the property should have taken place for at least 12 months prior to the submission of the planning application. In the event of demolition, external material should be re-used where possible and a condition should be applied to record and document key elements of the building to prevent the loss of its existence being known.

15.12. The Council encourages neighbourhood plans to identify non-designated heritage assets within their areas where relevant. Neighbourhood planning groups seeking to identify non-designated heritage assets are encouraged to work with the Council in developing the necessary identification criteria, particularly in respect of potential non-designated heritage assets that are not buildings or structures. Appendix 4 sets out the Council's criteria for identifying non-designated heritage assets.

15.13. Article 4 directions may be used to ensure planning applications are made for the demolition of a non-designated heritage asset by removing the demolition rights under Schedule 2, Part 11 of the GPDO.

Policy DHE4: Conservation Areas

Development proposals within conservation areas, or locations that form part of a conservation area's setting, should take into account the special architectural and historic interests and distinctive character of the area which contributes to its significance. Proposals should have regard to the relevant Conservation Area Appraisal and Management Plan where available.

Proposals for development within a conservation area should:

- **a) Demonstrate a clear understanding of the significance of the conservation area alongside an assessment of the potential impact of the proposal upon that significance;**
- **b) Preserve and enhance the special character and appearance of the conservation area;**
- **c) Be of a design, scale, form, height, massing and position that aligns with the local character;**
- **d) Retain features that are important to the historic settlement form and pattern, such as open spaces, plot divisions, position of dwellings, hierarchy of routes, hierarchy of buildings, building uses, boundary treatments and gardens; and**
- **e) Use high quality materials and methods of construction which complement the historic character of the area.**

Proposals for development which affect the setting of a Conservation Area should be considered against criteria a), c) and e) above.

Proposals which require the demolition of non-listed buildings that make a positive contribution to a Conservation Area, including those identified in Conservation Area Appraisals and Management Plans, will be expected to demonstrate:

- **f) the building/structure is structurally unsound and beyond feasible and viable repair for reasons other than deliberate damage or neglect; or**
- **g) all measures to sustain the existing use or find an alternative use/user have been exhausted as demonstrated by evidence of marketing the building for at least 12 months in accordance with Appendix 2 and the building/structure risks falling into dereliction.**

In all cases, proposals for demolition should include comprehensive and detailed plans for redevelopment of the site.

Proposals for alterations to buildings in conservation areas where Article 4 Directions are in place must be constructed in appropriate materials that complement the existing character of the area particularly where the alteration fronts the public realm.

Supporting Text

15.14. The Council prepares and updates from time-to-time its Conservation Area Appraisals and Management Plans for the Borough's Conservation Areas. These documents should help inform development proposals within conservation areas to ensure that development conserves and enhances the character of the conservation area. English Heritage's 'Valuing Places: Good Practice in Conservation Areas' should be utilised as a basis to conserving conservation areas. The policy seeks to ensure that developments in conservation areas contribute to the significance of the areas.

15.15. Proposals which would result in a loss of non-designated heritage assets or buildings/structures which positively contribute to a conservation area will be resisted. The policy provides an exception for a loss of a building/structure where it is structurally unsound and beyond feasible repair. In these

scenarios, planning applications will need to be accompanied by a structural survey and financial viability evidence to demonstrate that re-use is not structurally feasible or financially viable.

15.16. The policy also provides an exception for a loss of a building/structure where all measures to find a suitable use for the building have been exhausted. In demonstrating this, evidence of marketing will be required. The marketing evidence will need to demonstrate that the building has been marketed at a reasonable price reflecting market value and on competitive terms and conditions for at least 12 months to ensure all potential options for re-use have been fully explored. The marketing should include advertisements in the local press and online as well as targeted approaches. Marketing evidence should include a full record of enquiries together with reasons as to why a sale/lease did not progress. Where a building/structure is proposed to be lost, the replacement should conserve and enhance the quality of the area.

15.17. The Council has introduced an Article 4 direction to cover the King Street Conservation Area, the Great Yarmouth Market Place, Rows and North Quay Conservation Area and parts of the St Nicholas and Northgate Street Conservation Area. direction helps prevent development that may undermine the local historic amenity and character within the centre of Great Yarmouth (unless planning permission is granted by the Council), by removing certain permitted development rights including the:

- installation or replacement of doors and windows;
- alterations to roofs; erection or construction of porches;
- erection, construction, maintenance, improvement, alteration, demolition and/or removal of any part of a gate, fence, wall or other means of enclosure; and
- painting of exterior of any building or where the building has been previously unpainted and forms a principal elevation and/or is visible from the highway.

15.18. Planning applications for development requiring planning permission as a result of the Article 4 direction will be assessed against the requirements of this policy with particular regard to the use of materials and retention and replication of the original features.

Non-Strategic Policies

Policy DHE5: Archaeology

An archaeological assessment proportionate to the potential and significance of remains must be included with any planning application affecting areas of known or suspected archaeological importance to ensure that provision is made for the preservation of important archaeological remains.

Where proposals affect archaeological sites, preference will be given to preservation in situ unless it can be shown that recording of remains, assessment, analysis report and/or deposition of the archive is more appropriate.

Archaeological conditions or planning obligations will be imposed on planning consents as appropriate. Measures to disseminate and promote information about archaeological assets to the public will be supported.

Supporting Text

15.19. National planning policy identifies that archaeological interests can be unidentified heritage assets as they lay hidden beneath the ground. There are several hundred sites of archaeological interest recorded on the Historic Environment Record. Archaeological assessments will be required on proposed developments that possess known archaeological deposits or where it is considered that there is good reason for such remains to exist. A useful starting point to identify areas of archaeological interest is the Norfolk Heritage Explorer map which maps Norfolk's Historic Environmental Records.

15.20. It is possible for some archaeological interests to be considered as non-designated heritage assets. Appendix 4 provides more detail on the criteria for identifying non-designated heritage assets.

15.21. Policy DHE5 sets out the requirements for protecting the Borough's archaeological remains. Where archaeological assessments are required, these must be prepared by an individual with appropriate expertise.

Policy DHE6 – Advertisements

In assessing advertisement proposals in terms of amenity, regard will be given to the local characteristics of the area in terms of potential impact upon the scenic, historic, architectural, landscape or cultural setting, and whether it is in scale and in keeping with these features.

In assessing advertisements in terms of public safety, consideration will be given to the advertisement's potential to become hazardous to users of paths, roads, rail, waterways and aircraft.

Supporting Text

15.22. The display of advertisements is subject to a separate consent process (Control of Advertisements Regulations, 2007) within the planning system. Advertisements are subject to control only in the interest of amenity and public safety. The above policy indicates how such assessments will be approach. Policies HE6 'Protection of Amenity', NAT6 'Norfolk Coast National Landscape and Broads' and NA9 'Dark Skies' will also be of particular relevance in landscape terms to advertisement proposals.

16. Natural Environment Planning Policies

Strategic Policies

Policy NAT1 - Protecting Biodiversity and Geodiversity

The Council will work with other partner authorities and agencies to improve the borough's biodiversity and geodiversity. Planning applications must be accompanied by an ecological assessment that identifies biodiversity assets within and near the development site that could be impacted by the development.

Development that would have an adverse effect on the integrity of a site designated as an Special Protection Area, Special Area of Conservation or Ramsar site (either directly or via off-site habitats that are 'functionally linked', i.e. that provide essential habitat for a site's qualifying species) will not be permitted. If mitigation is required to avoid adverse effects on the integrity of these sites, this must be effective prior to development.

For other biodiversity and geodiversity assets, development will be permitted where it can be demonstrated that it maintains, restores or enhances the existing green infrastructure network and positively contributes towards biodiversity and/or geodiversity. This will be achieved through the creation and enhancement of new habitats and green infrastructure and improvement to linkages between habitats, such as wildlife corridors and habitat 'stepping stones'. All new development must take measures to avoid or reduce adverse impacts on existing biodiversity and geodiversity assets. Where adverse impacts are unavoidable, suitable measures will be required to mitigate any adverse impacts. Where mitigation is not possible, the Council will require that full compensatory provision be made.

Supporting Text

16.1. The borough has a natural environment that is rich in biodiversity and includes nationally and internationally recognised nature designations such as Sites of Special Scientific Interest (SSSIs), Special Protection Areas (SPAs) (including Marine), Special Areas of Conservation (SACs), Ramsar sites, and the Broads. These designations provide increased protection to a variety of wild animals, plants and habitats and are a vital part of national and global efforts to conserve biodiversity.

16.2. SPA and SAC sites are protected by The Conservation of Habitats and Species Regulations 2017 (as amended); referred to as the 'Habitats Regulations'. National planning policy gives Ramsar sites the same level of protection and SPA and SAC sites. Impacts on the integrity of these sites, i.e. that prevent their conservation objectives being met, must be avoided; if necessary with sufficient mitigation (not compensation) to avoid the adverse effects. Policy NAT4 provides additional detail on measures required to protect these sites in line with the Habitats Regulations. At the North Denes SPA for example, the key conservation objective is to protect and enhance the habitats for bird species (Little Terns) of European importance. At Breydon Water, bird species include the Bewick's Swan, Avocet, Golden Plover, Common Tern, Ruff and Lapwing.

16.3. Sites allocated within the local plan have strategically avoided areas of high biodiversity value (e.g. within designated sites), however, it is recognised that there may be local and/or cumulative impacts. Where loss has been identified, compensation for non-designated habitats will be achieved through biodiversity net gain (see Policy NAT3).

16.4. The Borough's ecological networks consist of high-quality biodiversity sites, which collectively contain the habitats that are needed to support native species. Applicantions for proposed development located in close proximity to the ecological networks should have regard to the findings of the Landscape Character Assessment (2008) and the emerging Local Nature Recovery Strategy when

designing their scheme. Proposals should seek to promote the creation of ecological networks to conserve wildlife in environments that have become fragmented by human activities.

Policy NAT2: Locally Designated Sites

Development that is likely to have an adverse effect on locally designated biodiversity sites, their features or function as part of the ecological network, will only be supported where the benefits of the development clearly outweigh the loss, and the coherence of the local ecological network is maintained. Where significant harm cannot be avoided, the mitigation hierarchy should be followed in accordance with Policy NAT1.

Where compensatory habitat is created, it should be larger in size and have greater ecological value than the area lost as a result of the development in accordance with policy NAT3. It should also be well located to positively contribute towards the green infrastructure network and biodiversity and be supported with a management plan.

Supporting text

16.5. The Borough contains a wealth of locally significant nature conservation sites. Within Norfolk, the County Council identifies County Wildlife Sites, Local Nature Reserves, Roadside Nature Reserves, and County Geodiversity Sites (though only the two former types of sites are designated currently within the Borough). The list of locally designated sites is updated by external partners such as Norfolk County Council and is therefore not shown on the Policies Map.

16.6. There will be a presumption against any new development that will damage the ecological integrity and/or landscape value of these locally designated sites unless the benefits of development outweigh the impact. As such, development proposals should be accompanied by sufficient information to assess the effects of development on protected sites, species, biodiversity or geology, together with any proposed prevention, mitigation or compensation measures.

Policy NAT3: Biodiversity Net Gain

All major development proposals must deliver at least a 20% measurable biodiversity net gain attributable to the development.

An exception to 20% biodiversity net gain provision includes brownfield sites and areas within the Development Limits of Great Yarmouth, Gorleston-on-Sea, Bradwell and Caister-on-Sea. Development within these areas and minor development will be expected to achieve the statutory biodiversity net gain (10%) where applicable.

The net gain for biodiversity should be calculated using Natural England's Biodiversity Metric.

Biodiversity net gain should be provided on-site wherever possible. Where 20% net gain is required at least 10% (the non-statutory element should be delivered on-site) Off-site measures will only be considered where it can be demonstrated that, after following the mitigation hierarchy, all reasonable opportunities to achieve measurable net gains on-site have been exhausted or where greater gains can be delivered off-site where the improvements can be demonstrated to be deliverable and are consistent with the Local Nature Recovery Strategy.

Demonstrating the value of the habitat (pre and post-development) with appropriate and robust evidence will be the responsibility of the applicant. Ongoing management of any new or improved onsite and offsite habitats, together with monitoring and reporting, will need to be planned and funded for 30 years after completion of a development.

Support Text

16.7. National planning policy requires plans to enhance the local environment by providing net gains for biodiversity. The Environment Act 2021 sets a mandatory Biodiversity Net Gain (BNG) of 10% for development. The above policy seeks an uplift to this, requiring 20% BNG for major development (as defined in national planning policy) on greenfield sites outside of the towns and two largest villages.

16.8. The Borough adjoins the Broads SAC and therefore, has greater network opportunities around existing stepping stones. Further opportunities exist at North Denes SPA, Winterton and Horsey Dunes SSSI, Hall Farm Fen SSSI and Marine SPAs. The coastal habitats include UK National Site Network at Winterton and North Denes comprising sand dune and heathland. In addition, there are areas of soft cliff and sand dune along almost the entire coast which also link with SSSIs in Suffolk. There are several areas of low-lying land adjacent the Broads, some of which is lowland wet grazing marsh, which are of actual or potential ecological value. In addition, there is remnant heathland, particularly between Fritton and Belton, associated with conifer plantation.

16.9. The Norfolk Biodiversity Partnership produced a Great Yarmouth Borough Ecological Network Mapping Report (2007), which highlights green infrastructure corridor opportunities. Great Yarmouth's substantial opportunities are with:

- Grassland and Heath
- Woodland Networks
- Wetland Habitats

16.10. The Norfolk and Suffolk Natural Capital Evidence Compendium, published in October 2020, presents information about the status and risk to the counties' natural assets, including biodiversity, habitats and species. According to the report, less than 8.2% of land in Norfolk is specifically protected for wildlife through designation as Sites of Special Scientific Interest (SSSI).

16.11. The UK Tree Equity Score identifies Great Yarmouth as the highest priority scoring an average 66 (as at December 2023). The higher the priority index, the higher the measures of social deprivation and/or risk relative to environmental hazards that could be reduced with benefits of tree. The biological value is dependent on the diameter at breast height (DBH) of each tree. Given that Great Yarmouth has the highest priority scoring, a 20% BNG policy requirement would pursue to improve the Tree Equity Score, therefore improving tree canopy coverage and consequently contributing benefits associated with climate change and health.

16.12. The Government's 2022 consultation on BNG regulations and implementation states "It remains the UK Government's intention to continue to allow higher percentage targets to be set by planning authorities at a local or site level. Any higher target should be made clear at an early stage in the planning or development process and careful consideration should be given to the feasibility and achievability of any requirements above 10%, which can have significant impacts on the costs of developing a site".

16.13. It is likely that many of the greenfield development sites as identified in this plan currently have a very low biodiversity baseline. Therefore, to make a meaningful contribution to nature recovery and enhance ecological networks a higher level 20% BNG is considered more appropriate as set out in Policy NAT3 above. It is considered that in most cases this 20% requirement can be delivered on-site and would not significantly increase developers' costs or threaten the viability of development, as evidenced in the Local Plan Viability Assessment (2024).

16.14. Within the built-up areas of Great Yarmouth, Gorleston-on-Sea, Bradwell and Caister-on-Sea, brownfield redevelopment opportunities and small windfall sites will inevitably become available at any given time (and the Local Plan allocates a number of such sites). It is considered to be viable or practicable to provide 20% BNG on these sites as evidenced by the Local Plan Viability Assessment (2023). On-site net gain is likely to be challenging for such sites given the limited availability of space and poor ground conditions and some infill sites will have higher biodiversity baselines. As such, these sites will only be expected to achieve statutory BNG.

16.15. Applicants will be required to demonstrate a deliverable BNG in accordance with Policy NAT3 using the statutory biodiversity metric.

16.16. Policy NAT3 sets a clear preference for on-site BNG to ensure that the loss is compensated for within the same area as the development proposed. Such an approach will help to avoid habitat fragmentation and reinforce existing ecological networks. It is, however, accepted that there will be circumstances where BNG cannot be accommodated on-site, and such gains will need to be secured off-site having first had regard to the mitigation hierarchy and the Local Nature Recovery Strategy. Where 20% net gain is required at least 10% of the net gain (the non-statutory element) should be provided on-site.

16.17. On-site net gain should aim to create new habitats, and links between habitats with reference to the ecological networks as identified in the Landscape Character Assessment (2008) or emerging Local Nature Recovery Strategy to maintain and enhance a network of wildlife sites and corridors, to minimise habitat fragmentation and provide opportunities for species to respond and adapt to climate change.

16.18. All development proposals, unless specifically exempted by Government, must provide clear and robust evidence for biodiversity net gains and losses in the form of a biodiversity gain plan, which should ideally be submitted with the planning application (or, if not, the submission and approval of a

biodiversity gain plan before development commences will form a condition of any planning application approval), setting out:

- information about the steps to be taken to minimise the adverse effect of the development on the biodiversity of the onsite habitat and any other habitat;
- the pre-development biodiversity value of the onsite habitat;
- the post-development biodiversity value of the onsite habitat following implementation of the proposed ecological enhancements/interventions;
- the ongoing management strategy for any proposals;
- any registered off-site gain allocated to the development and the biodiversity value of that gain in relation to the development; and
- exceptionally any biodiversity credits purchased for the development through a recognised and deliverable offsetting scheme.

Policy NAT4: National Site Network designated habitat sites, Ramsar sites, and species impact avoidance and mitigation

Designated habitat sites (Special Areas of Conservation(SAC), Special Protection Areas(SPA) and Ramsar sites) in and around the Borough will be protected from adverse effects on their integrity, with mitigation where necessary. Habitats site in the Borough are sensitive to a range of impacts associated with development including habitat loss, light or noise, air pollution, recreation pressure and disturbance, pollution, and changes in water levels. These can occur within the designated site or at off-site habitats that are 'functionally linked', i.e. that provide essential habitat for a site's qualifying species.

Impacts due to development in proximity to sensitive habitats or species:

Ecological assessment of development sites (as required under Policy NAT1) must consider whether the ecological characteristics of the site and its surrounds have potential impact pathways between the site and SAC, SPA or Ramsar sites. These could include hydrological links, disturbance (e.g. noise or light), or the presence of habitats used by species from the biodiversity sites ("functionally linked habitats"). Where potential pathways are identified, a project-level HRA will be required to assess and identify appropriate avoidance and mitigation measures, such that adverse effects on the integrity the habitats sites will be avoided.

Recreation pressure and disturbance:

Adverse effects due to recreation pressure and disturbance will be mitigated through implementation of the Norfolk Green Infrastructure and Recreational Avoidance and Mitigation Strategy (GIRAMS).

In order to avoid or mitigate the cumulative and in-combination potential adverse impacts on these sites associated with the occupancy of new residential and tourist development, a financial charge will be levied on net new overnight accommodation development in the plan area and applied to the actions identified within the Norfolk GIRAMS.

The charge will be updated annually to reflect inflation. The level of charge and identified areas will be kept under review as part of the strategy and adjusted if this is found necessary.

Where necessary, planning applications will need to be supported by a Habitat Regulations Assessment (HRA). To provide sufficient information for the Borough Council to make a determination as the competent authority, applicants will be required to submit a shadow HRA setting out where there may be likely significant effects, and where necessary undertaking a shadow 'Appropriate Assessment' providing details of avoidance and/or mitigation measures to protect the integrity of the relevant National Site Network habitat site or sites.

Where a project-level HRA for a proposed residential or tourist development identifies a potential significant adverse impact on a National Site Network designated habitat site or sites, permission will be subject to the specific provision of suitable mitigation measures appropriate to the circumstances. These may typically include one or more of the following:

a) **Informal well-landscaped recreational provision [Accessible Natural Greenspace], on (or in close proximity to) the site to limit the likelihood of additional recreational pressure (particularly that relating to exercising dogs) on nearby relevant nature conservation sites. This provision will be likely to consist of an integrated combination of:**

- **a network of attractive pedestrian routes (and car access / public transport access to these where they are not adjacent to the development sites), which provide a variety of terrain, routes; and links to the wider public footpath network.**

b) **A financial contribution (in addition to the standard cumulative charge indicated above) to enhanced management of nearby designated nature conservation sites and/or alternative green space.**

c) **A programme of publicity to raise awareness of relevant environmental sensitivities and of alternative recreational opportunities.**

Where adverse effects on a National Site Network habitat site or sites cannot be ruled out, planning permission will not be granted.

Policy Justification and Supporting Text

16.19. The Borough is relatively small and therefore has short travel distances to access nearby National Site Network habitat sites, which may result in increasing visitor pressures leading to recreational disturbance from new residential development (as noted in the Visitor Surveys at European Protected Sites across Norfolk during 2015 & 2016). The following National Site Network habitat sites are of particular relevance: Winterton-Horsey Dunes Special Area of Conservation (SAC), North Denes Special Protection Area (SPA), Breydon Water SPA and Ramsar site, Broadland SPA and Ramsar site, and The Broads SAC. One of the main identified impacts from the Local Plan HRA is the increased recreational pressures at Winterton-Horsey Dunes SAC and North Denes SPA, both of which provide nesting habitat for the protected little tern colonies.

16.20. The above policy supports on the work of the Norfolk Green Infrastructure and Recreational Avoidance Mitigation Strategy, in addressing likely significant effect on National Site Network habitat sites resulting from increased visitor pressures from new planned development. This Plan is supported and evidenced by a Habitat Regulations Assessment (HRA) Report. The HRA concludes that following the implementation of the monitoring and mitigation measures set out in the Norfolk Green Infrastructure and Recreational Avoidance Mitigation Strategy Habitats Monitoring and Mitigation Strategy, it is likely that there will be no significant effects on National Site Network habitat sites through the new planned development of this Local Plan. Appendix 5 provides a guidance note on habitats regulations assessments.

16.21. The policy sets an initial planning contribution (currently £210.84, updated annually or when new evidence arises) per net new dwelling (or equivalent, including tourist accommodation) to facilitate the implementation of a suite of monitoring and mitigation measures identified in the Norfolk Green Infrastructure and Recreational impact Avoidance and Mitigation Strategy. The charge applies across the Borough and is mandatory in order to comply with the Habitat Regulations. As such, the contribution will also not be reduced where development is threatened by viability.

16.22. A single charge per net dwelling unit will be levied. For caravans and hotels where single unit sizes can vary substantially, the charge will apply per six bedspaces. Other forms of tourist development such as holiday attractions or supporting facilities such as car parks will be considered on a case by case basis, supported by a project-level shadow HRA submitted by the applicant that should identify potential impacts and appropriate mitigation secured by S106 or S11 upfront payment.

16.23. Charges must relate to net increased recreational pressures. Therefore, residential extensions and replacement dwellings are exempt from the charge. Other special reductions or exemptions in charges will only be considered where it is clearly demonstrated that the additional bedspaces developed will not result in any additional recreational visits to protected sites (for example, there may be certain types of residential institution where the residents are not mobile). Where such special reductions/exemptions are given, conditions or other measures will be used to limit the use

accordingly, in order that the charge can be applied in the event that the circumstances justifying the reduction or exemption no longer pertained.

16.24. The policy provides for an annual review of the charge to reflect inflation and, for example, any increase or reduction in mitigation measures required, identified through the monitoring process. The charges will be pooled to contribute to the suite of measures set out in the Norfolk GIRAMS.

16.25. Depending upon the type, extent and location of development, there is the potential to require further financial contributions to ensure the protection of National Site Network habitat sites from new development. Residential development sites within immediate proximity to National Site Network habitat sites, and tourist development (including tourist development that does not result in new accommodation), may be applicable for separate, additional contributions where these have been identified as more likely to give rise to increased visitor pressures or create direct adverse impacts. These may be collected by Section 106 agreements or by other means such as Section 111 undertakings.

16.26. Following caselaw (The 'Sweetman' case - People Over Wind & Sweetman v. Coillte Teoranta (C-323/17)), it is important that Appropriate Assessment is undertaken before any mitigation measures are applied to deal with potential adverse effects. The above policy therefore sets out that in such cases a project-level HRA will be required, with applicants preparing a shadow HRA to provide evidence to inform the Borough Council's determination on such matters as competent authority. To simplify this process for low-impact developments that could result in recreation pressure (i.e. those of less than 10 dwellings or 1-20 tourist bed spaces) applicants may be able to use the Borough Council's template HRA from its website. In all other cases, applicants will be expected to provide their own shadow HRA undertaken by an appropriate qualified individual (such as an ecologist).

Policy NAT5 – Nutrient Neutrality

New development within a nutrient neutrality catchment (as defined by Natural England) comprising overnight accommodation or non-residential development that, by virtue of its scale or type may draw people from outside the catchment must demonstrate connection to the mains sewerage system.

Where such connection cannot be established, planning permission will not be granted unless it can be demonstrated within a shadow Habitat Regulations Assessment (HRA) that nutrient neutrality is achieved and there will be no significant effect on the integrity of the designated sites.

Proposals for non-residential development which generate unusual quantities of surface water and/or (by virtue of the processes undertaken) contain nutrient pollutants within surface water must provide sufficient evidence within a shadow HRA to enable the council to conclude that the proposal will not adversely affect the integrity of designated sites.

Support texting and justification

16.27. Nutrient pollution is a major environmental issue for many of the country's most important places for nature. In freshwater habitats and estuaries, increased levels of nutrients (especially nitrogen and phosphorus) can speed up the growth of certain plants, disrupting natural processes and impacting wildlife. This process, called 'eutrophication' damages these water dependent sites and harms the plants and wildlife that are meant to be there. In technical terms it can put sites in an 'unfavourable condition'. There are two catchments impacted in the Borough, Upper Thurne Broads and Marshes SSSI and the Trinity Broads SSSI. The sources of excess nutrients are very site specific but include septic tanks, livestock, arable farming and industrial processes.

16.28. The policy applies to residential developments leading to an increase in overnight accommodation and non-residential development that, by virtue of its scale or type, may draw people from outside the catchments of the SSSIs and/or generate unusual quantities of surface water and/or (by virtue of the processes undertaken) contain unusual pollutants within surface water run-off as per the Natural England advice.

16.29. The policy applies to those parts of the Borough within the nutrient neutrality catchments as defined by Natural England and shown on Magic Map.

16.30. A significant effect from overnight accommodation will only occur where the wastewater from a development enters into a catchment of the designated sites. In the case of the Borough, all properties connected to the mains sewerage system are served by a treatment works which discharges outside of the catchment areas. Therefore, for developments that connect to the mains sewerage system within the Borough, there will be no effect and therefore will not require a HRA for the purpose of nutrient neutrality.

16.31. For new properties in a catchment that cannot connect to the mains system, and that are reliant on an on-site treatment plant such as septic tank or package treatment works, likely significant effects cannot be ruled out. Therefore, any planning application in such circumstances will need to be accompanied by a bespoke shadow HRA which identifies the amount of nutrients arising from the development and how the development will mitigate those nutrients and achieve 'nutrient neutrality'. Development that does not include overnight accommodation, but which may have other non-sewerage water quality implications should also be supported by a bespoke shadow habitat regulations assessment.

Policy NAT6 – Norfolk Coast National Landscape and the Broads

The Norfolk Coast National Landscape and the Norfolk and Suffolk Broads are nationally designated landscapes and have the highest level of protection. Development proposals should seek to protect, conserve, and enhance these valued landscapes, their scenic beauty and their settings, by demonstrating how they:

a) Are compatible with the special character of the area and conserve or enhance the special quality and scenic beauty of the landscape.

b) Respect landscape character, topography, context, and intrinsically dark skies (in accordance with Policy NAT9).

c) Protect and enhance important views into and from the Norfolk Coast National Landscape and the Broads.

d) Retain and enhance existing natural, historic, and cultural features that contribute to the special quality of the landscape.

e) Minimise negative impacts on tranquillity and sense of remoteness.

Development proposals which are considered to have a potential adverse impact on landscape character and all major development proposals within the Norfolk Coast National Landscape should be informed by a Landscape and Visual Impact Assessment that is proportionate to the scale of the development and in accordance with best practice.

In the case of development affecting the Norfolk Coast National Landscape, the Council will expect proposals to have had regard to the content of the National Landscape's Statutory Management Plan (or successor documents).

Supporting Text

16.32. Local authorities have a legal duty to have regard to the statutory purpose of conserving and enhancing the natural beauty of National Landscapes and National Parks during plan-making and decision-taking on individual developments. These statutory duties are set out in the National Parks and Access to the Countryside Act (1949) and Countryside and Rights of Way Act (2000) and in which the areas are recognised to be of national importance for their landscape quality and are afforded the highest status of protection in relation to landscape, tranquillity and scenic beauty. As such, protection of these scenic requirements along with conservation and enhancement of wildlife and cultural heritage are closely linked and will be material considerations for any development proposals located within (or impacting upon) these areas.

16.33. The Norfolk Coast National Landscape area includes the greater part of the remaining unspoiled coastal landscape between the Wash (west Norfolk) and the Borough which covers an area of 453 square kilometres. However, only 3.6 square kilometres of the Norfolk Coast National Landscape are located within the plan area just north of the settlements at Winterton-on-Sea and East Somerton. Part of this area includes the Winterton and Horsey Dunes SSSI and SAC, and four County Wildlife Sites (Decoy Wood and South Wood, North Wood, West Coverts and Home Broad and Winterton PCC Land).

16.34. The Broads Authority is the Local Planning Authority for the Broads Area and policies in the Broads Local Plan apply within the Broads Authority executive area. Development within the Great Yarmouth Borough can however affect the Broads in a variety of ways such as through light pollution, noise, landscape and visual impacts and run-off affecting water quality. The Policy therefore requires careful consideration of any direct or indirect effects on the Broads, in combination with other policies

within the development plan. Reference is made to Policy NAT9 which specifically addresses impacts upon intrinsically dark skies of the Broads and the Norfolk Coast National Landscape. Developments within close proximity to the Broads should also have regard to the findings of the Broads Authority's Landscape Character Assessment.

16.35. Proposals within the plan area that are likely to have potential adverse effects on the Broads or Norfolk Coast National Landscape may include development at a raised topography or taller developments with intervisibility to the nationally designated landscape. The Policy ensures that such developments are accompanied by a Landscape and Visual Impact Assessment to assess the effects of the development upon such landscapes. Landscape and Visual Impact assessments should include photos and photomontages from selective identified viewpoints and be carried out according to best practice.

16.36. In accordance with national planning policy proposals for major developments within the Norfolk Coast Area National Landscape will be refused other than in exceptional circumstances and where it can be demonstrated that the development is in the public interest.

Policy NAT7 – Landscape Character

Development proposals should be informed by, and be sympathetic to, the distinctive landscape character areas, their landscape management objectives and considerations as identified by the Great Yarmouth Borough Landscape Character Assessment (2008), the Settlement Fringe Landscape Sensitivity Study (2016), the Broads Landscape Character Assessment (2016) and the Broads Landscape Sensitivity Study for Renewables and Infrastructure (2016) (or successor documents).

Development proposals should demonstrate that their location, scale, design, and materials will protect, conserve and where possible enhance:

- **a) The special qualities and local distinctiveness of the area.**
- **b) The visual and historical relationship between settlements and their landscape settings.**
- **c) The pattern of distinctive landscape elements such as watercourses, commons, woodland trees (especially hedgerow trees) and field boundaries, and their function as ecological corridors.**
- **d) Visually sensitive skylines, seascapes and significant views towards key landscapes and cultural features.**
- **e) The setting of and views into conservation areas**

Proposals should include measures that enable a scheme to be well integrated into the landscape and enhance connectivity to the surrounding green infrastructure and public rights of way network.

Developments should include landscaping schemes as appropriate to the size and nature of the development in order to mitigate impacts on, and where possible enhance, the local landscape character. Development proposals with wider visual impact should be informed by a Landscape and Visual Impact Assessment that is proportionate to the scale of the development and in accordance with best practice.

Supporting Text

16.37. The borough's countryside and coastline is extremely diverse and important in terms of its natural environment and landscape character. It is important that these features of the borough are conserved and enhanced but this must be integrated with the need to accommodate change, to address social and economic objectives, and meet the needs of communities.

16.38. The Landscape Character Assessment (2008) describes and classifies the distinct, recognisable and consistent pattern of elements that make one landscape different from another. The assessment identifies five landscape types, each with a relatively homogeneous character, including similar physical and cultural attributes. The assessment then subdivides the landscape types into component landscape character areas. These are discrete geographic areas that possess the common characteristics described in the landscape type. There are nine character areas in the borough, each with a distinct and recognisable local identity. The character areas form the fundamental unit for this assessment and the basis for a detailed description and evaluation.

16.39. The Local Plan contains policies relating to specific designations such as the Norfolk Coast National Landscape, as well as policies on design, biodiversity, trees and hedgerows, coastal management, renewable energy, heritage and nature conservation. All of these policies will contribute towards the conservation and enhancement of the landscape. Policy NAT7 ensures that the landscape qualities of the Borough are conserved and enhanced in order to attract and retain people to the area, and that landscape considerations are properly taken into account when new development is planned.

16.40. Where appropriate, development proposals will require a landscaping scheme which sets out how the development will relate to natural features such as trees and hedgerows. It will explain which species will be retained and what has been planted. The plans should also identify the details of boundary treatments. The above Policy seeks to ensure that the landscape scheme responds to the sensitivities of the surrounding landscape.

16.41. Development proposals which are considered to have potential adverse impacts on the local landscape character will need to be informed by a Landscape and Visual Impact Assessment (LVIA). Such assessments should be carried out in accordance with landscape institute guidance, or any subsequent best practice and include photos and photomontages from selective identified viewpoints.

Policy NAT8 – Strategic Gaps between settlements

The open gaps between the following built up areas, will be protected from development which individually or cumulatively, significantly reduces either the physical size of the gaps themselves, their general openness or, where relevant, their rural character at:

a) Great Yarmouth and Caister-on-Sea;

b) Bradwell and Belton;

c) Gorleston-on-Sea and Hopton-on-Sea;

d) Caister-on-Sea and Ormesby St Margaret;

e) Caister-on-Sea and California;

f) Hemsby and Scratby;

g) Hemsby and Winterton-on-Sea; and

h) Hopton-on-Sea and Corton (East Suffolk Local Planning Authority Area).

Supporting Text

16.42. The Borough is characterised by a number of settlements, generally located close to one another. The Local Plan seeks to maintain the separate identities of those settlements and maintain distinct gaps as far as practicable. The Policy applies further considerations to development which may be proposed outside of settlement boundaries, in accordance with other polices of the Plan.

16.43. The Strategic Gap between Great Yarmouth and Caister-on-Sea seeks to preserve an area of undeveloped land between the settlements, particularly along the undeveloped coast to the east of the A149 (Caister Road/ Yarmouth Road). The strategic gap includes Bure Park, paddocks and allotments alongside the A149 as well as the Great Yarmouth and Caister Golf Course and Great Yarmouth Racecourse and undeveloped land between Caister and Caister by-pass (A149).

16.44. The Strategic Gap between Bradwell and Belton comprises the area between the edge of Bradwell and the Belton Housing allocation (BEL1) along New Road and is largely undeveloped, aside from the Sports and Social Club. The land between the two settlements is largely made up of Grade 2 agricultural land and preserves a rural gap between the built-up areas.

16.45. The Strategic Gap between Gorleston-on-Sea and Hopton-on-Sea comprises land in agricultural uses and the Gorleston Golf Course to the south of allocation URB19 and the north of Hopton-on-Sea. The Strategic Gap is identified to maintain this gap and preserve the village character of Hopton-on-sea.

16.46. The Strategic Gap between Caister-on-Sea and Ormesby St Margaret comprises small-scale development with open gaps along Yarmouth Road which helps maintain the identity of the two settlements. This character between the settlements is sought to be preserved through this policy, particularly in the context of recent development to the north of Caister-on-Sea.

16.47. The Strategic Gap between Caister-on-Sea and California seeks to preserve the California Coastal Strip County Wildlife site and land in agricultural uses between the settlements. The Strategic gap is identified to maintain the distinct sense of place of the settlements and maintain an undeveloped edge to the coast in accordance with Landscape Character Objectives set out within the Landscape Character Assessment (2008)

16.48. The Strategic Gap between Hemsby and Scratby compromises land south of resort development to the south of Newport Road in Hemsby and the existing Highfield equestrian centre and paddocks to the east of Yarmouth Road and North of Beach Road in Scratby. Much of the coastal frontage between the two settlements has increasingly coalesced as a result of historic settlement expansion, however the area behind the coastal strip remains undeveloped. The Strategic Gap is identified to avoid full coalescence between the two settlements and to preserve their village character.

16.49. The Strategic Gap between Hemsby and Winterton-on-Sea compromises land in agricultural uses between the two build up areas. Much of the coastal frontage between the two settlements has increasingly coalesced as a result of an expansion of tourist uses however the area behind the coastal strip remains largely undeveloped. The Strategic Gap is identified to avoid full coalescence between the two settlements and to preserve village and coastal character.

16.50. The Strategic Gap between Hopton-on-Sea and Corton helps reduce the risk of further coalescence between the settlements across the local planning authority boundaries. This approach to 'separation' is similarly recognised and shared by East Suffolk District Council. Policy HOP1 limits development to the northern part of the site away from the high-pressure gas main and requires the provision of a landscaping belt which will help preserve the gap in perpetuity from the Great Yarmouth side.

Policy NAT9 – Dark Skies

All proposals are required to address light spillage and avoid all unnecessary forms of artificial outdoor lighting. Development proposals will only be permitted where:

a) **Lighting proposals will be no greater than the minimum appropriate for its purpose;**

b) **Are designed such that lighting is directed downwards, with a beam angle below 70 degrees;**

c) **No significant adverse effects individually or cumulatively will result to the character of the area, the residential amenity of local residents, the safety of vehicle users and pedestrians or the diurnal/seasonal rhythms of the Borough's biodiversity assets; and,**

d) **The Correlated Colour Temperature (CCT) of outdoor lighting does not exceed 3000 Kelvins in order to limit the effects of known environmental hazards associated with short-wavelength visible light.**

Within Dark Sky Zone 1, as defined on the policies map, external lighting should be avoided. For development in Dark Sky Zone 1, the following will apply:

e) **Planning permission granted shall only be granted subject to conditions to secure compliance with a lighting strategy and to remove permitted development rights for additional lighting post-occupation.**

f) **New dwellings should have appropriate levels of glazing particularly where facing on to the undeveloped countryside and roof lights will not be considered appropriate. Large areas of glazing should have integral blinds.**

g) **Uplighting will not be permitted.**

h) **Street lighting will not be permitted.**

i) **Sports lighting will only be permitted where it can be demonstrated that it is needed and there are public benefits considerably in favour of the scheme.**

j) **Internally illuminated adverts will not be permitted. Digital advert displays will not be permitted.**

For development in Dark Sky Zone 2, the following will apply:

k) **Planning permission granted shall only be granted subject to conditions to secure compliance with a lighting strategy and to remove permitted development rights for additional lighting post-occupation.**

l) **Street lighting should be kept to a minimum and only where appropriate to the surrounding context.**

m) **Sports lighting will only be permitted where it is a necessity can be demonstrated that there are public benefits considerably in favour of the scheme.**

n) **Digital advert displays will not be permitted.**

Proposals for external lighting within Dark Sky Zone 3 should demonstrate how it conforms to the Institution of Lighting Professionals guidance.

Proposals where external lighting is sought in Zones 1 and 2 should include a full lighting strategy scheme that provides information about layout and beam orientation, a schedule of the light equipment proposed including luminaire type, mounting height, aiming angles, colour and lumen unit levels along with an assessment of any impacts on nearby ecological and residential receptors. Such

schemes should demonstrate that there will be no significant adverse effects on the visibility of the night sky or its intrinsically dark landscapes.

Supporting Text

16.51. Light Pollution (also referred to as 'Obtrusive Light') can be defined as any adverse effect caused by artificial lighting. It can take many forms including:

- Sky-glow - The glow caused by scattering and reflection from atmospheric aerosols and droplets, even on what seem to be the clearest of nights, veiling the stars and degrading the environment above.
- Glare - Overbright and poorly directed lights [which] dazzle or discomfort those who need to see, concealing rather than revealing. This is the most safety related aspect of night pollution and falls into several categories:
    - Blinding glare: a glare so intense that, for an appreciable time after the stimulus has been removed, no object can be seen or easily distinguished.
    - Disability glare: a glare causing reduced visual performance. Drivers in cities are confronted with ever-changing and conflicting light sources, many of them bright enough to cause disability glare.
    - Discomfort glare: a glare producing discomfort or annoyance without necessarily interfering with performance
- Light Trespass - Light which spills beyond the area which is required to be lit
- Presence - The presence of light can be harmful in an area of total darkness merely because of its existence.

16.52. Light pollution harms the environment where it results in the burning of excess fossil fuels, impacts upon human health, harm to biodiversity and a degraded night sky. There is an increasing demand for artificial lighting and light pollution is growing annually.

16.53. National planning policy identifies the importance of minimising the impact of light pollution, stating "by encouraging good design, planning policies and decisions should limit the impact of light pollution from artificial light on local amenity, intrinsically dark landscapes and nature conservation".

16.54. Large parts of the Borough, particularly those in close proximity to the Broads, benefit from intrinsically dark skies. Those parts of the Borough which benefit from intrinsically dark skies are mostly unaffected as yet by the impacts of external lighting but could be threatened by development. This includes areas in the northern parishes and especially areas close to The Broads and Norfolk Coast National Landscape. The Broads have a status equivalent to a National Park and include several international wildlife designations. The Broads Authority is the local planning authority for the Broads Area and policies in the Broads Local Plan apply there. Development in the Borough can, however, affect the Broads in a variety of ways such as through light pollution, noise, landscape impact and run off affecting water quality. Proposals should therefore carefully consider any direct or indirect effects on The Broads.

16.55. As per guidance established by the Institution of Lighting Professionals (ILP, 2021), the Borough has been divided into distinct "Lighting Zones" based on analysis of global satellite data and primary night sky brightness data, to determine suitable local thresholds and standards for external lighting.

The following table sets out the justification for the identification of each zone and the proposed policy approach for the zones as set out above.

Zone	Justification
Zone 1	Zone 1 includes most areas which had an average SQM reading over 20.5 mag arcsec−2 and its immediate surroundings and is equivalent to ILP Environment Zone 0. These areas are small rural villages and the surrounding countryside, predominantly located within the northern parishes, Fritton and St Olaves are also included to the south of the Borough. Runham is included within Zone 1, despite its higher level of light pollution, because its rural, countryside character and proximity to the Broads Authority area means that lighting should be controlled further than the current situation would suggest. All applications which propose external lighting shall be supported by a Lighting Strategy.
Zone 2	Zone 2 is equivalent to ILP Environment Zone E1 and includes the majority of the southern parishes, excluding the development limits of the primary villages of Belton and Hopton, and the Fritton and St Olaves Parish which deserves additional protection due to the existing quality of the night sky. It also includes villages within the northern parishes which have high levels of existing street lighting – Martham and Filby. All applications which propose external lighting shall be supported by a Lighting Strategy.
Zone 3	Zone 3 is equivalent to ILP Environment Zone E2 and encompasses the most urban areas within the Borough. This includes the urban areas of Gorleston, Great Yarmouth, Bradwell and Caister. The villages of Hemsby, Hopton and Belton are also included within Zone 3 due to their tourism activity and proximity to the main urban areas causing limited quality of the night sky, existing level of street lighting and provision of holiday accommodation areas. These areas include residential areas, safeguarded employment areas, retail areas and some holiday accommodation zones. This Zone already contains a high level of night-time external lighting and has the worst quality skies within the Borough, with average SQM reading of less than 20 mag arcsec−2.

Non-Strategic Policies

Policy NAT10 – Trees, Woodlands, and Hedgerows

Development will only be permitted where it:

a) **retains trees, hedgerows, and landscape features which contribute value to the character, amenity, or ecology of the locality unless it can be demonstrated unfeasible, and suitable compensatory features are provided to mitigate the impact; and**

b) **takes opportunities to enhance those features and qualities where feasible and commensurate with the scale and nature of the development.**

Where development may impact upon trees, planning applications should be supported by an arboricultural assessment (to BS 5837 or an equivalent standard).

Where a proposed development retains existing trees and hedgerows on-site, or where development occurs within a tree root protection area, provision must be made for their care and protection throughout the duration of the development, with mitigation measures being put in place to ensure that development works do not have a harmful impact on existing trees.

Supporting Text

16.56. Trees and hedgerows provide an important contribution to the landscape and to biodiversity. Therefore, the Policy seeks to retain trees and hedgerows where possible. This is important in terms of meeting the requirement of Policy NAT3, which expects biodiversity net gains to be attributable to development.

16.57. Many trees in the Borough have protected status, under the designation of Tree Preservation Orders (TPO) or by being situated within a designated Conservation Area. A TPO is an order made by the Borough Council to protect specific trees, groups of trees or woodlands in the interest of amenity.

16.58. National planning policy defines an 'ancient' or 'veteran tree' as "A tree which, because of its age, size and condition, is of exceptional biodiversity, cultural or heritage value". 'Ancient trees' are usually older than the majority of trees of the same species in the same geographic area, whilst a 'veteran tree' is one with similar characteristics to an ancient tree, but not necessarily ancient in years. The Council will apply national planning policy when considering impacts on ancient and veteran trees.

16.59. In considering the impacts of development on trees, the Borough Council will require site surveys which identify all trees and natural features on the site and assess their quality, a landscaping plan to indicate natural features to be retained and provided, and identification of specific protection measures (such as root protection zones) for existing features to be retained. Surveys should be to the standard set by the British Standards Institution 'Standards Publication: Trees in relation to design, demolition and construction – Recommendations' (BS 5837- 2012), or equivalent standard.

16.60. Proposals must also take into account the longer-term relationship between trees and a development. In some circumstances, even when a development can be constructed without resulting in harm to a tree, the proximity and liveability of the development with the tree can result in long-term pressure for the tree to be constantly pruned or felled.

Appendix 1 – Design Code

Introduction

The Local Plan Design Code is a tool to help shape great placemaking in the borough, assisting the policies of the Local Plan to ensure the design of local environments are of a high quality and more resilient to a changing climate; and enhances the quality of the borough's building environment by improving the character of its townscapes and promoting local distinctiveness.

The Design Code is intended to inspire higher standards of design across the borough, creating better places for generations to come. It is also intended to ensure more certainty, consistency and speed in the determination of planning applications at all scales, making the planning process more effective at delivering new development that meets the needs of the local area.

The Design Code is intended to set out clear principles and standards for how development should be designed in the borough, focusing on the priority aspects of design. It is a concise code that signposts users to other sources of regulation, guidance, assessment tools and best practice. It is not an exhaustive design manual for every detail and is not a substitute for commissioning suitably qualified and experienced professional designers and consultants to prepare proposals and the supporting technical information required.

The Design Code should be read in conjunction with the National Design Guide and the National Model Design Code, which give useful further guidance.

Structure of the Design Code

The Local Plan Design Code is structured in four parts:

- **About Great Yarmouth:** this summarises what is distinctive about the landscape and built character of the borough. It is intended as a broad overview which signposts users to more detailed sources of information and character analysis.
- **Borough wide design requirements:** these summarise design standards that apply across the whole borough area, where relevant to the type of development. These are organised thematically and are aligned to the structure of the National Model Design Code.
- **Area specific design requirements:** these set out the design requirements and priorities that apply to character areas and character types found in the borough. Character areas are geographically specific locations in the borough, while character types describe patterns of existing development or settlement types, that can be found in a range of locations.
- **Development type design requirements:** these set out requirements that are specific to different types of development proposal.

Within the Local Plan Design Code, design requirements are set out for specific types of development proposal. These are categorised as: 'Required'; 'Expected'; and 'Best Practice'. These seek to provide additional detail on how to comply with the policies set out in the Local Plan.

Applicants will be expected to demonstrate that proposals are designed in compliance with the requirements set out. As the planning system operates on a discretionary basis, a balanced view must be taken by decision-makers about the weight ascribed to each aspect of a proposal and in some cases, applicants may demonstrate that it would be unfeasible, or unviable to be fully policy compliant in every detail, or that betterment can be achieved via a different approach. However, the onus is on applicants to justify their approach in these cases.

All ‘required’ standards are based on national requirements. All development should comply with these required standards unless there are strong planning reasons to justify an alternative approach. These ‘required’ elements carry the most weight in the assessment of the planning balance.

All ‘expected’ standards are recognised approaches to meeting the expectations of policies in the Local Plan. Other ways of demonstrating compliance may be acceptable but will need to be assessed on a case by case basis.

The code also includes recommendations that are intended to assist applicants in preparing the best possible design proposals. These represent best practice above and beyond mandatory requirements and policy.

How to use the Design Code

Design Code users should use the design code to identify the code requirements that are applicable to the specific proposal under consideration. Not all code requirements will apply to all proposals. Follow the steps below to identify the relevant aspects of the code for your proposal:

- Identify relevant planning policy and existing guidance/SPDs that are relevant to the proposal
- Identify borough wide requirements that are relevant to the proposal (and refer to relevant standards)
- Identify which character area(s) are relevant to the site, and apply the design objectives for those area types
- Identify what type of development is being proposed, and apply the related design code requirements

About Great Yarmouth

Landscape character, coastal change and flood risk

The character of the borough derives from its landscape, underlying geology and human history which has significantly shaped the landscape as well as creating the distinctive built identity of its towns and villages. A range of documents should be consulted to understand the landscape context for development proposals in the borough, including:

- Landscape Character Assessment (2008)
- Settlement Fringe Landscape Sensitivity Study (2016)

The borough includes a number of important landscape and green infrastructure designations. Aside from the Broads area, for which the Broads Authority is the LPA, these include:

- The Norfolk Coasts Area of Outstanding Natural Beauty (AONB)
- A number of Sites of Special Scientific Interest (SSSI)
- Local Wildlife Sites, Ancient Woodland and other designations.

The relevant policy and guidance should be consulted and followed for sites which lie within, or will affect, these designated areas.

The borough includes areas of coastline subject to change, as well as areas within both tidal and fluvial flood risk zones. Areas of the borough are also sensitive to surface water flooding. The following should be consulted to understand how coastal change and flood risk is present in the borough:

- Shoreline Management Plan (2012)
- Surface Water Management Plan (2013)
- Strategic Flood Risk Assessment Level 1 Report (2017)

Historic development

The borough includes unique and distinctive settlements with a strong material character and pattern of development. The form and pattern of development in the borough is strongly shaped by coastal change and human shaping of landscape that continues today- from the man-made creation of the Broads as a source for peat, used as fuel, to the changing course of the rivers converging at Great Yarmouth, and the shaping of the harbour and port areas on the shingle bank to the south of the medieval town. Coastal erosion has brought villages that were previously more remote from the sea into near proximity, changing their character and economy.

Great Yarmouth, as the main town in the borough, developed in three distinct areas - the medieval town - for a short period, a more prosperous mercantile centre than Norwich - within the walls, the 19th century expansion as a seaside resort coupled with its continuing importance for fishing and fish processing, and the 20th century expansion with estate housing development after WW1 and continuing after WW2 and to the present day. Great Yarmouth Market is one of the largest historic marketplaces in Britain; a market is presumed to have existed at Great Yarmouth long before the granting of King John's charter of 18 March 1207-1208.

Until the 19th century, building was only permitted within the Medieval town walls. The limited space dictated that houses were built as closely together as possible, which led to the development of The Rows. Unique to Great Yarmouth, the Rows were a network of 145 very narrow streets which ran parallel to each other. They were so narrow that a special 'Troll Cart' was

developed to transport goods along them. The Rows took up most of the land inside the town walls. At first both rich and poor people lived there together. The wealthier people gradually moved out, and their houses were divided up into smaller properties. This left a diverse range of architecture. Grand merchant houses stood next to tiny dwellings which were built back-to-back with the houses in the next row.

Figure 7. Faden's map of 1797, showing the historic pattern of Rows and Plains inside the medieval walls of Great Yarmouth. The map can be further explored at http://www.fadensmapofnorfolk.co.uk/

Gorleston has its origins as a fishing village, then as a seaside resort which expanded substantially only in the 20th century. Due to the natural limitations on the growth of Great Yarmouth itself, due to the river and the sea, Gorleston's suburbs were developed to meet the need for a large amount of new housing after WW2, and growth continues to take place around it.

The villages have predominantly medieval origins, with fishing along the coast and agricultural estates inland. The 20th century also saw substantial growth around many villages in coastal locations with rail links bringing holidaymakers to the area, as well as from 'plotlands' on poor and marginal land along the coastal cliffs and dunes. Inland villages have seen little change or growth, apart from Bradwell, which developed substantially and is now part of the continuous urban area of Gorleston, and Caister and Belton, both of which have seen significant housing development through the postwar period to the present day.

Local building materials

Flint is the most common historic building material due to being naturally found in the borough, unlike other forms of building stone. Due to a lack of timber on the Breckland sand and gravel plain, which is the predominant underlying geology of the area, medieval timber-framed buildings are relatively rare compared to other parts of East Anglia, but some later timber-framed and timber-clad vernacular buildings are found in villages and the rural area.

With red brick, flint is the most prevalent cladding material found in pre-20th century buildings across the borough. A wide variety of flintwork techniques, including knapped, galleting and flushwork, can be found across the borough. Local brickworks produced mainly a soft orange-red brick, and, with the use of flint, this creates the distinctive material character of most of the older parts of Great Yarmouth's settlements. Later brickwork included ornamental moulded and decorative bricks which were often also made locally. Brick and flint were frequently combined with brickwork used to create corners and openings for windows and doors, and flint used to infill.

Painted brick, and render, is not as commonly seen today as exposed brick or flint, due in part to the erosion of historic lime renders but was relatively frequently used. Historically, many brick and/or flint buildings would have been rendered - unless decorative flint or brickwork was meant to be exposed - to protect the rubble core of the flint walls as well as the soft Norfolk brick. Painted and rendered elevations are mostly found on some, mostly smaller, historic timber-framed buildings and small-scale brick buildings particularly in High Street locations. Painted façades can also be found on brick buildings which were overpainted or rendered in the late 18th and 19th century as part of restyling them to a more neoclassical appearance and this was often applied only to frontages.

In many locations the choice of paint as a finish was determined by weathering characteristics, with black tar paint on north- or west-facing elevations due to the prevailing wind exposure and risk of damp, or seaward elevations in coastal locations, as a protective coating. South- and street-facing elevations were typically limewashed in white or other colours which were determined through locally available natural pigments.

Timber weatherboarding can be found in rural areas, particularly on agricultural buildings, but is relatively infrequent, and has since the 19th century been typically painted with tar for improved weathering in the same way as the painting of brick buildings, with limewash - both white and coloured - on less exposed elevations. Pantiled roofs - which have a Dutch origin - are typical for vernacular buildings, in both red and black glazed forms, while reed thatch was highly prevalent historically, due to the Broads reedbeds, but was largely replaced with hard roof coverings during the 19th and 20th centuries. Plain tile also found, and slate became common after the coming of the railways meant that importing Welsh slate became economic.

Heritage designations and assets

The borough includes a wide range of heritage assets, many of national significance. The borough includes 431 listed buildings, 9 are considered to be at risk, 14 Scheduled Ancient Monuments and 18 Conservation Areas. These heritage assets can be enhanced by development within their settings but can also be harmed by inappropriate design.

These are highlighted, where relevant, in character area descriptions and the relevant guidance and information should be consulted such as the Historic England listing entry, for listed buildings, scheduled ancient monuments and historic parks and gardens.

Conservation Area Appraisals are in the process of being prepared for the borough's Conservation Areas. When published and/or adopted, these should also be considered as part of the informing process for future planning applications within those specific areas.

Heritage resources should be consulted as part of understanding the context and local identity of sites for development proposals affecting designated heritage assets. These include:

- Norfolk Historic Environment Record and the Norfolk Heritage Explorer
- Norfolk Record Office

There is also substantial and important archaeology below ground in the borough, and Norfolk County Council's archaeological team may be consulted as part of the planning process.

Figure 8. Snapshots of Great Yarmouth's distinctive landscapes

Top: View looking south and north along the river Yare from the centre of Great Yarmouth.

Second row: The Gorleston-on-Sea river frontage, and the town centre seen from the seafront.

Third row: The village green at Martham, and the wide landscapes of the rural parts of the borough.

Bottom: The old fishing village of Caister-on-Sea and the plotlands on the clifftop at Scratby.

Figure 9. Examples of typical building materials and details for the Great Yarmouth area.

Figure 10. 1797 Faden map, current boundary of Great Yarmouth borough indicated in red. The map can be further explored at http://www.fadensmapofnorfolk.co.uk/.

Figure 11. Ordnance Survey map from 1888. This map can be further explored via the National Library of Scotland website, https://maps.nls.uk/

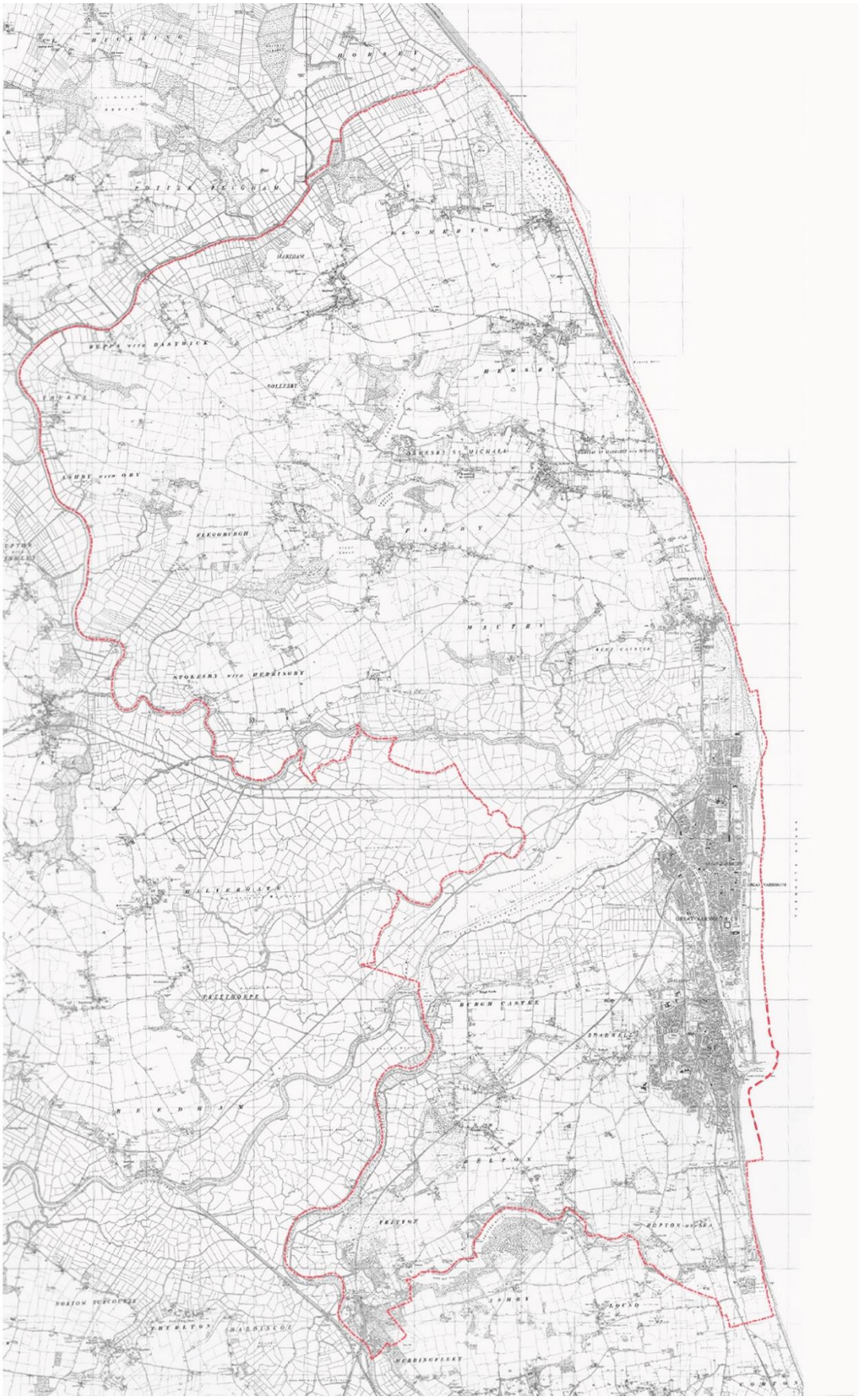


Figure 12. Ordnance Survey map from 1949. This map can be further explored via the National Library of Scotland website, https://maps.nls.uk/

Borough wide design requirements

Addressing climate change and conserving resources

Climate change is the biggest challenge we face, and it is a strategic priority for all development proposals to address this challenge through mitigation and adaptation.

Mitigating climate change means reducing greenhouse gas emissions, to slow down the rate of global warming and achieve the national commitment to reaching net zero carbon emissions by 2050. For development, this should be achieved by implementing the following measures:

- Minimising energy demand by building users through their behaviour, including travel mode choices
- Maximising energy efficiency of building fabric and systems
- Integrating renewable energy generation
- Minimising the carbon emissions resulting from construction

Adapting to climate change means designing development so that it is adapted to the changing climate, in particular hotter summers, wetter winters, and increased risks of surface water and tidal flooding. Climate adapted design must be achieved without resulting in increased emissions, for example from using air-conditioning to avoid overheating.

The Local Plan includes several Climate Change and Sustainable Transport Policies, including CLC2, CLC6-CLC8 and SUT1 which help to address climate change and conserve resources. The following borough-wide design code requirements, largely expand upon those policy principles and should be considered in the design of developments.

CC1: Ensure walking, cycling and public transport are the natural modes of travel for all users.

Expected	Design site layouts so that walking and cycling routes to all destinations are more direct than routes for motor vehicles. Minimise the walking distance from front doors to public transport nodes through site layouts that incorporate direct walking routes. Ensure all development is as accessible as possible by public transport, by clustering development around existing or proposed public transport routes and increasing the density of development around public transport nodes. Ensure the quantity and location of cycle parking and storage is more easily accessible than car parking and storage.
Policy Links	Policy DHE1 – Design Policy SUT1 – Sustainable Transport

Why is reducing vehicle use so important, and how can design help?

Evidence shows that the transport habits of residents contribute far more to the overall carbon emissions resulting from new development, than the use of energy to heat, light and power the home, or the carbon generated by its construction. It is therefore important that designs for new developments help encourage a shift to lower-carbon lifestyles as far as possible.

Making walking and cycling easier does not mean that people who need to use a car, either regularly or occasionally, will be stopped from doing so. Parking for disabled residents, for example must still be provided at the doorstep. It just means making it more convenient for other residents to walk, cycle and use public transport as much as they can.

Locating development in places that are easily accessible by walking, cycling and public transport helps reduce car use, but residents' habits are a big factor. Residents will choose to use their car, even for very short journeys that could be made by walking or cycling, if it is more convenient.

If walking and cycling routes are shorter than routes for cars; and if cycles can be stored more safely, quickly and conveniently than cars, people do change their everyday habits. Even partial changes in habits can have a big impact on carbon emissions.

The shift to electric vehicles is not currently likely to reduce carbon emissions resulting from car use quickly enough to reach the country's net zero target. There will still be 'legacy' petrol and diesel vehicles on the road for decades. Current data shows vehicle use increasing, not decreasing, so even though some of this increase will be offset by the use of electric vehicles, forecasts show that in most scenarios, carbon emissions from transport will only fall by around 40% between 2022 and 2050.

It is therefore important that new development is designed to encourage as much behavioural change as possible. Changing designs for developments in order to create behavioural change does not cost the resident, the developer or the public sector anything. In fact it reduces costs for residents due to allowing them to reduce their car use without sacrificing convenience, it improves development viability by using less land for parking through more efficient parking layouts, and it reduces the costs to the public sector of ill-health, air pollution and congestion.

Figure 13. Left: At Marmalade Lane, Cambridge, car parking is located in an unallocated shared parking area at the edge of the site and far from front doors, while cycle storage and parking is close to homes. Right: At Gt Kneighton, Cambridge, walking and cycling routes provide short cuts making it easier and quicker to walk or cycle to shops, school, friends and other local destinations.

CC2: Minimise active heating and cooling requirements through passive design

Expected	Use simple building forms and massing as these are more energy efficient than complex forms. Design internal layouts and storey heights to maximise thermal efficiency and natural cross-ventilation. Do not include single-aspect homes due to the impossibility of cross-ventilation.

	Design south and west facing glazing to prevent overheating, and therefore the requirement for active cooling, through careful sizing and placement of glazing, integrating external shading devices which prevent summer overheating while allowing solar gains to heat spaces in winter. Ensure natural ventilation can be used as far as possible, and allows secure ventilation even when homes are unoccupied.
Best Practice	Evidence compliance with Passive House standards Evidence compliance with a TM59 overheating assessment (for residential) or TM52 (for non-residential/mixed-use) buildings
Policy Links	CLC6 – Energy Efficiency for New Developments

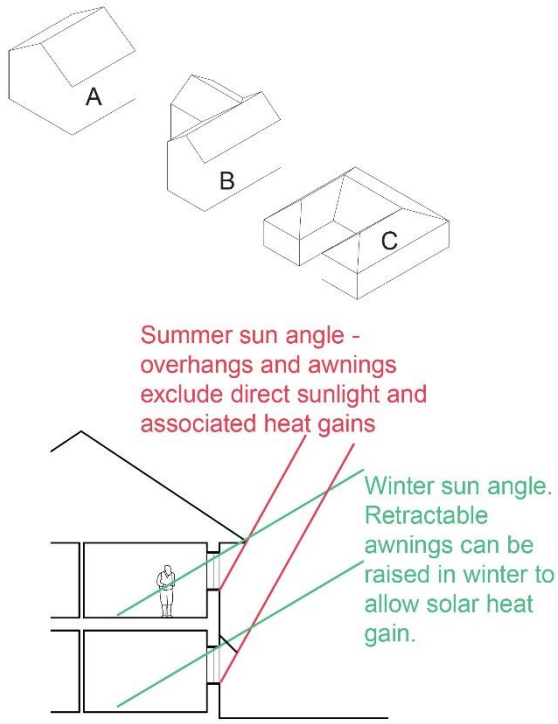


Figure 14. Diagrams illustrating some of the principles of passive design.

Top: Building forms A, B and C have the same floor area but differing amounts of surface area. As a result, C has a heat loss of 17.5% more than A.

Bottom: Diagram showing how to design for passive solar heating in winter while avoiding summertime overheating.

Diagram applies to south-facing glazing. Careful design of shading such as roof overhangs, awnings, brise-soleils or canopies will cut out the higher angle of sunlight from summer sun, while allowing winter sun to penetrate and heat spaces, reducing heating costs in winter.

External shading is far more effective at preventing overheating than internal blinds as it stops sunlight entering internal spaces and heating them up. It also allowing indirect daylight to enter so rooms do not become dark.

Floor-to-ceiling glazing on south-facing elevations contributes little to daylighting internal spaces. It can cause light pollution issues and increase overheating unless shaded from direct sun. Raising sills makes overheating less likely.

CC3: Integrate on-site renewable energy generation and low and zero carbon heating, cooling and ventilation systems

Best Practice	Use air source or ground source heat pumps to provide heating where practicable. Include PV panels on south, east and west facing pitched roofs, and on flat roof areas. Include PV panel shelters over surface car parking spaces. Use mechanical ventilation with heat reclaim (MVHR) ventilation systems.

	Undertake operational energy assessment including predicted user- generated energy loads.
Policy Links	CLC6 – Energy Efficiency for New Developments

Using passive design and low-carbon technology

Passive design means using the building form to reduce the amount of energy needed to heat the building in winter, and to prevent overheating in summer. This results in lower running costs, lower carbon emissions, and more comfort for users.

The main principles of passive design are:

- Use simple shapes with a lower ratio of envelope (external wall/roof surface) to volume, because these lose and gain heat more slowly.
- Avoid large areas of south-facing glazing unless shaded to cut out summer sun
- Avoid large areas of west-facing glazing as it is difficult to shade effectively because the angle of west-facing sun is very low
- Design openings, and internal layouts, so that spaces can be naturally ventilated and cross-ventilated (openings on opposite sides of the building). Design openings so they can be left open without compromising security, and can be opened to varying degrees without being caught by the wind.

Passive design should be employed first, to reduce the need for active heating or cooling, before adding low- and zero-carbon technology. Additional technology all uses some energy, requires servicing and maintenance, and has a limited lifespan.

Heating uses far more energy than lighting and small power, so reducing carbon emissions from heating is very important.

The UK's electricity network is rapidly becoming entirely low-carbon, so using electricity to heat buildings does not involve high carbon emissions. Direct electric heating (such as electric panel heaters' is expensive to run, but air-source or ground- source heat pumps are energy efficient so should be used as the heat source where practicable. Solar thermal panels (which are different from PV panels, which only generate electricity) are also an effective way to provide zero-carbon hot water and heating.

PV (photovoltaic) panels on roofs can generate electricity but at a domestic scale, are not usually big enough to provide all of the home's needs, so grid electricity will still be used. If costs are tight, it is better to change the heat source to a low-carbon electrically powered system, such as an air source heat pump, than to install PV panels. Installing PV panels but using gas for heating is not a low-carbon approach.

CC4: Minimise potable water use

Best Practice	Integrate rainwater harvesting and greywater reuse to reduce potable water use for residential developments. Design non-residential development to achieve full credits for category Wat 01 of BREEAM.
Policy Links	Policy CLC8 – Water Conservation

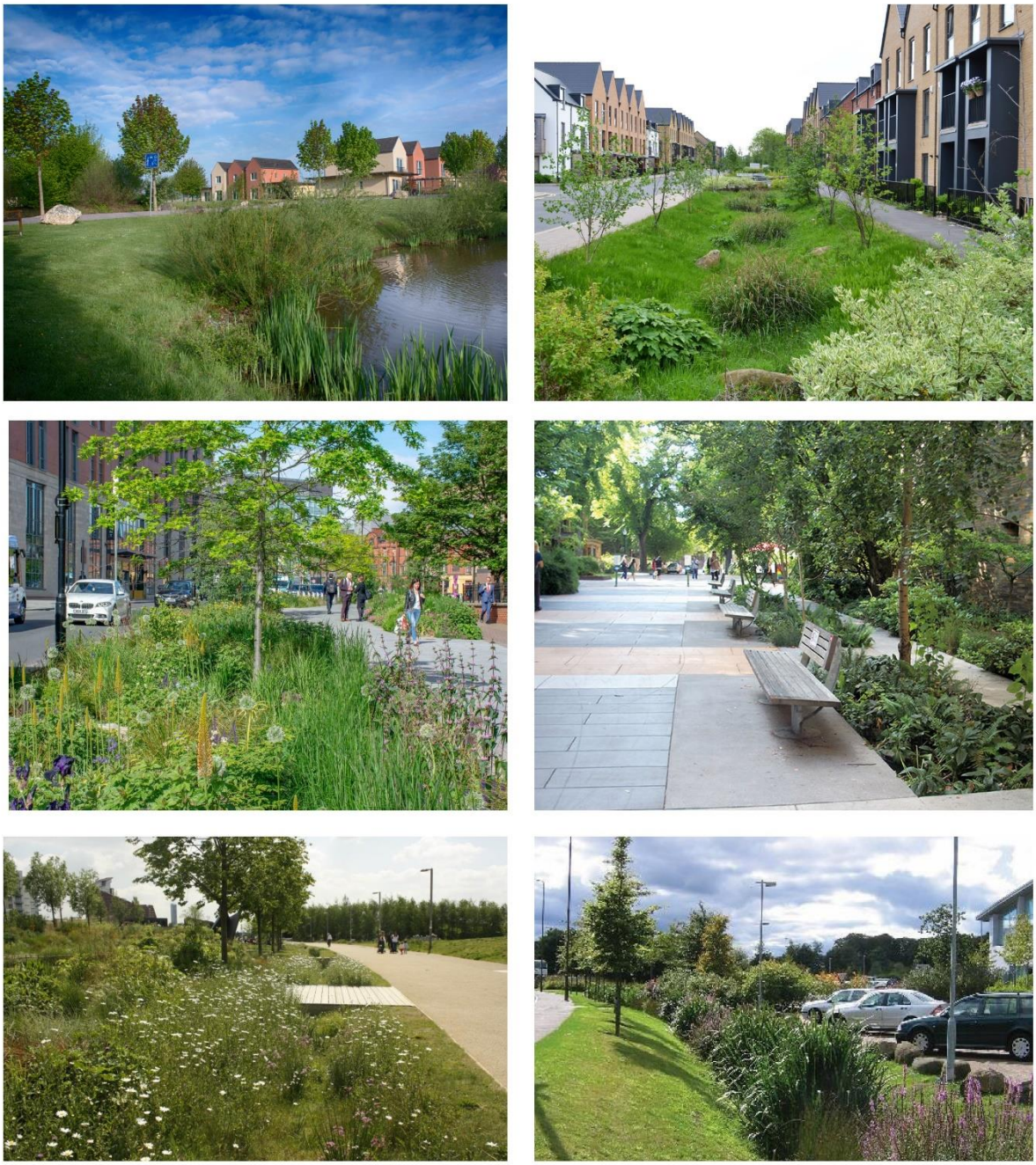
CC5: Ensure development is flood safe and flood resilient

Required	Design within Flood Zones 2 and 3 to comply with Environment Agency requirements regarding height of floor levels for habitable rooms, refuge and evacuation, and flood resilient construction, while ensuring active frontages and accessible accommodation (refer to BD1 and BD3 for further guidance). Ensure development does not increase the risk of flooding on adjacent sites, through use of SuDS (refer to CC7 for further guidance).
Expected	Comply with LLFA guidance for flood safety and resilience.
Best Practice	Use salt tolerant materials and construction below the flood datum, in areas at risk of tidal flooding.
Policy Links	Policy CLC2 – Flood Risk

CC6: Reduce the risk of surface water flooding on and around the site

Expected	Apply the LLFA's Developer Guidance appropriately to all developments for surface water management. Meet surface water run-off rates required by the Lead Local Flood Authority (LLFA). Submit detailed design drawings of all proposed SuDS features to demonstrate compliance with the principles and standards set out in the CIRIA SuDS Manual. Maximise the amount of permeable and absorbent surfaces on the site. Use surface level SuDS systems rather than below ground attenuation tanks or storage. Locate and design SuDS to form part of the wider green infrastructure network, linking existing and future habitats. Integrate SuDS into the design of streets, public open spaces and parking as visually appealing features that contribute to creating distinctive character to development. Design SuDS to be multifunctional, for example as wildlife habitats, for formal or informal recreation, for parking, to support community educational learning, an/or for rainwater/stormwater harvesting and reuse. Avoid fences around SuDS features such as ponds and watercourses, through design of gradients and depths, and use of natural planting as a barrier. Integrate SuDS into building design through including green, brown or blue roofs. Design SuDS to be low-maintenance. Where maintenance is required, integrate access and buffer zones into the wider landscape design.
Policy Links	Policy CLC2 – Flood Risk Policy DHE1 - Design

Figure 15.



Examples of successful SuDS integrated with a range of settings.

Top: SuDS within residential development is easier to maintain, more beneficial for biodiversity and more effective at managing surface water flows if designed to grow wild rather than being mown. Leiwen, Netherlands and St Andrews Park, Uxbridge

Middle: Rain gardens in urban settings can soften the landscape, provide attractive features, and help keep street trees watered. Sheffield and Derby

Bottom: Natural SuDS should be included in all landscaping, including business parks and out of town settings. Left: Image from Natural England GI Framework; Right: East Lothian

CC7: Reduce urban heat island effect

Expected	Minimise hard landscaping and maximise soft landscaping, including water surfaces. Shade hard landscaped spaces, streets and paths through tree planting and/or awnings and other adjustable shading devices. Use insulating and heat reflecting materials for both buildings and landscapes, including for roofs. These can include green and brown roofs and light coloured materials.
Policy Links	Policy DHE1 - Design

Reducing the urban heat island effect

The urban heat island effect occurs when hard landscaping, a lack of shading, and dark coloured materials absorb heat from the sun and increase temperatures in the area. A recent study showed that the Kilburn and South Hampstead area in London, with 38% vegetation cover, experienced heat over 7°C hotter than Regent's Park with 89% vegetation cover, just a short distance away.1

Urban heat is a particular problem at night, due to materials like concrete and stone absorbing heat in the day then slowly releasing it at night. This prevents urban areas cooling down, intensifying heatwaves, and can cause stress and health issues and acutely impacts vulnerable citizens – including children and the elderly.

Vegetation cover and albedo are two of the most important factors which determine the strength of the urban heat island effect. Albedo describes how reflective a surface is. High albedo surfaces, such as white roofs, are reflective and absorb less heat than low albedo surfaces such as asphalt roads. Vegetation cools the air around it through the evaporation of water.

Spaces that are designed to maximise vegetation, shade and high albedo surfaces, can reduce the urban heat island effect and make built-up areas more comfortable, as well as reducing energy use on cooling internal spaces, and encouraging people to walk and cycle during hot weather.

CC8: Minimise resource usage through future building maintenance, alterations adaptation

Best Practice	Use materials that can be reused and recycled at end of life. Design to minimise energy intensive maintenance requirements over the lifetime of the development. Design buildings to be adaptable to different uses without requiring demolition. Design short-life systems and materials –for example mechanical and electrical installations – to be replaceable without requiring substantial alterations to long-life building elements, such as structure and external envelope.
Policy Links	Policy CLC6 – Energy Efficiency for New Developments Policy CLC7 – Energy Efficiency for Existing Buildings

Useful resources

- LETI has a wide range of free resources on low-carbon design, specification and procurement - https://www.leti.uk/publications
- The Passivhaus Trust has a wide range of free resources on low-carbon passive design - https://www.passivhaustrust.org.uk/guidance.php

- Good Homes Alliance Overheating in New Homes Tool and Guidance - https://goodhomes.org.uk/overheating-in-new-homes
- Prometheus weather data for Great Yarmouth can be downloaded free at https://engineering.exeter.ac.uk/research/cee/research/prometheus/downloads/
- The CIRIA SuDS Manual (C753) and the accompanying Guidance on the construction of SuDS (C768) are the definitive guide to design and maintenance of sustainable drainage systems (SuDS) and are available for download free at www. ciria.org
- Natural England guidance - Introduction to Freshwater Wetlands for Improving Water Quality - JP044 (https://publications.naturalengland.org.uk/)
- Norfolk County Council, as the LLFA, have guidance for developers at https://www.norfolk.gov.uk/rubbish-recycling-and-planning/flood-and-water-management/ information-for-developers

Context and identity

Well-designed development makes a positive contribution to its context, strengthening local distinctiveness and a sense of place. This is achieved through careful observation and analysis of the site's setting at the start of the design process.

Copying all aspects of building form or styles from the site context is rarely an option due to contemporary requirements, such as space standards, fire and flood safety, energy efficiency, accommodating the private car, and other aspects of design. Good design harmonises with its context while developing its own distinctive character.

Further design code requirements regarding context and identity are found in the area specific design requirements. This section contains general code requirements and expectations that apply across all area types and forms of development.

CI1: Design with regard to local context, including the surrounding built environment, topography, landscape and drainage

Required	Analyse the site context with regard to development form and pattern, landscape topography and character, heritage assets, green and blue spaces, underlying soils and geology, views to and from the site, and locally prevalent materials and building details, and submit analysis within Design & Access Statement. Ensure existing and proposed drawings, including 3D visualisations, show surrounding context accurately and to scale, including relevant adjacent phases of development or consented development by others.
Expected	Design site layout to complement the existing landscape and built environment, including the pattern of development, landscape and townscape. Design layout and massing so that existing significant views are retained and enhanced, and new publicly accessible views of significant natural and built assets are created.
Policy Links	Policy DHE1– Design

Figure 16. Great Yarmouth's landscapes are characterised by long views over flat landscapes. Ensuring new development is well-integrated and screened, taking advantage of existing mature trees and hedges and incorporating new planting, means it integrates more successfully in the landscape.

CI2: Conserve and enhance the significance of heritage assets

Expected	Design proposals to respect and enhance the settings of all relevant heritage assets, including creating and respecting publicly accessible framed views of heritage landmarks. Include appropriate interpretation of heritage sites within development proposals, including signage.
Policy Links	Policy DHE1 - Design

Figure 17. Examples of recent design that is sympathetic to the local context including heritage settings. Top left: St George's Chapel pavilion in the heart of Great Yarmouth. Architect: Hopkins Architects Top right: Hunsett Mill, Stalham, Norfolk. Architect: Acme

Bottom left: New wing at Brentwood School, Essex sits comfortably alongside historic buildings. Architect: Cottrell and Vermeulen.

Bottom right: Contemporary design using traditional materials within the heritage setting at Ely Museum. Architect: HAT Projects

CI3: Create a positive and distinctive sense of place for new development

Required	Develop a clear design approach for all development which will create, or reinforce, a distinctive and place-specific local identity. Use the Design & Access Statement to demonstrate how this has been achieved.
Expected	Include distinctive, beautiful and unique features within major development. Features may include landmark buildings, high quality public art, public realm and landscaping, including SuDS.

	Create a range of character areas within large-scale housing developments which comprise significant extensions to existing settlements (such as those allocated by Policies CAS1 and UBR19) to achieve a clear design identity for each street or cluster. This should also be addressed at outline application stage as part of a master planned approach, and can be achieved through the use of different approaches to layout, house designs, or variation in materials and details. Include a range of house types on larger developments, with a clear design-led rationale for their usage and placement. Standard house types must not be used without being adapted to create a distinct local identity. Refer to Development Type Design Requirements DDR1 – DDR6
Policy Links	Policy DHE1 – Design Policy CAS1 – Land west of Jack Chase Way, Caister Policy URB19 – Land at Links Road, Gorleston

Figure 18.

Examples of large sites with clearly defined character to different parts of the development, achieved through careful masterplanning. Both developments show a legible and well-connected street layout using a broadly gridded arrangement.

Left: Great Kneighton, Cambridge showing areas with long, linear building forms (top) running perpendicular to streets, contrasting with terraced homes with gable ends facing the street, (middle) which articulate each dwelling, and terraces which have their eaves to street (bottom)

Right: New Hall, Harlow where a broadly perimeter block layout shows variation in design and materiality which is clearly visible from the air as well as on the ground. Each block is relatively uniform in itself, with repeated house types, but as a whole the development has variety.

CI4: Use external materials and detailing which complement the local context and are appropriate for the local climate

Expected	Use materials and details which reflect the local vernacular, unless a clear design-led rationale is presented for an alternative approach. A description of the most commonly found materials in Great Yarmouth Borough can be found under the Local Building Materials section, and more detailed descriptions of materials in existing character areas can be found in the Area Specific Design Requirement section of the Design Code. In most locations, use a single primary material for external elevations with contrasting materials used for details and secondary features only. Use materials and details which are robust and suitable for the local climate, in particular in waterside and marine settings. Alterations and energy efficiency improvements should not obscure high quality existing external materials such as brick and flint work. Replacement windows, balcony metalwork and similar should be of similar quality as the existing.
Policy Links	Policy DHE1 - Design

Useful resources

- National Model Design Code - https://www.gov.uk/government/publications/national- model-design-code
- National Design Guide - https://www.gov.uk/government/publications/national- design-guide
- Historic England's website has a wide range of resources on planning, design and the historic environment - https://historicengland.org.uk/advice/find/a-z-publications/
- CABE's guide Creating Successful Masterplans is, while dating from 2004, a highly useful and relevant guide to masterplanning large development sites - https://webarchive.nationalarchives.gov.uk/ukgwa/20110118095356/http:/www.cabe.org.uk/files/creating-successful-masterplans.pdf

Figure 19. New housing developments creating attractive places at a range of scales that successfully address the public realm and use materials relevant to the Great Yarmouth context.

Top: Tibby's Yard, Southwold uses typical Suffolk materials and colours, and attractive low brick walls as boundary treatments. Architect: Ash Sakula

Middle left: townhouses with integrated garages facing a well-landscaped public realm at Great Kneighton, Cambridge. Architect: Proctor Matthews.

Middle right: Molenplein, Den Helder, the Netherlands has a varied and informal streetscape creating high-density, low-rise development using simple materials. Architect: Tony Fretton

Bottom left: Traditional East Suffolk brick and pantile used with a very simple and efficient form, attractively composed, at Walberswick. Architect: Dow Jones.

Bottom right: detached homes with attached garages form an orderly mews-style development at Pewsey, Wiltshire. Architect: Tony Fretton

Streets, movement and parking

Successful places have an intuitive, safe and well-connected movement network that prioritises walking and cycling and the needs of vulnerable user groups, and minimises the impact of necessary vehicle movement. Streets and movement routes should be attractive, contributing to the distinctive sense of identity in new development and reinforcing the positive character of existing neighbourhoods.

The Local Plan includes several Sustainable Transport planning policies, including SUT1, SUT2 and SUT4 which set out priorities to encourage sustainable modes of transport and suitable parking provision. The following borough-wide design code requirements, largely expand upon these policy principles and should be considered in the design of developments.

General note: this section must be read in conjunction with Norfolk County Council's Safe, Sustainable Development Aims and Guidance Notes. This sets out the aims, requirements and technical standards for the provision of new and altered highways infrastructure for all users, and indicates what will be acceptable to Norfolk County Council as the Local Highways Authority.

See also the Borough Wide Design Requirements: Public open space, nature and water

SM1: Create a walkable and integrated network of streets and pedestrian/cycle routes

Required	Integrate all relevant strategic walking and cycling routes into site layouts and demonstrate through the Design & Access Statement submitted.
Expected	Design major developments around a clear hierarchy of connected streets which are orientated to address key pedestrian desire lines, promote permeability and create a legible environment. Use site layouts to link existing streets, paths and cycle routes in the wider area, and to create new cycling and walking routes that connect local destinations and encourage active travel. Make connections and through routes to adjoining land and highways, to improve permeability and to avoid sterilising future sites for development. Avoid cul-de-sacs that do not include pedestrian and cycling rights of way forming through routes to the wider movement network. Cul-de-sacs and private drives are acceptable only as tertiary streets serving five homes or fewer.
Policy Links	Policy SUT1 – Sustainable Transport Policy DHE1 - Design

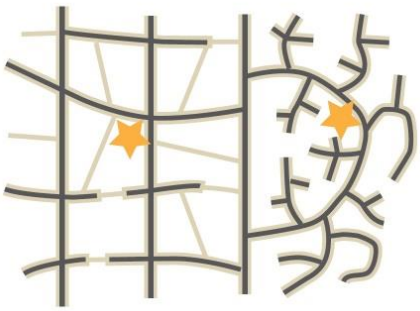


Figure 20. Diagram showing different approaches to movement networks.

Left: integrated permeable movement network with pedestrian and cycle routes that follow direct desire lines to destinations while vehicle traffic is restricted.

Right: non-permeable movement network where pedestrian and cycle routes are not quicker or more direct than vehicle routes and do not follow desire lines to destinations.

SM2: Design movement routes for clear and consistent standards which prioritise vulnerable users, children, pedestrians and cyclists

Required	Design all movement routes to be safe and accessible to all members of the community and demonstrate through Design & Access Statement
Expected	Consider the needs of all users, including physically disabled people, people with visual impairments, and neurodiverse people, in the design of streets and movement routes. Include separate cycle lanes on all new streets other than local and tertiary streets. Use design to passively slow vehicle movements, for example through narrowing the carriageway, choice of surface materials, trees and landscape features. Integrate high quality wayfinding features and signage, and lighting, into the design of movement routes. Apply the design principles and standards within Manual for Streets 1 and 2, LTN 1/20, NCC Safe and Sustainable Development Guide. Follow the principles of the street design examples in Figures 21-28 which show indicative acceptable approaches to new streets within new masterplanned development.
Best Practice	Accessibility audit and dedicated report
Policy Links	Policy SUT1 – Sustainable Transport Policy DHE1 - Design

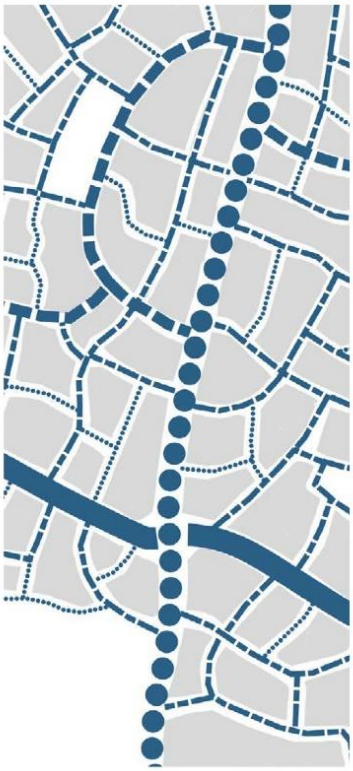
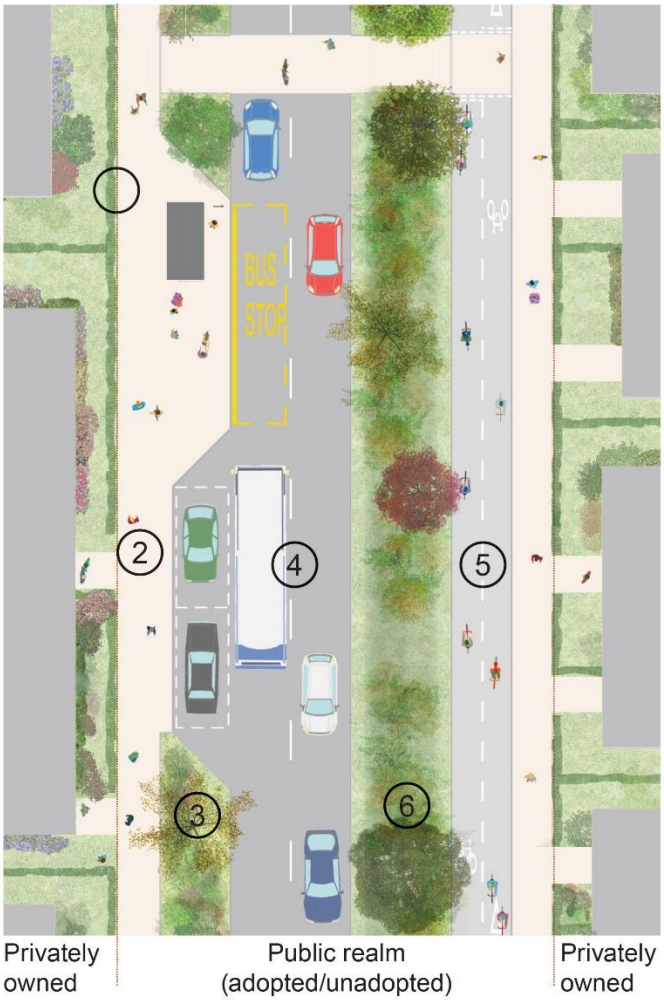


Figure 21. Diagram from the National Model Design Code

illustrating the different levels in the street hierarchy.

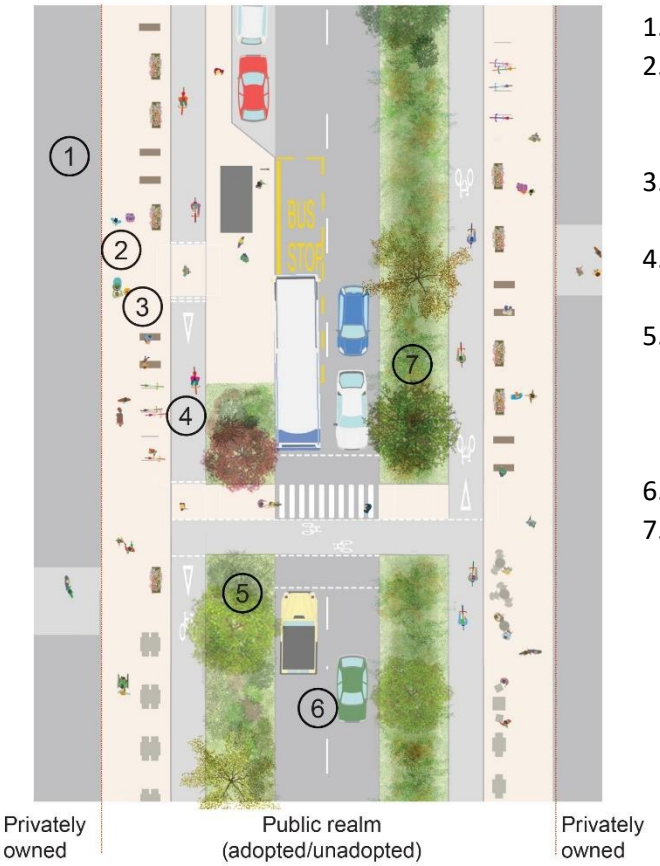
Figure 22. Example new primary street layout



1. Hedge to front property boundary
2. Footway (minimum 2m wide)
3. SuDS with street trees, bus stops, visitor parking (swales or rain gardens linked with culverts under hard landscapes buildouts)
4. Two-way carriageway
5. Two-way fully segregated cycle track (min 3m wide)
6. Street tree species to reach 12m height, 5.5m diameter at 25 years. Canopy to be kept at least 3.2m above ground level

Example: New Hall, Harlow

Figure 23. Example new high street layout



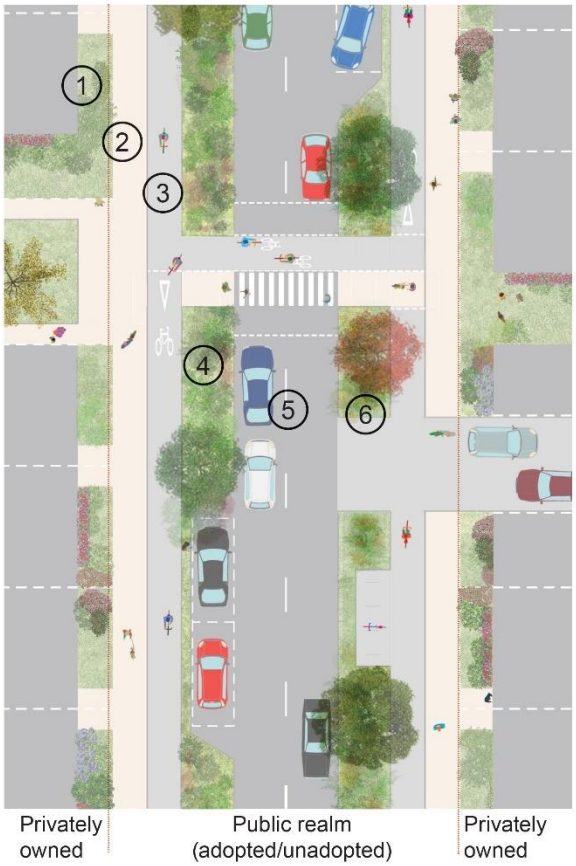
1. Building line at rear of footway typically
2. Footway (minimum 2m wide) next to building line, to be kept unobstructed of outdoor seating, A-boards, signage, lighting columns
3. 2m wide area for outdoor seating, play on the way, cycle parking.
4. Fully segregated cycle track on both sides of street (each lane minimum 2m wide)
5. Multifunctional SuDS zone with street trees, bus stops, drop-off/delivery bays, blue badge parking. SuDS to be swales or rain gardens linked with culverts under hard landscaped buildouts.
6. Two-way carriageway
7. Street tree species to reach 12m height, 5.5m diameter at 25 years. Canopy to be kept at least 3.2m above ground level

Examples of High Street with cycle tracks, SuDS, trees and seating alongside necessary vehicle traffic.

Top: Eastcote High Street SuDS.

Bottom: Floating bus stop, Woolwich Road, London

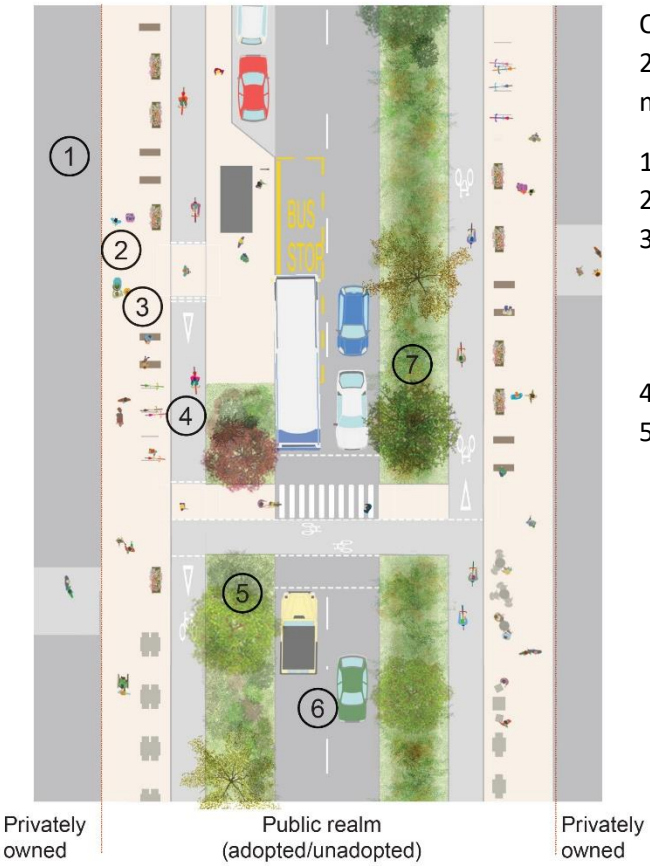
Figure 24. Example new secondary street layout with segregated cycleway both sides



1. Low level planting to front of plots
2. Footway (minimum 2m wide)
3. Fully segregated cycle track on both sides of street (each lane minimum 2m wide)
4. Multifunctional SuDS zone with street trees, visitor car and cycle parking, social seating areas. SuDS to be swales or rain gardens linked with culverts under hard landscaped buildouts.
5. Two-way carriageway
6. Street tree species to reach 10m height, 5.5m diameter at 25 years. Canopy to be kept at least 3.2m above ground level

Example of secondary streets: generous footways separated from the carriageway by street trees provide a place for informal socialising at the doorstep at Eddington, Cambridge

Figure 25. Example new secondary street layout with on-street cycling



On-street cycling is only suitable for streets with a 20mph speed limit and under 2000 vehicles movements per day.

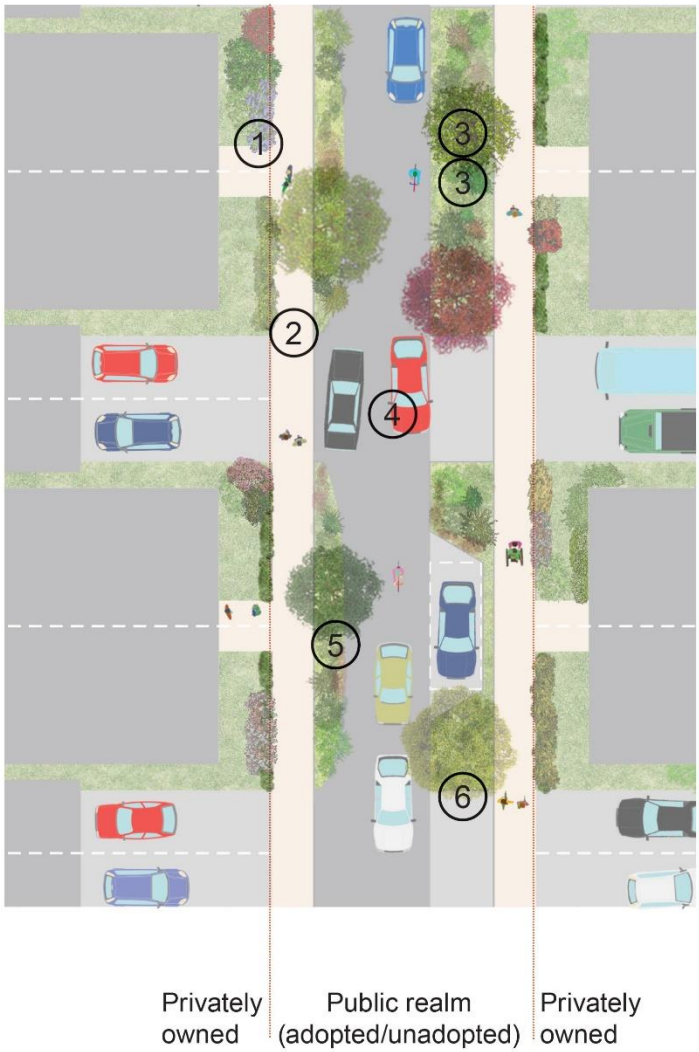
1. Hedge or low level planting to front of plots
2. Footway (minimum 2m wide)
3. Multifunctional SuDS zone with street trees, visitor car and cycle parking, social seating areas. SuDS to be swales or rain gardens linked with culverts under hard landscaped buildouts.
4. Two-way carriageway with on-street cycling
5. Street tree species to reach 10m height, 5.5m diameter at 25 years. Canopy to be kept at least 3.2m above ground level

Examples of secondary streets:

Top: Vauban, Freiburg

Botton: Eddington, Cambridge

Figure 26. Example new local street layout

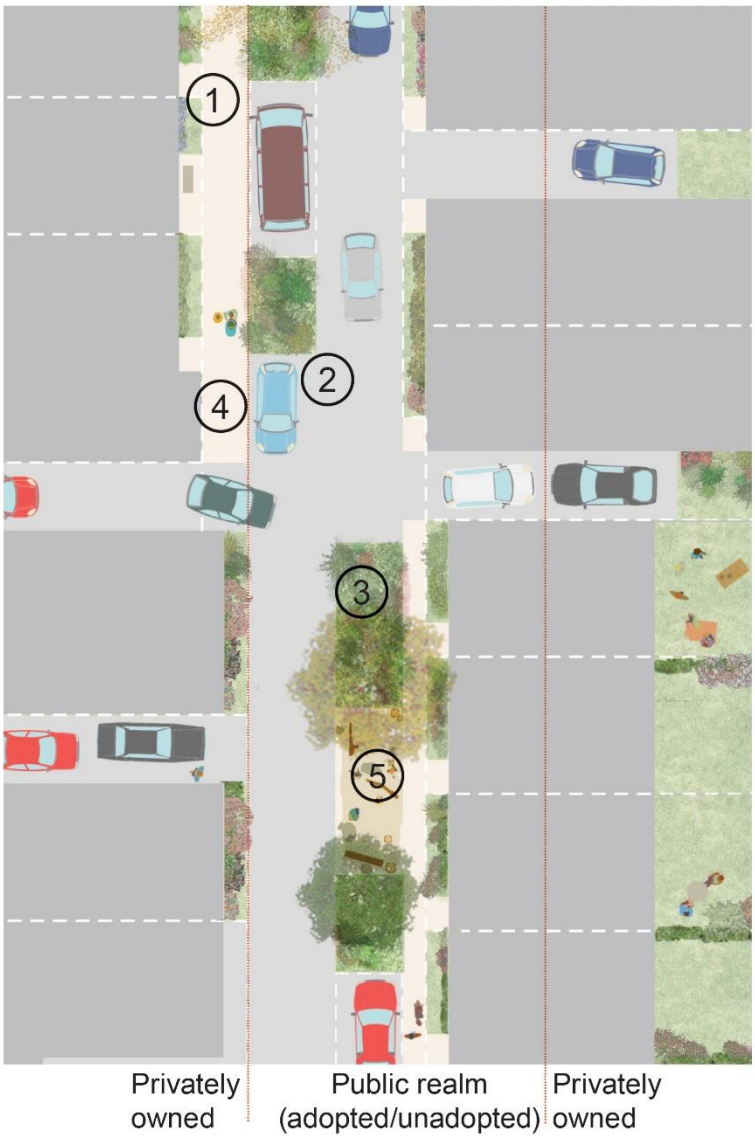


On-street cycling is only suitable for streets with a 20mph speed limit and under 2000 vehicles movements per day.

1. Hedge or low level planting to front of plots
2. Footway (minimum 2m wide)
3. Multifunctional SuDS zone with street trees, visitor car and cycle parking, social seating areas. SuDS to be swales or rain gardens linked with culverts under hard landscaped buildouts.
4. Two-way carriageway with on-street cycling
5. Build-outs with street trees to narrow carriageway, slow traffic and deter kerbside parking.
6.
7. Street tree species to reach 10m height, 5.5m diameter at 25 years. Canopy to be

Examples of local residential streets at Great Knighton, Cambridge.

Figure 27. Example new tertiary street layout (green mews type, shared space)

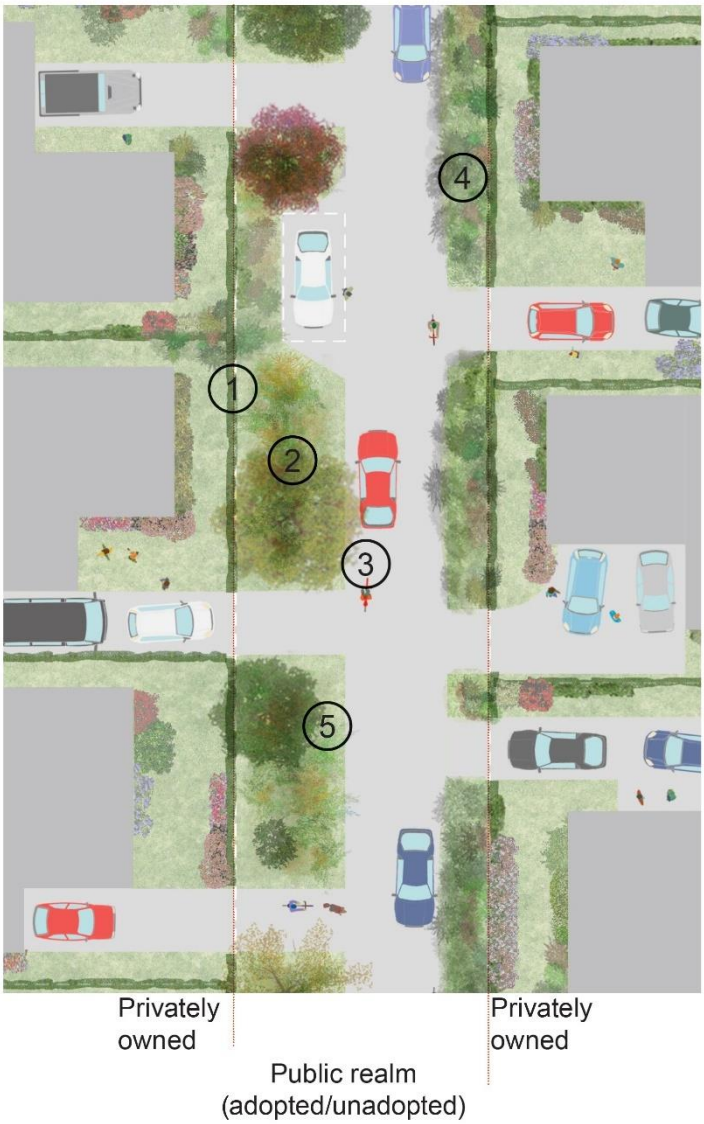


Shared space layouts are only suitable for low-traffic streets with no through routes for vehicles.

1. Low level wall, railings or low level planting to front of plots with little or no setback to building line
2. Shared space carriageway for walking, cycling and pedestrians designed to slow vehicle movements to walking speed.
3. Multifunctional SuDS zone with street trees, visitor car and cycle parking, social seating areas. SuDS to be swales or rain gardens linked with culverts under hard landscaped buildouts.
4. Footway between SuDS / multifunctional zone and private boundaries (minimum 2m wide where present)
5. Street tree species to reach 10m height, 5.5m diameter at 25 years. Canopy to be kept at least 3.2m above ground level

Examples of local residential streets at Great Knighton, Cambridge.

Figure 28. Example tertiary street layout (rural lane type)



Shared space layouts are only suitable for low-traffic streets with no through routes for vehicles.

1. Hedge or low level wall planting to front of plots with generous setback to building line
2. Soft verge / SuDS zone with street trees
3. Shared space carriageway for walking, cycling and pedestrians designed to slow vehicle movements to walking speed.
4. Soft verge / swale on both sides of street
5. Street tree species to reach 10m height, 5.5m diameter at 25 years. Canopy to be kept at least 3.2m above ground level

SM3: Create multifunctional streets which contribute to creating vibrant and active communities

Expected	Integrate seating, informal play and other functional features into the design of streets and movement routes at all levels of the street hierarchy. Design local and tertiary streets as low-speed public realm following homezone/Woonerf street principles to encourage outdoor play and social contact.
Policy Links	Policy DHE1 - Design

Figure 29. Examples of multi-functional streets with allow necessary vehicle access but prioritise pedestrians and include play features, planting and social spaces.

Top left: Marmalade Lane, Cambridge

Top right: Van Gough Walk, London

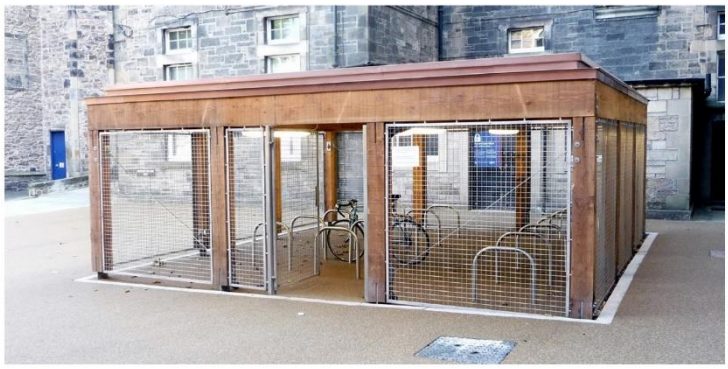
Middle left: Woonerf street, Netherlands

Middle right: Lime Tree Square

Bottom left: Great Knighton, Cambridge

SM4: Ensure the amount and design of cycle parking and storage incentivises cycling on an everyday basis

Required	Show location, type and specification of cycle storage and parking within Design & Access Statement as well as Transport Statement / Transport Assessment (where applicable)
Expected	For non-residential development, meet NCC minimum requirements for the amount and design of cycle storage and parking. For residential development, meet the following requirements for cycle storage in order to meet household needs in full, including cycles for children, for sport and leisure, and for visitors. • For one-bedroom dwellings and HMOs, provide 1 resident cycle space per bedspace, and 1 visitor space per dwelling/HMO room. • For dwellings of two or more bedrooms, provide 1 resident cycle space per bedroom, plus one additional resident space, and 1 visitor space per dwelling. For example a three-bedroom dwelling should have 4 resident spaces and 1 visitor space. • For retirement housing, provide 1 secure resident cycle space, and one visitor cycle space, per two bedspaces. Many older people use cycles, and in particular e-bikes, for exercise and leisure. • For all residential cycle storage, provide one electric outlet per two cycle spaces to facilitate e-bike charging. • Provide adequate secure cycle storage to accommodate at least one cargo bike per dwelling. • Cycle storage must be additional to garages counted as an allocated parking space towards vehicle parking standards , unless the garage is large enough to accommodate cycle parking as well as a car. • Cycle storage can be within curtilage of dwelling but must be secure and covered e.g. cycle locker; dedicated store/shed; dedicated space within hallway/ secure porch; dedicated space within expanded garage. • Visitor spaces can be uncovered and outside of a secure enclosure, e.g. a Sheffield stand Where practicable, locate cycle storage closer to entrance doors, than car parking/storage. Ensure cycle storage is secure and naturally overlooked to deter theft.
Policy Links	Policy DHE1 – Design Policy SUT2 – Parking provision for new developments



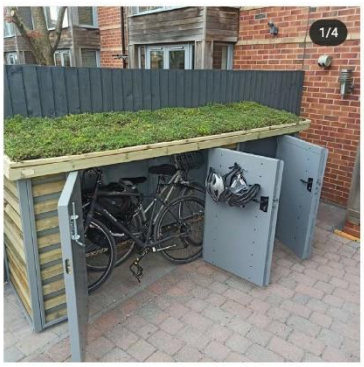


Figure 30. Examples of attractive and functional cycle storage

SM5: Ensure that the amount and design of car parking and storage is adequate and designed to minimise antisocial parking

Required	Show location, type and specification of car storage and parking and justify the quantity of provision within Design & Access Statement.
Expected	Have regard to NCC minimum requirements for the amount and design of car storage and parking across all forms of development. Provide lower levels of car parking in areas with good public transport, walking and cycling connections to local destinations, where this improves the overall design of the development. Use Public Transport Accessibility Levels and/or isochrone walking and cycling analysis to determine where lower levels of parking provision may be appropriate. Include a mix of parking solutions (on-plot, on-street, shared parking areas/courts) to avoid a car-dominated environment. Avoid continuous front curtilage parking. Only include front curtilage parking where landscaping or a front garden can also be provided to reduce the visual impact of cars. Avoid rear parking courts unless they are well-overlooked, secure, small in scale and well-related to the car-owners property. Do not position garages (integrated or detached) forward of the front elevation of the associated dwelling to ensure garaging does not dominate the streetscene. Prevent pavement parking through well-designed physical deterrents along the kerb line, such as planting beds/SuDS features, bollards and/ or street trees. Deter unplanned on-street parking through the design and layout of streets, and through inclusion and enforcement of parking restrictions. Use unallocated resident and visitor parking in mixed-use developments to reduce the overall amount of parking needed. Ensure visitor and employee parking includes electric car charging points and infrastructure to permit future additional charging points. Use unallocated resident and visitor parking in mixed-use developments to reduce the overall amount of parking needed. Ensure visitor and employee parking includes electric car charging points and infrastructure to permit future additional charging points. Design charging infrastructure to accommodate other vehicles including mobility scooters, electric cycles and electric buses.
Best Practice	Include car club provision as part of residential and mixed-use development. Provide electric car charging points (minimum of 7kW) within developments at the following levels:

	• Dwellings with private parking: 1 charge point per dwelling (100% active) • Communal parking areas: 1 charge per parking space (50% active, 50% passive) • Employment: 30% with active charge points, and 30% with passive. • Retail: 20% of bays with active charge points, and 20% with passive.
Policy Links	Policy SUT2 – Parking provision for new developments Policy SUT4 – Electric Vehicle Parking Policy DHE1 - Design

Preventing antisocial parking

On-street parking in designated bay helps accommodate delivery vehicles, service vehicles, visitor and overspill parking. However, uncontrolled parking at the kerbside can create a streetscape dominated by cars, and pavement parking reduces accessibility and safety for pedestrians, particularly vulnerable users including wheelchair users, users of pushchairs, and children.

Drivers will usually choose the easiest place to park, which is closest to their destination, even if this impacts other users and even when there are plenty of other spaces nearby. Pavement parking is rarely a symptom of inadequate provision of parking in the wider area. Use of planting, well- designed bollards at a spacing of 5m, street trees and other features will prevent pavement parking and ensure drivers park in designated visitor parking on the site.

Figure 31. Examples of well-designed new developments that include on-street parking in a controlled way and deter unplanned parking.

Top left: SuDS used to prevent pavement parking by design. Image from the CIRIA SuDS Manual

Top right: On-street parking between street trees, Greenhithe.

Middle left and right: Use of bollards, trees and boundary treatments to deter unplanned parking, Lacuna, West Malling

Bottom: SuDS used to prevent pavement parking, Chelmsford

SM6: Ensure adequate and well-designed access for servicing vehicles

Required	Analyse the requirements of the development in terms of size, numbers and types of commercial vehicles visiting and demonstrate that sufficient service vehicle provision is being made.
Expected	Design servicing access and dedicated service yards to be attractive and safe. Design servicing areas to be multi-functional outside of servicing periods, and integrated into the wider public realm design.
Policy Links	Policy DHE1 - Design

Useful resources

- Manual for Streets (2007) - https://www.gov.uk/government/publications/manual-for- streets
- Manual for Streets 2 (2010) - https://www.ciht.org.uk/media/9351/manual-for- streets-2.pdf
- Cycle Infrastructure Design Local Transport Note (LTN 1/20) - https://www.gov.uk/government/publications/cycle-infrastructure-design-ltn-120
- Historic England Streets for All (advice for highway and public realm works in historic places) - https://historicengland.org.uk/images-books/publications/streets-for-all/
- Norfolk County Council's Safe, Sustainable Development Aims and Guidance Notes https://www.norfolk.gov.uk/-/media/norfolk/downloads/rubbish-recycling-planning/planning/safe-sustainable-development-2022.pdf
- Sport England Active Design Guidance - https://www.sportengland.org/guidance- and-support/facilities-and-planning/design-and-cost-guidance/active-design

Public open space, nature and water

Communities must have access to good quality open spaces, and to nature and water, in order to support physical and mental health and wellbeing. Development must provide spaces that meet these needs, alongside improving the biodiversity of the local area.

Biodiversity must also be improved through the provision of habitats as part of buildings themselves.

Green Infrastructure refers to the network of green and blue (water) spaces that support health and wellbeing, wildlife and carbon capture. Strengthening and extending the area's Green Infrastructure network is a strategic aim of the Borough Council. This means creating and enhancing a network of green and blue corridors within development which join up wider habitats.

The Local Plan includes several Natural and Healthy Environment planning policies, including NAT1, NAT10 and HEC6 which set out set out priorities to protect biodiversity, encouraging the retention and planting of new trees and ensuring sufficient open space for new developments. The following borough-wide design code requirements, largely expand upon these policy principles and should be considered in the design of developments.

See also:

- CC5: Ensure development is flood safe and flood resilient
- CC6: Reduce the risk of surface water flooding on and around the site

PS1: Integrate existing natural features, including water and trees, in site layouts

Expected	Undertake and evidence a thorough analysis of existing site features and trees at an early stage to guide a landscape-led design approach Ensure development in urban neighbourhoods does not result in a net loss of green cover.
Policy Links	Policy NAT1 – Protecting Biodiversity and Geodiversity Policy NAT10 – Trees, Woodlands and Hedgerows Policy DHE1 - Design

Figure 32. Examples of housing where existing mature trees and landscape features are used as the focal point of the layout.

Left: Carrowback Meadow

Right: The Avenue, Saffron Walden

PS2: Provide a sufficient quantity, type and quality, of public open space and green infrastructure with development

Expected	Integrate an appropriate range of public spaces, including green spaces, into development proposals. Design public spaces to be well overlooked, have a clear purpose and be in an accessible location within the development. Ensure public spaces include natural features, contribute to on-site biodiversity and minimise surface water run-off through use of SuDS. (Refer to CC6) Consider the needs of all users, including physically disabled people, people with visual impairments, and neurodiverse people, in the design of public spaces. This could include wheelchair accessible gates, with pathways, benches to rent, inclusive play equipment, sensory areas and/or quiet breakaway areas. Cater for a wide range of activities in public spaces, including meeting, resting, playing, holding events, sport and recreation, and be multi- functional where possible.
Best Practice	Meet the urban greening factors set out in Natural England's Green Infrastructure Standards of 0.3 for commercial development, 0.4 for residential brownfield development and 0.5 for residential greenfield development.
Policy Links	Policy DHE1 - Design Policy HEC2 – Open space provision for new housing development

Figure 33. Examples of public open space performing a range of functions, including biodiversity, play and informal recreation.

Left: St Chads, Thurrock, Bell Phillips Architects

Right: Granville Estate, London, PTEa

PS3: Ensure public access to watercourses

Expected	Create and/or retain public access to edge of watercourses and water bodies, with sufficient buffer zones to allow for maintenance and current/future flood defences. Design the level of waterside paths and public spaces so that a visual connection to the water can be maintained in relation to future flood defence levels.
Policy Links	Policy DHE1 – Design Policy URB3- Haven Bridge Quayside Area Policy URB4 – North Quay

PS4: Improve biodiversity on and around the development site

Expected	Use the location, type and design of open spaces, including SuDS, to improve the connectivity of wildlife habitats in the wider area, including the potential to connect to habitats that may be created through future adjacent development. Design open spaces to include a range of habitats which are suitable to the setting and climate of the site. Include habitat creation in the design of buildings, including car and cycle storage and parking structures, such as green roofs; climbing plants on walls; integral bird and bat boxes; insect habitats. Design fencing and walls to allow for movement of small mammals such as hedgehogs. Avoid the installation of green features which require extensive or specialist maintenance, such as 'living walls'. Climbing plants rooted at ground level are preferred
Policy Links	Policy DHE1 - Design Policy NAT1 – Protecting Biodiversity and Geodiversity

Figure 34 Public realm next to watercourses and water bodies can take many forms, from busy urban environments supporting socialising, to peaceful neighbourhood ponds providing calm and relaxation.

Left: Bristol waterfront. Right: Example from CIRIA SuDS Manual

PS5: Include street trees along movement routes and as part of public spaces

Expected	All new streets to have suitable trees at regular intervals, chosen from species that are climate adapted and mature to a scale that provides substantial canopy cover. Include new street trees on existing streets where possible as part of regeneration and redevelopment in existing neighbourhoods. Position street trees on median strips, in verges, between parking bays, and/or on pavements of sufficient width so as not to block active travel routes and infrastructure. On sites up to 1km from the sea, plant salt tolerant species such as, but not limited to, Whitebeam or Holm Oak. Hawthorn and Pedunculate Oak are also tolerant of cold exposed sites. Plant tree species which are resilient to hotter summers and wetter winters resulting from climate change. Avoid planting non-native ornamental species within rural settings. Plant trees which have a mature height, spread and canopy height that works with its functional setting, for example avoiding species with low- level branches next to footways and carriageways.
Policy Links	Policy DHE1 - Design

Useful resources

- Natural England's Green Infrastructure Standards (2023) - https://designatedsites.naturalengland.org.uk/GreenInfrastructure/Home.aspx
- CIRIA BNG Best Practice Guidance Biodiversity Net Gain Principles and Guidance for UK construction and developments (ciria.org)
- Natural England Brochure Biodiversity Net Gain; An introduction to the benefits: V2 BNG Brochure (https://naturalengland.blog.gov.uk/wp-content/uploads/ sites/183/2022/03/BNG-Brochure_Final_Compressed.pdf)
- Sensory Trust guidance on accessibility (https://www.sensorytrust.org.uk/uploads/documents/ByAllReasonableMeansEnglandAug2020.pdf)
- Inclusive play equipment and further guidance (https://inclusiveplay.com/) (www.kids.org.uk)
- Greater Norwich active environments analysis on green infrastructure and spaces to be released march (but may be pushed back)
- Urban Tree Manual - https://www.forestresearch.gov.uk/tools-and-resources/fthr/ urban-tree-manual/
- Trees and Design Action Group resources including Trees in Hard Landscapes - a Guide for Delivery - https://www.tdag.org.uk/trees-planning-and-development.html
- Active Design Guidance - https://www.sportengland.org/guidance-and-support/ facilities-and-planning/design-and-cost-guidance/active-design

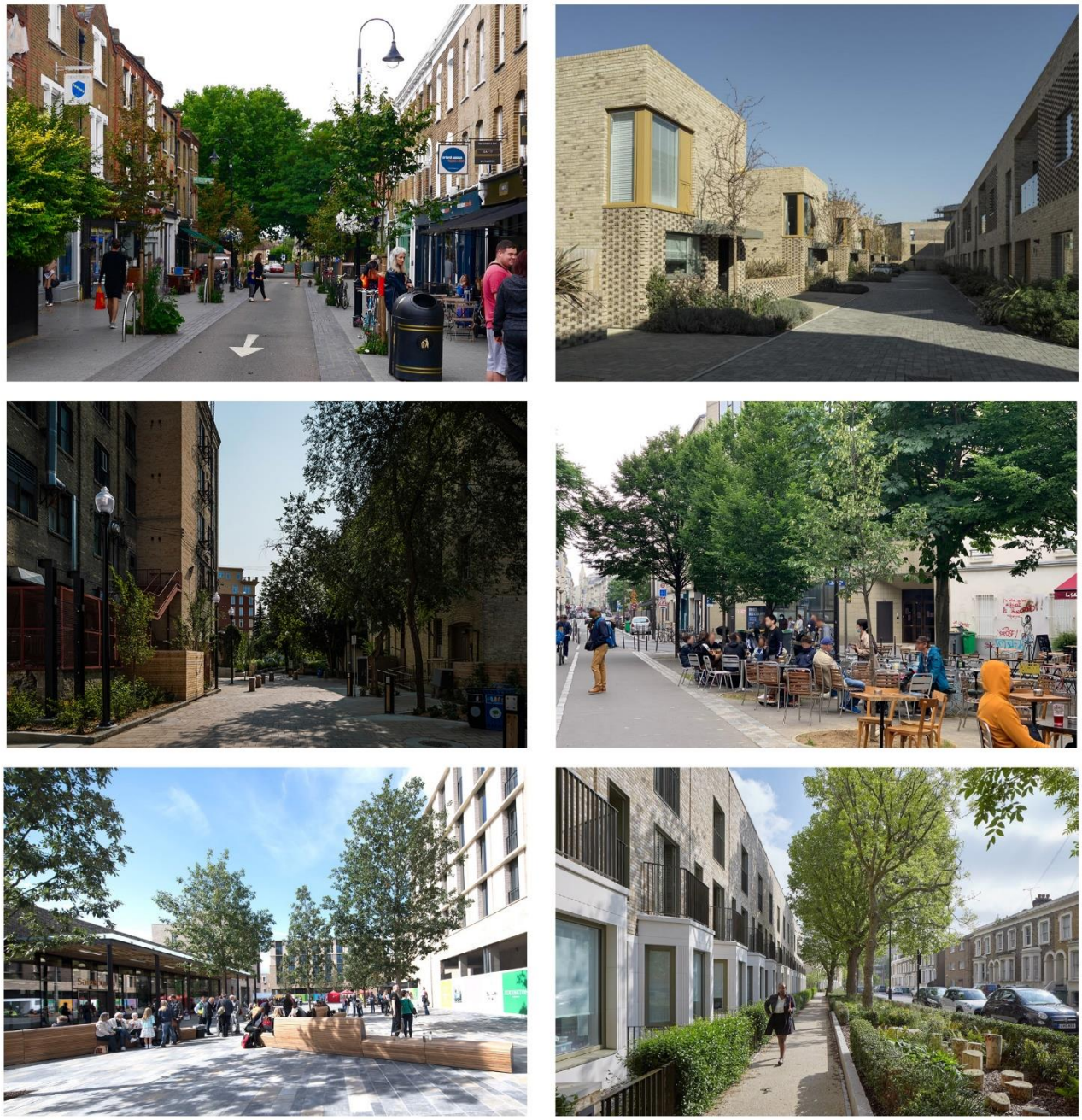


Figure 35. Examples of street tree planting.

Top left: new street trees planted in existing relatively narrow street. Mature trees at the end of the street show the benefit that trees at the scale of buildings can bring in Walthamstow, London

Top right: New street trees in a narrow mews lane street type at Great Knighton, Cambridge

Middle left: Tall, narrow spread trees can be integrated in narrow urban setting as here in Winnipeg

Middle right: Trees can make streets feel wider and frame spaces for seating as here in Paris.

Bottom left: Trees can provide important shade and greening to larger urban spaces as at Eddington, Cambridge

Bottom right: Large street trees working well with other planting, even close to new homes at Elephant Park, London

Built form

Development should take an appropriate scale, form and pattern (sometimes referred to as typology) for its site and its function. This means using the site as effectively as possible to create good quality places that are inviting, characterful and active.

Most aspects of built form should be designed with reference to area specific code requirements. In this section, general principles are set out to ensure that development takes an appropriate form for the site, with regard to its location and context.

BF1: Create a scale, form and pattern of development that is structured and integrates with the scale of its context

Required	Demonstrate a clear design rationale for the scale, form and pattern of development through the Design & Access Statement.
Expected	Create a clear hierarchy of landmark and background buildings through scale, form and massing. Ensure the scale and form of development at the site edges is well- integrated with its context and avoids abrupt changes in scale. Care should be taken to relate well to adjacent buildings and avoid extensive flank walls at party wall boundaries. Provide 3D visualisations of the proposal in context and from a variety of viewpoints that are, or will be, publicly accessible, including representation of development during the phasing process where appropriate. Refer to area specific code requirements regarding the form of development that is appropriate to the site.
Policy Links	Policy DHE1 - Design

Figure 36. Examples of new buildings integrating well in very different contexts.

Left: Housing sits comfortably in a rural context by using local materials, simple forms and hedges to form boundaries to the countryside at Salamanca Farm, Norfolk. Architect: A-Squared.

Right: Clear street pattern and design rationale with considered scale and massing at Goldsmith Street. Architect: Mikhail Riches.

BF2: Ensure an appropriate sense of enclosure of streets and public spaces, and clear relationships between public and private space

Expected	Buildings, and their main entrances, should face streets with private areas to the rear of the buildings. Create a visual sense of enclosure with a good relationship between the height and massing of buildings, landscape features (including trees) and the street. Example design approaches are shown in Figures 21-28 and should be used as reference. In urban settings, local centres and high streets, the ratio of building heights to street width should be between 1:1 and 1:2. In other locations, the ratio of building heights to street width should be between 1:1 and 1:5. Street trees should be as tall as height of buildings or taller in accordance with the street code example layouts. Development should effectively turn corners at street junctions to avoid long blank walls and non-active frontages. Avoid areas of publicly accessible open space without a clear function. Refer to area specific code requirements for detailed requirements regarding building frontages and boundary treatments enclosing the public realm.
Policy Links	Policy DHE1 - Design Policy HEC6 – Protection of Amenity

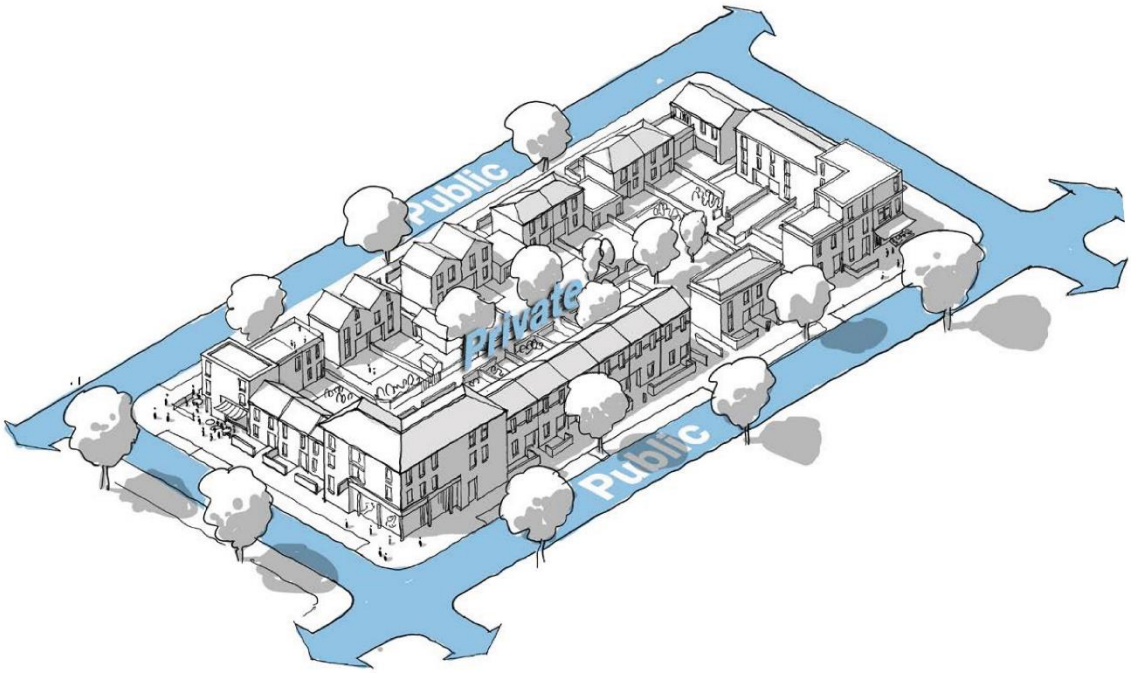


Figure 37. Diagram from National Model Design Code showing clear enclosure and differentiation between public and private space within a block structure.

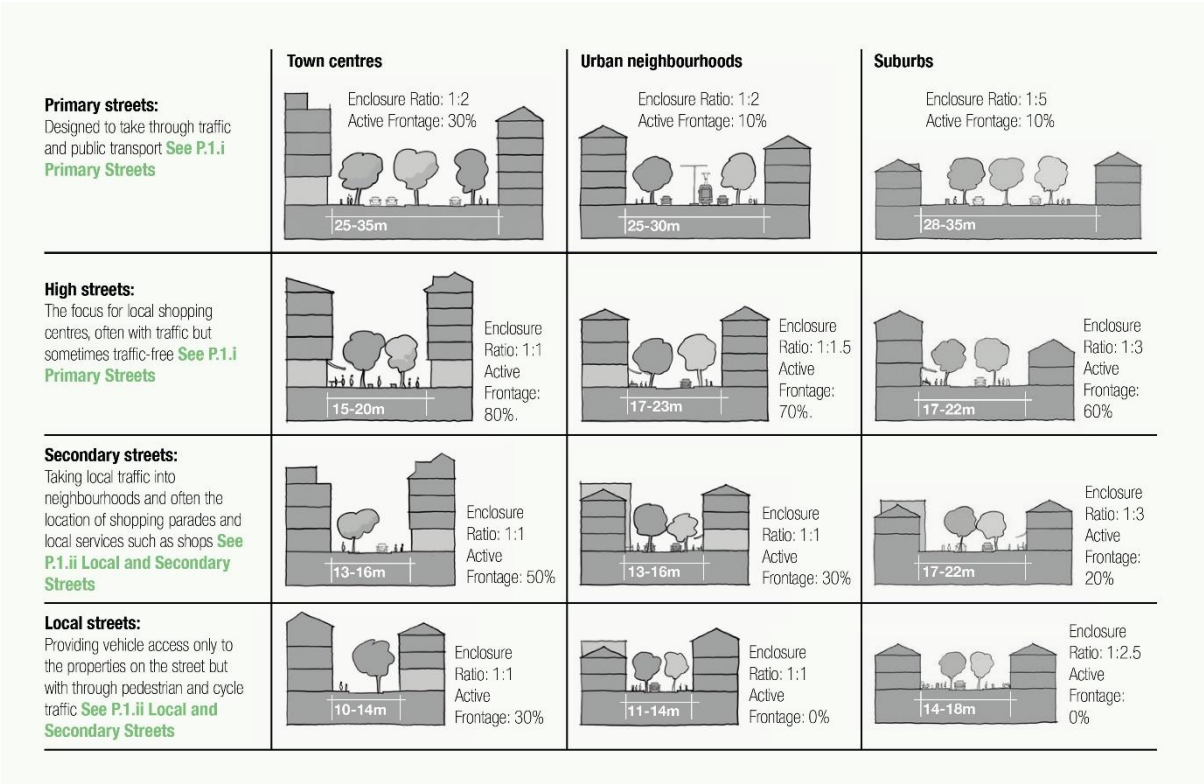


Figure 38. Diagrams from National Model Design Code showing suggested ratios of building height to street width for different street types and different neighbourhood types. A site-specific approach should be taken to establish the most appropriate enclosure ration, with reference to area specific code requirements and the Streets and Movement section of the Design Code.

Figure 39. Good design creates successful enclosure of streets and public spaces, and ensures corners are turned without blank flank walls.

Left: Goldsmith Street, Norwich. Architect: Mikhail Riches

Right: Channels, Chelmsford, Essex. Architect: JTP

BF3: Make efficient and effective use of land through designing to appropriate residential densities and plot ratios

Required	Identify, through contextual analysis and options appraisal, the most appropriate development form and mix of uses that optimizes the capacity of the site with regard to its location and context. This must be demonstrated through the material submitted for all applications, including outline applications.
Expected	Follow a design-led approach to achieving an appropriate density of development for the site. Justify the actual proposed density for the development through a contextual assessment of density and development pattern (typology) within the Design & Access Statement. The area used for the density calculations, and for any areas used for comparison, must be clearly shown within this assessment. For the purpose of density calculations, the relevant net site area should be measured to the rear of each plot and to the centre line of roads surrounding the site, whether they lie within the application boundary or not. Areas of substantial public open space, whether inside or adjacent to the site, should be excluded. Incidental open space (e.g. verges) should be included within the area calculation. The following measurements of density should be provided for all planning applications that include new residential units: • number of dwelling units per hectare • number of habitable rooms per hectare • number of bedrooms per hectare • number of bedspaces per hectare Plot ratios (the ratio between the site area and the total building floor area) and plot coverage (the proportion of the site area occupied by buildings) should be stated for mixed-use and commercial development. Plot ratios of over 2 are expected in town centre locations; between 1-2 in urban neighbourhoods; and between 0.5-1 in suburban/ rural locations. Refer to area specific code requirements regarding the density of development that is appropriate to the site.
Policy Links	Policy DHE1 - Design

Figure 40. Bottom: Diagram from the National Model Design Code showing how to measure site density. Note that the area boundaries go to the centre-line of streets and to the rear of plots, and do not include significant areas of public open space. Area A has a higher density than area B.

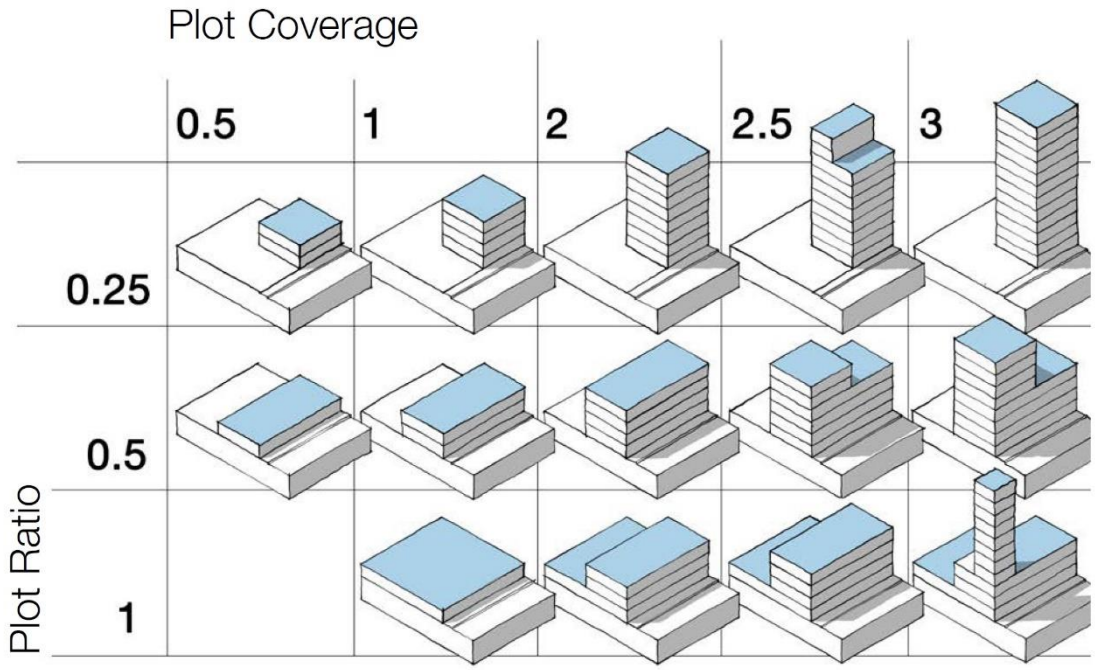


Figure 41. Top: Diagram from the National Model Design Code showing plot ratio and plot coverage. Plot ratio is the ratio between site area and the total building floor area while plot coverage is the proportion of the site area occupied by buildings.

BF4: Ensure building form and layout are optimized with regard to solar orientation, overshadowing and wind

Expected	Design building massing and layout to optimize daylight and passive solar gains for internal spaces. Ensure building forms do not inappropriately overshadow public open space while providing shading where appropriate to reduce the urban heat island effect. Use building forms to shelter streets and public spaces from wind, and to avoid wind tunnel effects See also CC2: Minimise active heating and cooling requirements through passive design and CC8: Reduce urban heat island effect
Best Practice	Evidence compliance with Passive House standards Evidence compliance with a TM59 overheating assessment
Policy Links	Policy DHE1 - Design Policy HEC6 – Amenity Policy CLC6 – Energy Efficiency for New Developments

Useful resources

- Resources listed in the Context and Identity section are relevant here.

Building design

Many aspects of building design should be developed with reference to area specific code requirements. In this section, borough-wide requirements and standards are set out that apply across all area types, and to new development of all kinds.

BD1: Create active frontages to the public realm

Expected	Ensure frontages to streets and public spaces include the main entrances to the surrounding buildings, and windows/glazing providing a visual connection and passive overlooking of the public realm. Avoid frontages dominated by garage doors or service doors. Where non-habitable space is required due to flood risk, blank elevations must be avoided. Ground floors should be used for appropriate functions which can include entrance lobbies, workspace, commercial units, shared resident facilities such as cycle storage, utility rooms or bookable meeting/party rooms, as well as garage and refuse storage. Garage and refuse storage should not dominate street elevations. Ensure the design of relevant commercial frontages complies with the Shopfront Design Guide SPD3.
Policy Links	Policy DH1 – Design

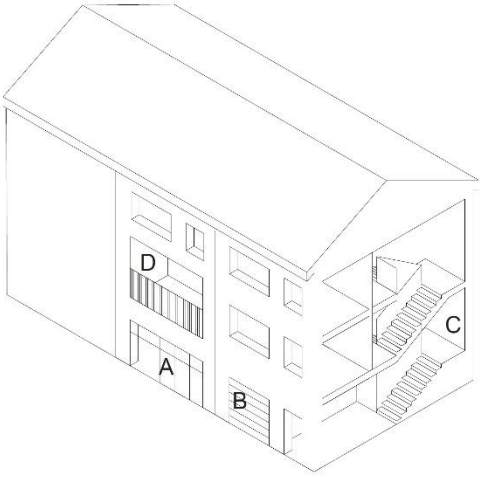


Figure 42. Diagram showing how to maintain active frontages for development within Flood Zone 3.

A – Ground floor rooms below flood datum can used for active uses such as workspace, utility space, or shared resident facilities.

B – Use of ground floor space for carports/garages is acceptable provided this does not dominate i.e. is alternated with other active ground floor uses.

C – Internal stairs to habitable space above flood datum. Internal stairs are safer than external stairs for residents and visitors as they provide a dry, enclosed entrance.

D – Consider provision of balconies to provide outdoor amenity space which is directly accessible from habitable rooms.

BD2: Ensure adequate daylight and sunlight for new homes, and no unacceptable loss of daylight or sunlight to neighbouring existing homes

Expected	Follow the approach set out in the BRE document 'Site Layout Planning for Daylight and Sunlight: A guide to good practice' (2022). If a full daylight and sunlight assessment is not undertaken, ensure that the 25 degree rule of thumb is used.
Best Practice	Daylight and sunlight report to be submitted demonstrating compliance with BS EN 17037
Policy Links	Policy DHE1 - Design Policy HEC6 – Protection of Amenity

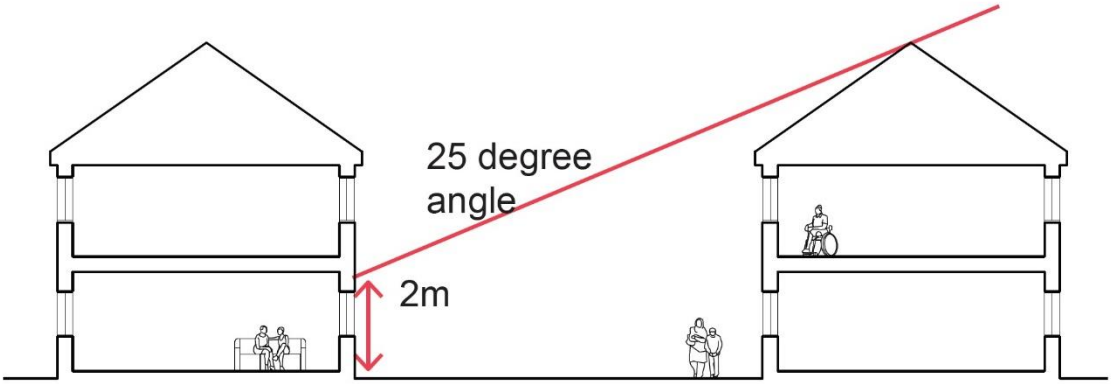


Figure 43. Diagram showing the application of the 25 degree rule of thumb regarding overshadowing.

Windows are likely to receive adequate diffused daylight if no obstructions exists above a line at 25 degrees from a point 2m above floor level at the façade.

If closer spacing of building is desired:

Include windows on both sides of the room.

Raise windows head-heights and keep rooms shallow in plan.

Ensure projections in plan do not project more than 45 degrees past the line of the window.

BD3: Ensure adequate privacy for habitable rooms (living rooms, dining rooms, kitchens or bedrooms) and private outdoor amenity space

Expected	When rear-facing or side-facing windows into habitable rooms are directly opposite each other, ensure a minimum separation of 20m unless windows are obscured or a fence or other visual barrier of above eye-level height (as viewed from the potential vantage point) is designed in. Where unobscured rear windows face each other at an angle of more than 30°, the minimum spacing may be reduced to 15m from the nearest corner. Where living rooms are located above ground level, rear-facing windows should be a minimum of 30m from rear-facing windows into habitable rooms of any other dwelling. The distances above can be reduced, and the requirement for above eye level screening, if careful building and landscape design ensures overlooking will not occur, or for apartments overlooking shared private amenity space.
Policy Links	Policy DHE1 - Design Policy HEC6 – Protection of Amenity Policy HOU11 – Residential Extensions

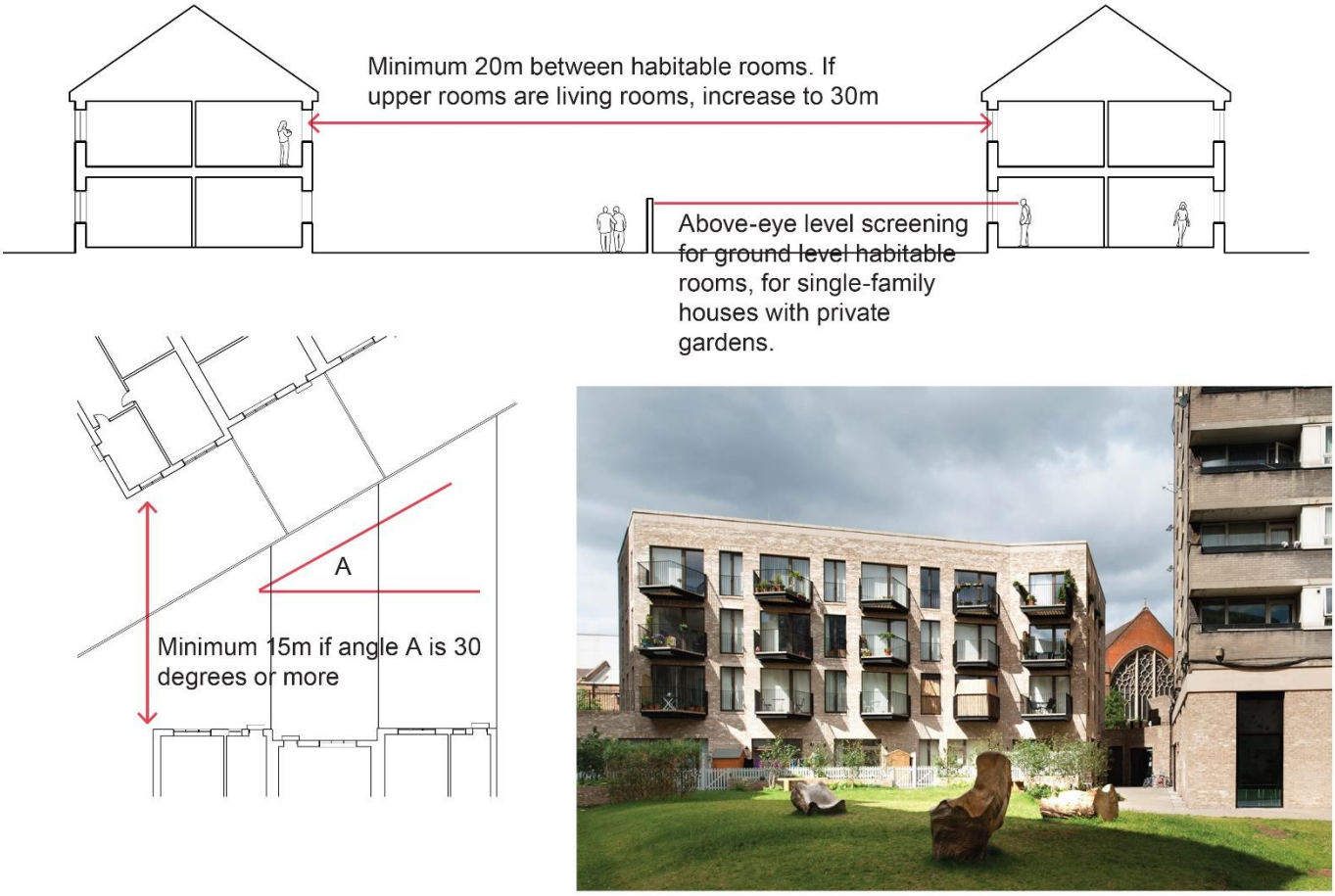


Figure 44. Diagrams showing parameters for privacy at the rear of new homes and an example of an apartment building where above-eye-level rear screening is not required, and distances can be reduced, for rear windows and balconies overlooking shared private amenity space, at the Silchester Estate (Architect: Haworth Tompkins).

BD4: Provide sufficient quality and quantity of private outdoor amenity space for residential development

Expected	Dwellings with living areas at ground level must have direct access to one of the following: • Private gardens to detached or semi-detached homes - 40m2 minimum (for 1- or 2-bed homes), 75m2 (for 3-bed homes), 100m2 (for 4 bed homes or larger). Gardens to be a minimum of 5m wide and garden space to be provided in a single block, not split between front and rear. • Private walled outside courtyard gardens – 25m2 minimum, suitable only for higher density development forms such as terraces or ground floor flats/maisonettes within apartment buildings. • Shared communal gardens/courtyards - 25m2 minimum per dwelling Dwellings with living areas above ground level should have a balcony or terrace of at least 5m2 for a one-bedroom home, with an additional 1m2 per additional bedroom. Balconies must have a minimum depth of 1.5m.

	Dwellings with living areas above ground level should have access to ground level shared communal garden/courtyard space with a minimum of 25m2 per dwelling, unless good quality public open space is accessible within a 1 minute walk. Specialist housing, including older people's housing, is not required to meet these requirements but should demonstrate that adequate good quality, accessible and functional outdoor amenity space is provided for residents. All private amenity space should receive direct sunlight for at least four hours a day in June, and at least 60% of its area must receive direct sunlight on 21 March, as demonstrated through a sunlight analysis. Design private amenity space to have sufficient privacy for users and to be away from sources of noise and poor-quality air. Inset balconies provide better privacy, security, shade and shelter for residents than projecting balconies, as well as contributing to preventing internal overheating.
Best Practice	No more than 25% of the private amenity space should be prevented by buildings, walls or fences from receiving sunshine on 21 March.
Policy Links	Policy DHE1 – Design Policy HEC6 – Protection of Amenity Policy HOU11 – Residential Extensions

Figure 45. Good site planning and a legible layout ensures evenly sized, usable gardens for units, with good rear privacy, at a range of sizes at the Humberston Par 3 development, Lincolnshire. Architect: Jonathan Hendry.

BD5: Provide convenient and discreet refuse storage and utilities to meet user requirements

Expected	Provide residential refuse storage areas that meet the requirements of the local waste collection service. Demonstrate that commercial development proposals include adequate space for refuse storage and collection. Provide refuse storage areas that are enclosed, secure and visually attractive, and user-friendly, integrated with the site and building design. Refer to area specific code requirements for recommended locations of refuse storage to suit area character and development pattern.
Policy Links	Policy DHE1 – Design Policy HEC6 – Protection of Amenity

Figure 46. Refuse stores can become design features that add to the character and identity of new housing development as at Exhibition Mews, Whitehaven, Cumbria.

Architect: Ash Sakula.

BD6: Screen external plant and equipment from views from the public realm and from the upper floors of listed buildings

Expected	Use parapets and roof forms to screen plant, including air source heat pumps and ventilation equipment, located at roof level. Enclose ground level plant within attractive and secure screening that is integrated with other landscape and building treatments, and visually unobtrusive. Locate utility and meter boxes in unobtrusive locations which are visually screened and not on primary elevations. Drawings to be submitted that demonstrate that plant will be screened from the required viewpoints.
Policy Links	Policy HEC6 – Protection of Amenity

Figure 47. Examples of well-designed air source heat pump screening at Marmalade Lane, Cambridge.

Architect: Mole Architects.

BD7: Use boundary treatments that contribute positively to the character of the public realm and wider landscape

Expected	Design and specify durable and attractive boundary treatments which balance safety and crime reduction with creating well-overlooked, attractive places that encourage a sense of community. Ensure natural surveillance to streets and public spaces by limiting boundary treatments to the front of buildings to below 1m in height. Do not use close boarded fences for boundary treatments to the public realm or adjoining undeveloped land/countryside.
Policy Links	Policy DHE1 - Design

Figure 48. Good quality boundary treatments, including to rear and side boundaries, are durable, attractive and complement the landscape setting. Example: Great Knighton, Cambridge.

Architect: Proctor Matthews.

BD8: Provide external lighting which minimises light pollution while ensuring safety

Expected	Where external lighting is required, design lighting, and its controls, to preserve dark skies and avoid excessive light pollution. Provide adequate external lighting to ensure users of buildings and spaces, including more vulnerable user groups, feel safe at night, without contributing to light pollution.
Policy Links	Policy HEC6 – Protection of Amenity Policy DHE1 - Design

BD9: Design appropriate deterrents to bird nesting and roosting

Expected	Consider how building form and design can deter nuisance bird nesting and roosting, such as by seagulls and pigeons, while creating habitat for threatened species such as swifts, swallows and house martins. Where deterrents are necessary, ensure they are visually discreet and minimally visible from the public realm.
Policy Links	Policy HEC6 – Protection of Amenity

Useful resources:

- Birkbeck D and Kruczkowski S et al (2020) Building for a Healthy Life - https://www.designforhomes.org/project/building-for-life/
- Great Yarmouth refuse storage requirements - link TBC
- BRE document 'Site Layout Planning for Daylight and Sunlight: A guide to good practice' (2022) - https://www.brebookshop.com/details.jsp?id=328056
- Institute of Lighting Professionals Guidance Note 1: reducing obtrusive lighting through design (https://theilp.org.uk/category/ilp-guidance-notes/)

Area specific design requirements

Great Yarmouth borough includes a wide variety of settlement types and development patterns. Each has specific characteristics which make it distinctive, and it is important that development proposals show that these characteristics have informed their layout and design.

To assist with this, the Local Plan Design Code has set out the broad character areas and character types that can be found in the borough. This is a high-level characterisation and should be used as a starting point for detailed, site specific character assessment as part of preparing development proposals.

Character areas are defined zones which have specific characteristics not found elsewhere in the borough. These have unique features and development proposals should carefully respond to, and enhance, this distinctive local character.

Character types are development forms or patterns which are found in various locations within the borough. Areas that share a character type have similar characteristics, and similar design approaches will be appropriate.

For all character areas and types, the design code sets out:

- Maximum / minimum densities / plot ratios (to be read in conjunction with BF3)
- Development pattern (to be read in conjunction with BF1, BF2 and BF4)
- Building line (to be read in conjunction with BF2)
- Height and massing (to be read in conjunction with BF1)
- Cycle and car parking (to be read in conjunction with SM4 and SM5)
- Servicing (to be read in conjunction with SM6 and BD5)
- Street elevation design (to be read in conjunction with CI4, BD1)
- Boundary treatments (to be read in conjunction with BD7)
- Building design and materials (to be read in conjunction with CI4)
- Landscape design and materials (to be read in conjunction with CC6, CC7, PS1-5**)**
- Other relevant aspects of design and development that are specific to the character area or area type.

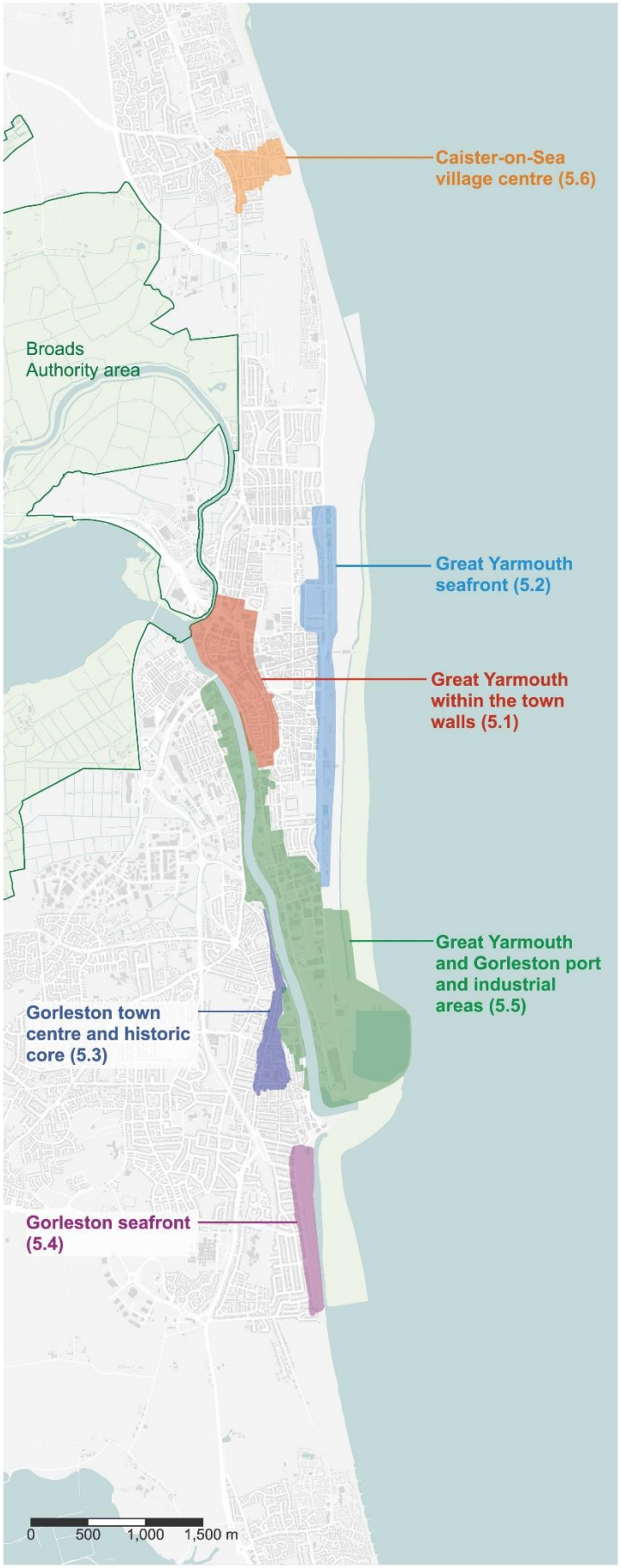


Figure 49. Map of character areas within the borough. Area types are not shown.

CHA1 Great Yarmouth, within the town walls

The area within the medieval town walls of Great Yarmouth is of high historic significance, with a high density of listed buildings surrounded by the Scheduled Ancient Monument of the Town Wall, and including several Conservation Areas.

A number of site-specific Local Plan policies including URB2, URB3 and URB4, as well as the North Quay and Hall Quay Supplementary Planning Documents are relevant to this character area, and these should be fully read and referenced in relation to any development proposals at any scale.

Area characteristics

Central area (between St Francis Way and Yarmouth Way)

- The central area includes the remains of the tight pattern of east-west Rows, spanning between the north-south streets. This pattern – unique to Gt Yarmouth - was subject to extensive demolition and redevelopment from the 1930s onwards, which has left unattractive surface car parks and service yards particularly on either side of Howard Street and Greyfriars Way.
- Scale of buildings ranges from 2-8 storeys, with most buildings in the 3-6 storey range. Many buildings have attic storeys within pitched roofs (room in the roof) or mansard attic storeys set behind parapets.
- A wide range of building forms and styles is in evidence, due to the change and development/redevelopment the central area has seen over time.
- Buildings are predominantly faced in brick, stone and flint. The Victorian architecture includes ornamented brick and terracotta/faïence detailing with a strong and distinctive civic quality, while older brick and flint buildings have an affinity with the wider Norfolk material palette of villages and smaller settlements.

Area between St Francis Way, King Street and Friars' Lane

- In this area, the Row pattern was replaced with relatively low-density housing as well as commercial and industrial development, in a broadly gridded pattern but with generous gardens and green spaces.
- Buildings are typically 3 storeys, in apartment blocks or terraces set back behind front gardens, with private gardens and parking courts in the block interior.
- Some of the housing is good quality and attractive 1930s, 1940s and 1950s stock with attractive period details, such as brickwork and tilework patterns and decorative balcony guarding, and good internal space standards. The replacement of original windows with uPVC has been to the detriment of the external appearance of this housing.

South of Friars' Lane

- At the far south of the character area, industrial and commercial development has a low plot density and several empty plots, but some very good quality 1930s buildings including the Clipper Schooner.

Generally

- The landscape setting of the Town Wall is in poor condition in many places and is not publicly accessible along all its length.
- The set-piece waterfront vista survives in relatively good condition for much of the area but is of poor quality towards the north and the south.

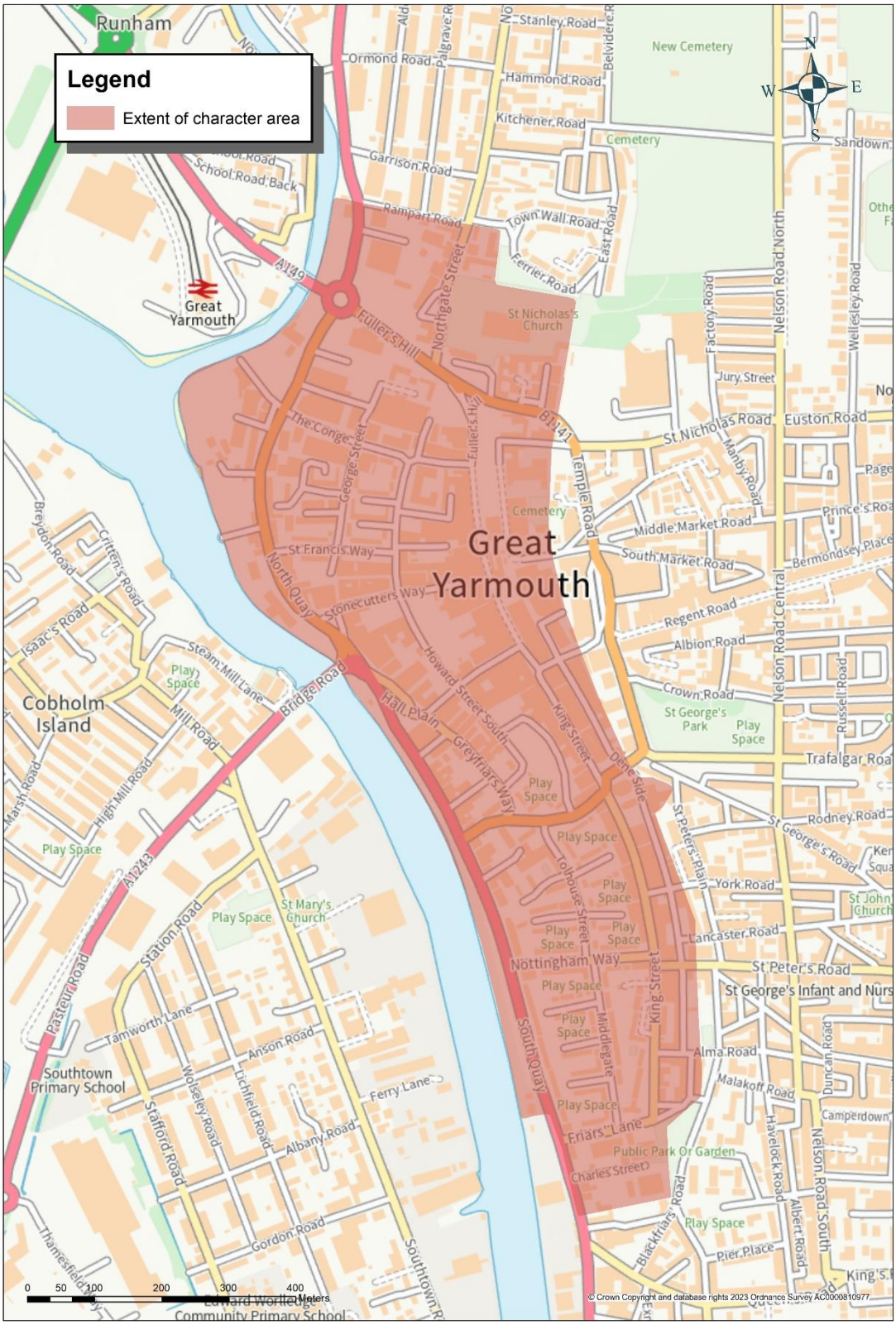


Figure 50. Map of Great Yarmouth, within the town walls character area

Figure 51. Photos showing character of Great Yarmouth town centre.

Top left: South Quay and the waterfront. Currently somewhat dominated by vehicle traffic, this should improve with the opening of the Third River Crossing. The Georgian waterfront is mainly of brick.

Top right: Brick and flint forms the distinctive palette of the pre-18th century town, and of may later vernacular buildings.

Middle right: the north-south streets, such as King St, are relatively wide and have generally formal frontages to a consistent building line.

Middle right: The 'Rows' historically ran east-west and were extremely narrow – a few still survive.

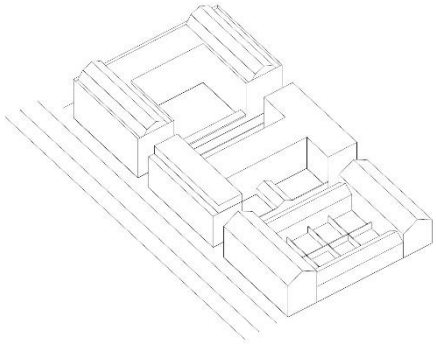
Bottom left: Some well-restored and sensitively infilled streets remain, with new development and adaptation of existing buildings using traditional materials such as brick, pantiles and timber, but car parks disrupt the historic row pattern.

Botton right: The town wall is very poor in many areas.

CHA1 Design requirements

Maximum / Minimum densities / plot ratios (see also BF3)	Minimum 50 dwellings per hectare for residential-led development, with the expectation of higher densities of up to 150dph. Plot ratios for mixed-use development of 2 or over.
Development pattern (see also BF1, BF2 and BF4)	Reinforce the rectilinear grid pattern, with active frontages on all sides. New east-west streets can be created but new north-south streets or paths should be avoided.
Building Line (see also BF2)	**Central area and south of Friars Lane:** Continuous built edge to the back of pavement/public realm. Variation from the building line of adjoining buildings should be under 1m. On street-facing elevations, balconies should be inset not projecting. **Area between St Francis Way, King St and Friars' Lane:** Buildings should follow the prevailing building line which is generally set back from pavement behind planted front gardens or well-landscaped parking.
Height and massing (see also BF1)	Predominantly 3-5 storeys. Occasional taller buildings where appropriate on waterfront sites and to form visual landmarks where existing important views will not be negatively impacted. Two-storey development is not generally appropriate for the urban character of this area. **Central area and south of Friars Lane:** varied roof forms are acceptable, including mansard roofs, parapets with flat or mansard roofs behind, pitched and gabled roof forms. **South of St Francis Way, King St and Friars' Lane:** Roof forms and massing should reinforce a consistent parapet or eaves line for the majority of the street.
Cycle and car parking (see also SM4 and SM5)	Provide a high ratio of cycle storage and parking provision, and a low ratio of car parking, due to excellent public transport, walking and cycling connections. Car free development is encouraged. Cycle parking and storage for residents and employees to be provided within building envelope or within the block interior. Car parking to be provided within the block interior, or in basement parking. For apartment and mixed use development, parking should be unallocated and include provision of car club spaces. Residential garage entrances are acceptable at ground floor level, designed to avoid unbroken runs of garage doors.
Servicing (see also SM6 and BD5)	Refuse storage to be provided within building envelope or within the block interior.
Street elevation and design (see also CI4 and BD1)	Elevations should have a regular rhythm, unless clearly justified by the architectural concept. Where non-habitable space is required due to flood risk, blank elevations must be avoided – refer to BD1 for further guidance. New shopfront designs should be in accordance with the Shopfronts Design Guide

Boundary treatments (see also BD7)	**Central area and south of Friars' Lane:** buildings should form the boundary to the street and public realm. Where service yards or courtyards abut the street, they should be bounded by solid walls to 2m minimum, in high quality materials e.g. brick or flint. **Area between St Francis Way, King Street and Friars' Lane:** On frontages, good quality brick or flint walls or metal railings (up to 1m high), or hedges/ planted boundary treatments. For side boundaries to rear gardens, good quality brick or flint walls (up to 2m high) or hedges.
Building design and materials (see also CI4)	External façades should typically be well-detailed and high-quality brick, flint, stone or traditional lime render. Timber weatherboarding can be appropriate in small areas. More prominent pitched roofs should be slate, good quality plain tiles or pantiles, or standing seam metal roofing. Other materials can be appropriate if clearly justified by the architectural concept. Achieving the urban greening factor is likely to require the use of green roofs and climbing plants as well as landscape design.
Landscape design and materials (see also CC6, CC7, PS1-PS5)	Waterfront regeneration should enhance the landscape setting of the waterfront through tree planting, more seating and active uses and installation of soft landscape SuDS features. More space for pedestrians/ cyclists should be created and the impact of vehicles reduced. Create public access to the full length of the Town Wall on both sides, where physically feasible, with associated public realm and landscaping which can include active uses (play, outdoor seating, outdoor gym, café seating sport and recreation. Existing and new public spaces should support a wide range of activities as well as forming part of the SuDS network and enhancing biodiversity. Additional street planting, of trees that will mature to provide good canopy spread and height, should be included where possible. Landscape design of privately managed areas should incorporate SuDS features including rain gardens and permeable paving.
Other	For redevelopment on North Quay and Hall Quay, refer to the adopted Supplementary Planning Documents.



A – Courtyard arrangements should be oriented to maximise daylight and maintain adequate privacy between rear facing windows. A hard 'garden wall' to the 'row' can provide access to cycle parking within the courtyard. Car parking at low ratios can also be located within courtyards and accessed from the main streets.

B - Mews arrangements with small private courtyard gardens are the typical historic pattern of development along the rows, and still works today to create a low-rise high-density townscape.

Figure 51. Figure 52. Diagram showing possible design approaches for dense town centre blocks maintaining 'rows' pattern of narrow pedestrian lanes between main streets while accommodating building of up to 6 storeys.

CHA2 Great Yarmouth seafront

The seafront character area stretches from Jellicoe Road in the north to Main Cross Road in the south. It includes the buildings and landscapes on both sides of the seafront road (Marine Parade, North Drive) and includes the major tourist destinations of Great Yarmouth as well as the beach itself. Part of the character area is covered by the Seafront Conservation Area and site-specific policies in the Local Plan, such as URB10 and URB11 also apply to parts. These should be fully read and referenced in relation to any development proposals at any scale.

Marine Parade and North Drive form a wide, continuous road that separates the seafront from the town and creates a set-piece vista that is emblematic of Great Yarmouth. The vista evolves from north to south and several distinct zones can be identified.

Area characteristics

North Drive

- At this end of the seafront, the beach forms a wide and undeveloped shingle and sand expanse with marram grass. At points the sea is nearly 500m from the road.
- On the town side, 1930s housing is set back behind an access road, with a grassed strip separating the access road from North Drive. Homes have a strong and relatively unaltered 1930s character with steep pitched roofs accented with gabled projecting wings, symmetrical arrangements in groups of two to four homes, and low brick boundary walls to generous front gardens matching the brown-red brickwork of the homes themselves. Due to the exposed position there are few mature trees and front gardens are relatively sparsely planted. Front gardens are largely unaltered and have not, in the main, been converted to parking.
- Further south, newer homes, mostly detached and on generous plots, front directly onto North Drive and include a wider variety of styles, from 1950s to recent newly developed homes. Many have first floor balconies over garages at ground level. Homes are almost all two-storey, with some roof dormers providing a third storey. Low boundary walls to the street with most front gardens including some off-street parking. Some homes have attractive period features that add character, such as geometric balustrades to balconies, bay windows and feature chimneys.
- Further south, the Venetian Waterways is located on the beach side of North Drive, and is faced on the other side of the road by a continuation of the detached villa typology, many of which are three-storey and are now, or were originally designed, as hotels or inns. Arts and Crafts details predominate, with half-timbering, hung tilework, feature chimneystacks and strong projecting eves to tiled pitched roofs, under which bay windows provide panoramic sea views.
- Between the Venetian Waterways and the Pier, car parks alternative with bowling greens between North Drive and the beach and the scale of building on the town side starts to become more varied with some large and imposing hotels.

Marine Parade / South Beach Parade

Most of this part of the seafront lies within the Seafront and Camperdown Conservation Area. The following is a high-level summary of the characteristics of the conservation area.

- On the beach side, visitor attractions, many of historic merit, are set within distinct plots and have a set-piece, often sculptural character designed to be eye-catching at a distance. Buildings on the beach side of Marine Parade have extremely varied styles and scales, and this forms a distinctive resort character. Attractions alternate with surface car parks.

- On the town side, there is a continuous built frontage including many characterful and elaborate buildings, with bold shopfronts at ground floor level. Upper floors typically have projecting bays and balconies, and are mainly painted stucco or brick, often with well-preserved original balconies and windows and other details. The scale of buildings ranges from two to six storeys.
- Service yards and alleys to the rear of buildings are of mixed quality.
- From Camperdown to Kings Road the west side of the parade changes character to Regency terraces and large, neo-classical villas with a relatively unaltered period character set back behind landscaped gardens.
- South of Kings Road, the west side of the road reverts to detached two-and three- storey 20th century homes with similarities to the North Denes area, with a large surface carpark interrupting the frontage.

Figure 53. The seafront area from above

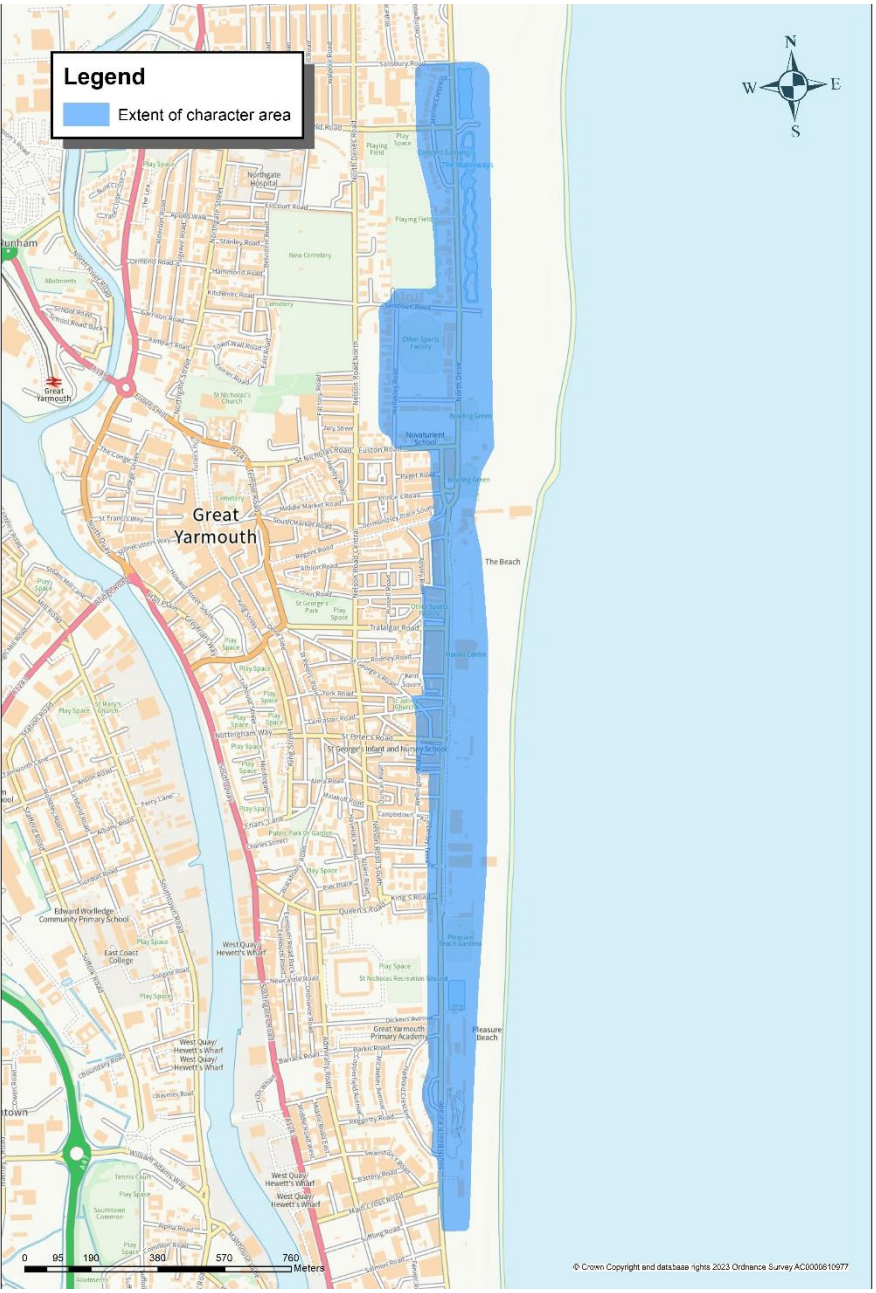


Figure 54. Great Yarmouth Seafront character area

Figure 55. Photographs of the Great Yarmouth seafront area

CHA2 Design Requirements

Maximum / Minimum densities / plot ratios (see also BF3)	**North Drive:** Minimum 35 dwellings per hectare. **Rest of the character area:** Minimum 50 dwellings per hectare for residential-led development, with the expectation of higher densities of up to 120dph. Plot ratios for mixed-use development of 2 or over.
Development pattern (see also BF1, BF2 and BF4)	**North Drive:** detached, semi-detached and short terraced homes facing the street. **Marine Parade/South Beach Parade (west side):** urban perimeter blocks with unbroken street frontages, terraces, garden squares and set piece villas facing the street. All street elevations must be active frontages. **Marine Parade/South Beach Parade (east side):** detached seafront attractions set within landscaped grounds and with adequate spacing to ensure generous beach views between buildings.
Building Line (see also BF2)	**North Drive:** buildings set back behind planted front gardens/curtilage parking. **Marine Parade/South Beach Parade (west side**): buildings predominantly tight to the back of pavement. Detached buildings occupying a full building block may be set back behind gardens or forecourt seating areas. **Marine Parade/South Beach Parade (east side):** buildings to be set back from pavement edge with generous landscaped public realm forecourts.
Height and massing (see also BF1)	**North Drive:** 2-3 storey development predominantly. 4 storey development may be acceptable in certain locations. Single-storey new development is not appropriate. Roof forms should predominantly match neighbouring building types unless a clear design rationale is presented for an alternative approach. **Marine Parade/South Beach Parade (west side):** 3-6 storey development predominantly. Taller buildings may be appropriate with careful design and siting. Varied roof forms are acceptable, including pitched, hipped, and mansard roofs, parapets with flat or mansard roofs behind, and dormers. **Marine Parade/South Beach Parade (east side):** Due to the nature of seafront attractions, height parameters are not appropriate but building heights and massing should be carefully determined through site specific analysis to limit impact on views and setting of heritage assets.
Cycle and car parking (see also SM4 and SM5)	**North Drive:** Cycle storage and parking should either be integrated into the design of front curtilage areas or within the building envelope. Parking can be provided within front curtilage areas but must be well screened by landscaped boundary treatments. **Marine Parade/South Beach Parade (west side):** For residential development, provide a high ratio of cycle storage and parking provision, and a low ratio of car parking, due to excellent public transport, walking

	and cycling connections. Commercial development, including hotels, to provide parking within the block interior. **Marine Parade/South Beach Parade (east side):** For tourist attraction and facilities, visitor car parking ratios to be clearly justified by transport analysis and a high level of secure and sheltered cycle parking should be provided. Cycle and car parking and storage for residents and employees to be provided within building envelope or within the block interior.
Servicing (see also SM6 and BD5)	**North Drive:** Refuse storage should be integrated into the design of front garden/yard space; or provided within the building envelope. **Marine Parade/South Beach Parade:** Residential refuse storage to be provided within building envelope or within the block interior. Commercial refuse storage to be carefully designed and sited to avoid visual impact, control odour, and discourage vermin.
Street elevation and design (see also CI4 and BD1)	Careful design of street elevations is required to maintain the quality of the seafront vista. Where non-habitable space is required due to flood risk, blank elevations must be avoided – refer to BD1 for further guidance. **North Drive:** Elevations should have a regular rhythm which supports the overall visual unity of the street frontage, unless clearly justified by the architectural concept. **Marine Parade/South Beach Parade (west side):** Careful consideration of elevational design and proportion should be demonstrated through drawn street-scene elevations and perspective views of the proposal in context. Elevation design should include ornamental and decorative detailing including bay windows, decorative metalwork to balconies, eaves and verge detailing and shaped timber fascias, while ensuring maintenance is fully considered. **Marine Parade/South Beach Parade (east side):** Elevation design must be carefully considered and detailed to provide outstanding landmark buildings which enhance the quality of the seafront.
Boundary treatments (see also BD7)	**North Drive:** Front boundary treatments should be low brick or flint walls, open timber picket or post-and-rail fencing, metal railings or native hedging or planting – all below 1m high. Side and rear garden boundaries to the public realm should be bounded by native hedging, post and rail fences or solid masonry walls. **Marine Parade/South Beach Parade (west side):** Active building frontages should form the street edge. Where buildings are set back from the pavement edge, boundary treatments must be kept below 1m in height to maintain an active frontage relationship and permeability to the street. Boundary treatments could include brick/flint walls, good quality metal railings, or planted boundaries.

	Marine Parade/South Beach Parade (east side): Boundary treatments to the street and to the beach must be carefully designed to be attractive and high quality while maintaining necessary security. Utility fencing is not generally acceptable.
Building design and materials (see also CI4)	**North Drive:** External façades should typically be appropriately detailed brick, flint, or hung tile. Timber weatherboarding can be appropriate in small areas. More prominent pitched roofs should be slate, good quality plain tiles or pantiles, or standing seam metal roofing. Other materials can be appropriate if clearly justified by the architectural concept. Retain the coherence of the street frontage, and other frontages visible from the public realm, through careful design of any alterations and extensions visible from the street, and the redevelopment of plots, particularly for the 1930s housing north of Tennyson Road where the unified frontage is an asset. **Marine Parade/South Beach Parade (west side):** A wide range of external materials may be used but must be clearly justified by the architectural concept. Materials and detailing must be suitable for the exposed marine environment without requiring extensive frequent maintenance. For this reason brick, flint, good quality hung plain tile and other self-finished materials may be preferable for the majority of the external envelope. Achieving the urban greening factor is likely to require the use of green roofs and climbing plants as well as landscape design. **Marine Parade/South Beach Parade (east side):** Design of new seafront attractions and public realm should continue to provide bold, vibrant and characterful landmarks which have a distinctive resort character, and which present a positive and active frontage to the public realm. A wide range of external materials may be used but must be clearly justified by the architectural concept. Materials and detailing must be suitable for the exposed marine environment without requiring extensive frequent maintenance.
Landscape design and materials (see also CC6, CC7, PS1-PS5)	Improving the quality, accessibility and climate resilience of the public realm is a priority for this character area, within both publicly and privately owned and maintained areas. Additional large scale street trees should be incorporated where possible to increase canopy cover and provide shade. All landscaping must include soft landscaped SuDS features and parking areas should use permeable paving materials. Public realm and landscape design should reduce the dominance of vehicle traffic and parking on the streetscape while maintaining necessary access and parking. Public open spaces should become more multi-functional, with seating, shade and shelter to allow for year- round use. Private gardens and open spaces make a significant contribution to the green infrastructure network for wildlife and biodiversity. Planning conditions should ensure soft landscaping is retained within privately owned and maintained areas, and not replaced with hard landscaping or artificial grass over time.

	Planting should use species that are salt- and drought-resistant, suitable for the exposed marine environment.
Other	Maintain and enhance the character of the Conservation Areas in line with the emerging Conservation Area Appraisals. Enhancing the appearance and setting of the many listed buildings along the seafront must be a priority. Existing and new public spaces should support a wide range of activities as well as forming part of the SuDS network and enhancing biodiversity.

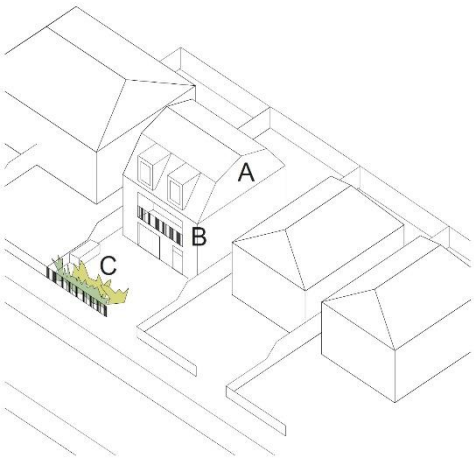


Figure 56. Diagram showing North Drive infill development parameters

A – Pitched roof forms can reduce the visual impact of 3 storey new buildings adjacent to 2-storey existing buildings.

B – Inset balconies provide greater shelter from the wind and maintain a coherent building line.

C – Well planted front garden with low boundary treatment and on-plot car parking, cycle storage and refuse storage.

CHA3 Gorleston town centre and historic core

This character area comprises the historic core of Gorleston, including the Conservation Area between the southern length of its High Street and eastern industrial estate. The remaining region of the town centre to the north is within the Gorleston Conservation Area Extensions.

Area characteristics

- Low-rise, tight-knit development pattern interrupted by some larger commercial and industrial premises, with a wide variety of building styles and period but rarely above 3 storeys in height in the core of the town centre
- The level change from the High Street to the waterfront is significant, and new development on the waterfront ranges up to five storeys in height.
- In the core of the High Street buildings have little or no setback from the pavement, but on other streets a variety of setbacks and front gardens/yards is present.
- Several unlisted buildings contribute significantly to the overall character and street scene in this character area, specifically those with red brick and natural slate construction and timber sash windows around the High Street.
- Commercial/light industrial sites in some back land plots have potential for redevelopment

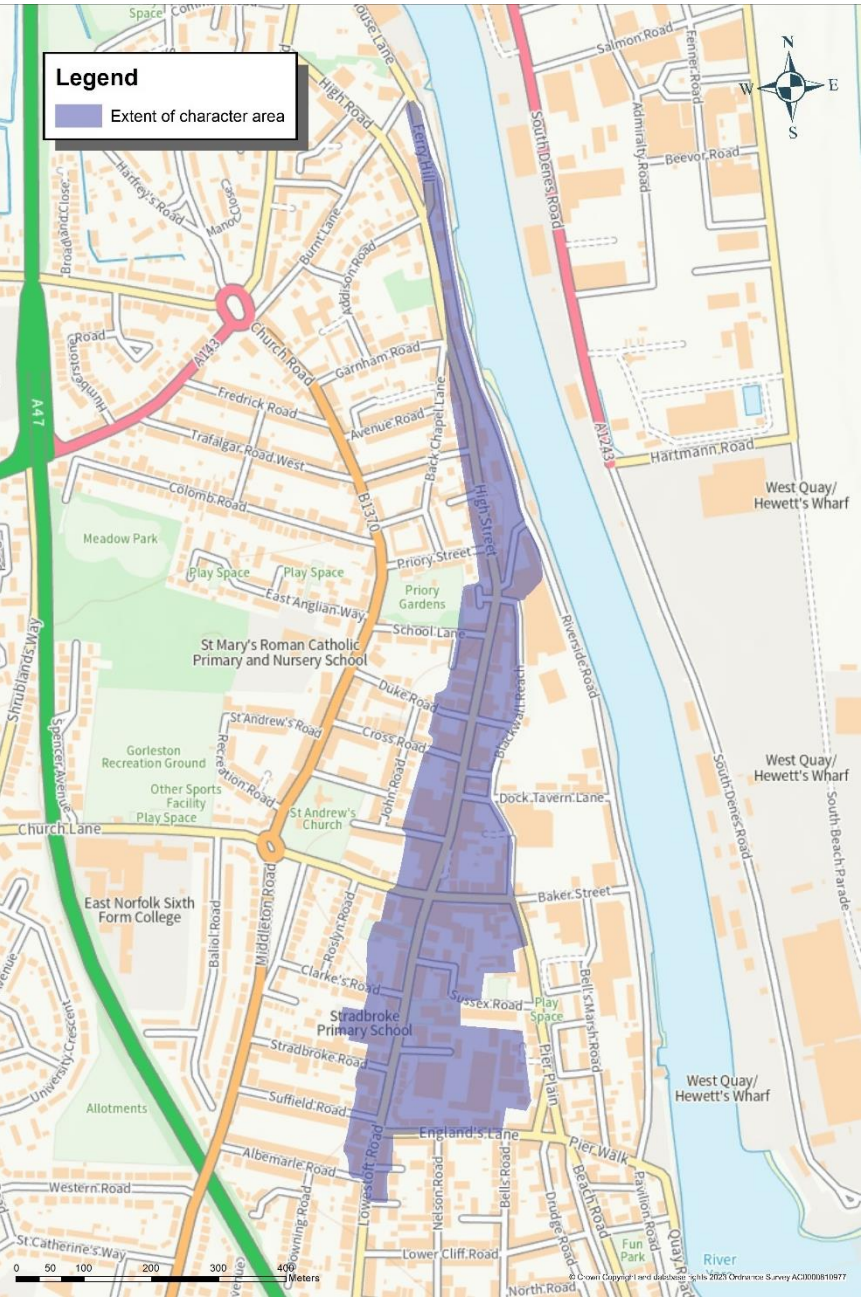


Figure 57. Gorleston town centre and historic core character area

Figure 58. Photographs of Gorleston town centre showing the range of building styles and ages, and the occasionally 'gappy' street scene which could be 'mended' through appropriate infill development.

CHA3 Design Requirements

Maximum / Minimum densities / plot ratios (see also BF3)	Minimum 50 dwellings per hectare for residential-led development, with the expectation of higher densities of up to 100dph Plot ratios for mixed-use development of 2 or over.
Development pattern (see also BF1, BF2 and BF4)	Low-rise high-density blocks with unbroken street frontages.
Building Line (see also BF2)	Continuous built edge to the back of pavement/public realm. Variation from the building line of adjoining buildings should be under 1m. On street-facing elevations, balconies should be inset not projecting.
Height and massing (see also BF1)	Predominantly 2-3 storeys. 4 storey development may be appropriate in locations where this does not dominate the streetscape and away from corners. Varied roof forms are acceptable, including pitched, hipped, gambrel and mansard roofs, parapets with flat or mansard roofs behind, and dormers.
Cycle and car parking (see also SM4 and SM5)	Provide a high ratio of cycle storage and parking provision, and a low ratio of car parking, due to good public transport, walking and cycling connections. Car free development may be appropriate on certain sites. Cycle and car parking and storage for residents and employees to be provided within building envelope or within the block interior. Garage doors should open onto internal courtyards and not onto the street.
Servicing (see also SM6 and BD5)	Refuse storage to be provided within building envelope or within the block interior
Street elevation and design (see also CI4 and BD1)	Elevations should be relatively simple and regular compositions. New shopfront designs should be in accordance with the Shopfronts Design Guide
Boundary treatments (see also BD7)	Buildings should form the boundary to the street and public realm. Where service yards or courtyards abut the street, they should be bounded by solid walls to 2m minimum, in high quality materials e.g. brick or flint. Good quality metal railings with planting behind may be acceptable on side streets.
Building design and materials (see also CI4)	External façades should typically be well-detailed and high quality brick, flint, traditional lime render or painted brick in colours drawn from the local palette. Timber weatherboarding can be appropriate in small areas. More prominent pitched roofs should be slate, good quality plain tiles or pantiles, or standing seam metal roofing. Other materials can be appropriate if clearly justified by the architectural concept. Alterations and energy efficiency improvements should not obscure high quality existing external materials such as brick and flint work. Replacement windows, balcony metalwork and similar should be of similar quality as the existing. Achieving the urban greening factor is likely to require the use of green roofs and climbing plants as well as green cover as part of landscape design.

Landscape design and materials (see also CC6, CC7, PS1-PS5)	Landscape design should incorporate SuDS features including rain gardens and permeable paving. Additional street planting, of trees that will mature to provide good canopy spread and height, should be included where possible.

CHA4 Gorleston seafront

This character area comprises the seafront of Gorleston stretching south from the pier and the harbour arm along Marine Parade, including the public open green space. The majority of the Gorleston seafront is within the Gorleston Conservation Area Extensions and site-specific policies in the Local Plan, such as URB13 also apply to parts.

Area characteristics

- Gorleston's sea facing buildings on the Marine Parade are mostly early 20th century detached and semi-detached variations on villa typology. Those at the northern end are more generously scaled, up to 2.5 storeys in height, while towards the southern end the scale of buildings decreases to more modest proportions.
- Villas typically have prominent pitched roofs with dormers and rooms in the roof rather than a full upper storey.
- Villas are set back from the pavement edge behind well-planted and generous front gardens, usually including on-plot parking.
- The villas are often with stylistic flair, features and individual detailing – whether Gothic Revival, Arts and Crafts, neo-Georgian, neo-Elizabethan, modernist or mid-century styling. Bay windows can be characterful and sometimes topped with decoratively detailed leaded canopies. While the villas are not uniform in design, they typically are found in small groupings built at a similar time, and sharing stylistic features.
- The villas form the backdrop to well-used public open green space which includes community sports facilities, and an important vista in the townscape.

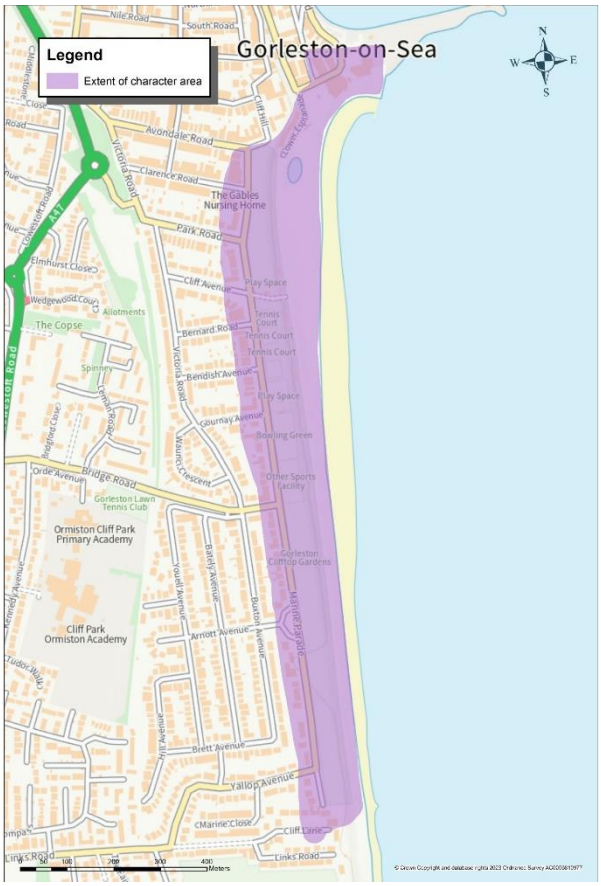


Figure 59. Gorleston seafront character area

Figure 60. Photographs of Gorleston seafront showing the generally uniform scale and development pattern with individual variety of dwelling design bringing character and liveliness to the street scene.

It can be seen how flat-roofed dwellings need careful design if they are not to appear to boxy and out of place among the typical pitched-roof forms.

CHA4 Design Requirements

Maximum / Minimum densities / plot ratios (see also BF3)	35-50 dwellings per hectare for residential-led development. Development of apartments may reach slightly higher densities, depending on unit type and mix.
Development pattern (see also BF1, BF2 and BF4)	Detached and semi-detached building types within a villa pattern. Short terraces (e.g. 4-6 townhouses) may be appropriate in certain locations.
Building Line (see also BF2)	Set back from the pavement edge with planted front gardens and on-plot parking. Building line should not be set more than 2m forward or behind the line of adjacent buildings.
Height and massing (see also BF1)	Predominantly 2-2.5 storeys. 3 storey massing may be appropriate in certain circumstances but must be carefully justified with reference to the impact on context, and is unlikely to be acceptable as the predominant height for new buildings. Roof forms should be typically pitched, hipped, gambrel or mansard roofs, with steep pitches and dormers/gables. 'Catslide' roofs and chalet-style roof forms can be used. Flat roofed forms can be appropriate if carefully designed in relation to adjacent buildings, with high quality parapet detailing and well-proportioned windows. Inset balconies are preferable on street-facing elevations as these provide better shelter from wind, and can be more coherently integrated with the overall form and massing of buildings.
Cycle and car parking (see also SM4 and SM5)	Both cycle and car parking and storage should be generously provided on-plot, due to the lower residential densities and larger size of homes expected in this character area. Car parking should include on-plot visitor parking. Good levels of secure, enclosed cycle storage should be provided close to front doors of homes and could be integrated with the provision of refuse storage. Where garages are provided (integrated or detached), these must not be set forward of the general building line.
Servicing (see also SM6 and BD5)	Refuse storage areas should be integrated into the design of front garden/parking areas.
Street elevation and design (see also CI4 and BD1)	Careful consideration of elevational design and proportion should be demonstrated through drawn street-scene elevations and perspective views of the proposal in context. Elevation design could include ornamental and decorative detailing including bay windows, decorative metalwork to balconies, eaves and verge detailing and shaped timber fascias. Avoid overheating resulting from overly large expanses of unshaded glazing. External shading to glazing can provide an opportunity for additional articulation to elevations.
Boundary treatments (see also BD7)	Boundary treatments to the street should be either low brick/flint walls, open timber fencing or good quality metal railings up to 1m tall, with planting in front and/or behind; or native hedging up to 1.3m tall. A visual

	connection between building and street must be maintained at eye level to maintain natural surveillance and safety.
Building design and materials (see also CI4)	A wide range of external materials may be used but must be clearly justified by the architectural concept. Materials and detailing must be suitable for the exposed marine environment without requiring extensive frequent maintenance. For this reason brick, flint, good quality hung plain tile and other self-finished materials may be preferable for the majority of the external envelope.
Landscape design and materials (see also CC6, CC7, PS1-PS5)	On-plot parking should be surfaced in permeable materials. Tree planting within front and rear gardens is encouraged. Additional street planting, of trees that will mature to provide good canopy spread and height, should be included where possible. Materials and choice of plants in landscaping must be suitable for the exposed marine location.

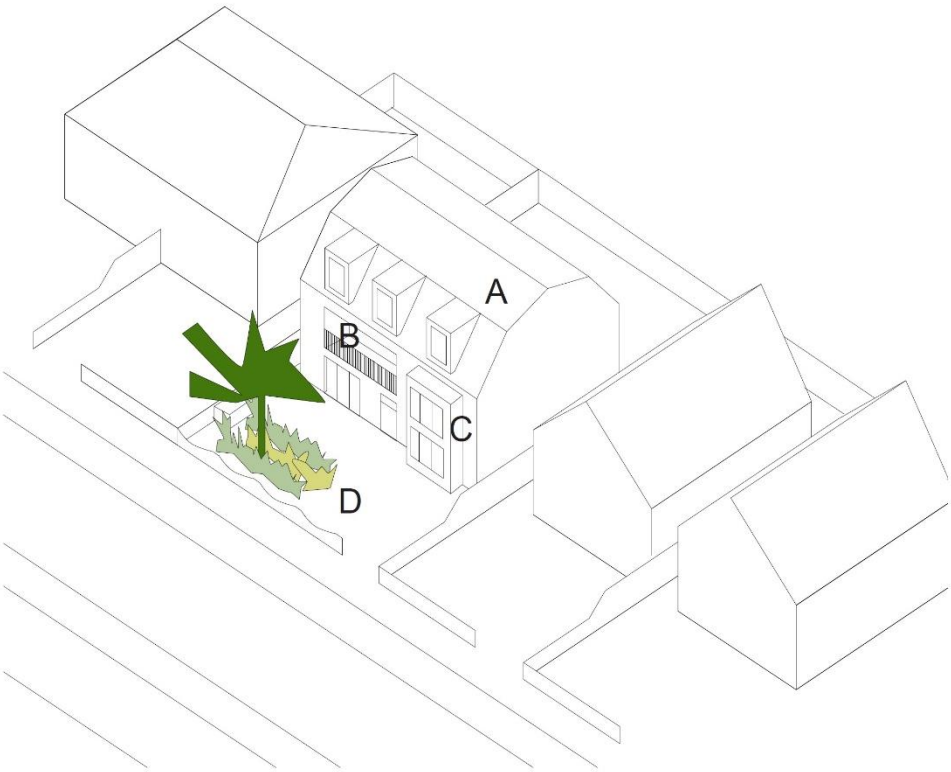


Figure 61. Diagram showing development parameters for new detached seafront homes.

A – Pitched roof forms can reduce the visual impact of 3-storey new buildings adjacent to 2-storey existing buildings.

B – Inset balconies provide greater shelter from the wind and maintain a coherent building line.

C – Bay windows and other features create an attractive frontage with detail that enhances the streetscape.

D – Well planted front garden with low boundary treatment and on-plot car parking, cycle storage and refuse storage.

CHA5 Great Yarmouth and Gorleston port and industrial areas

The port and industrial areas have more recent development in the borough and are an important visual reminder of the economic vitality/regeneration of the borough. In Great Yarmouth Town, South Denes port covers a significant portion of this character area and has a Design Code and Enterprise Zone in place. However, other industrial areas have potential for redevelopment over time.

The design code requirements in this section relate to residential and mixed use redevelopment and not to industrial/warehousing single use development, which should follow the code within the Local Development Order. Site-specific policies in the Local Plan, such as URB7, URB8 and URB9 also apply to parts.

Area characteristics

- A strongly gridded plot pattern of relatively large plots with a wide range of building ages and styles, from good quality survivals of late 19th and early 20th century industrial buildings, to very recent large warehouses and including uncovered storage yards.
- Buildings are substantially in size and have very simple, functional massing
- There is a notable contrast between South Quay (historic waterfront) and the industrial development pattern on the other side of the river although they are seen together in the prominent riverfront vistas. The Victorian gasholder is prominent in long views.
- Earlier industrial buildings are predominantly brick with some concrete frame buildings with expressed structure giving them a strongly horizontal rhythm to their elevations. Some have attractive decorative features, large windows and address the street with articulated porches and elevational design.
- Later buildings are predominantly steel framed with lightweight sheet cladding emphasizing their simple massing of predominantly extruded pitched-roof forms.
- Some residential and other building types remain within the port and industrial areas, such as former pubs, churches as well as operational shops, cafés and smaller workshop buildings sometimes now used for studios. In many instances these add positively to the character of the streetscape

Figure 62. The riverfront industrial area seen from the bridge (left) and from the Gorleston riverfront (right)

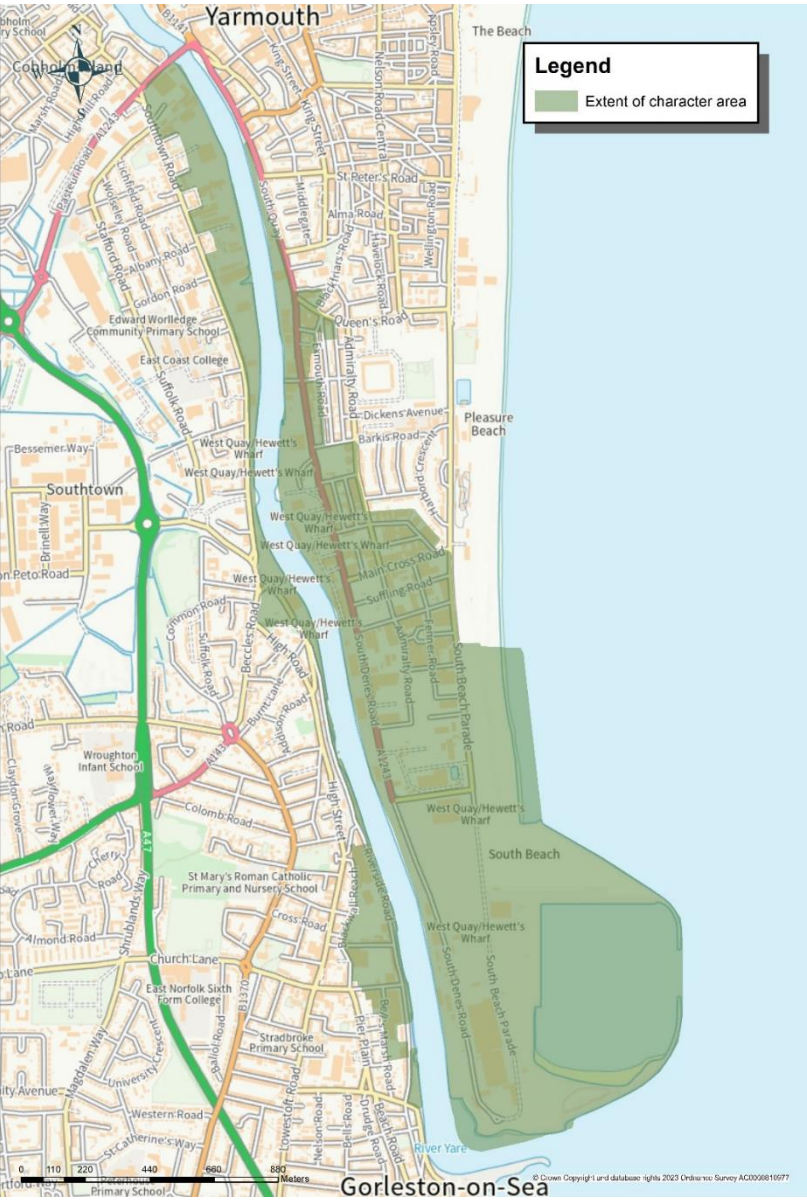


Figure 63. Great Yarmouth and Gorleston port and industrial character area

Figure 64. Photographs showing the mixed nature of the character area. Due to topography, views from Gorleston overlooking the riverside areas need to be considered. New apartment buildings present a blank and inactive ground floor frontage and do not take design cues from the attractive older industrial buildings which could form a strong reference point for the scale and articulation of substantial new buildings.

CHA5 Design Requirements

Maximum / Minimum densities / plot ratios (see also BF3)	Minimum 50 dwellings per hectare for residential-led development with the expectation of substantially higher densities. Over 150 dwellings per hectare may be achievable. Plot ratios for mixed-use development of 2 or over
Development pattern (see also BF1, BF2 and BF4)	Perimeter block development within gridded street pattern. Block pattern must be of sufficient scale to support higher density urban scale development. Where new streets and public routes are created, these must follow natural desire lines to local destinations including high streets and local centres.
Building Line (see also BF2)	Consistent building lines should be maintained along the length of a block, but can be set back from the pavement edge to provide external spill-out space, which could include limited visitor parking, for ground floor commercial uses. Alternatively, buildings can be built up to the back of the pavement. Generous pavement widths should be provided including space for street trees and seating.
Height and massing (see also BF1)	Predominantly 4-6 storeys (12-20m) but taller buildings may well be appropriate for waterfront sites. Urban block forms should be used with parapet roofs. Shallow pitched/ hipped roofs are not appropriate for the pattern of development in these areas. Mansard roof forms, and set back attic storeys, may be appropriate if carefully designed.
Cycle and car parking (see also SM4 and SM5)	Provide a high ratio of cycle storage and parking provision, and a low to medium ratio of car parking, due to good public transport, walking and cycling connections and the desired urban development pattern. Cycle parking and storage for residents and employees to be provided within building envelope or within the block interior. Car parking to be provided within the block interior, or in basement parking. Parking should be unallocated and include provision of car club spaces.
Servicing (see also SM6 and BD5)	Refuse storage to be provided within building envelope or within the block interior.
Street elevation and design (see also CI4 and BD1)	Elevations should have a regular rhythm, unless clearly justified by the architectural concept. Where non-habitable space is required due to flood risk, blank ground floor elevations must be avoided – refer to BD1 for further guidance. Design of waterside elevations must create a coherent and very high-quality composition with a civic character which complements the historic quayside area on each side of the River Yare, creating a truly distinctive character.

Boundary treatments (see also BD7)	Where buildings are set back from the pavement edge, boundary treatments must be kept below 1m in height to maintain an active frontage relationship and permeability to the street. Boundary treatments could include brick/flint walls, good quality metal railings, or planted boundaries.
Building design and materials (see also CI4)	External façades should typically be well-detailed and high quality brick, flint, or traditional lime render. Timber weatherboarding can be appropriate in small areas. More prominent pitched roofs should be slate, good quality plain tiles or pantiles, or standing seam metal roofing. Other materials can be appropriate if clearly justified by the architectural concept. Achieving the urban greening factor is likely to require the use of green roofs and climbing plants as well as landscape design.
Landscape design and materials (see also CC6, CC7, PS1-PS5)	Landscape design should incorporate SuDS features including rain gardens and permeable paving. New street trees that will mature to provide good canopy spread and height, should be included throughout.
Other	Waterfront sites must ensure public access to the full length of the waterfront creating a high quality public realm for walking and cycling, including street trees, lighting, public art. At least 10m depth of public realm is recommended along the length of the waterfront, and more generous provision is encouraged. Historically significant structures and buildings of quality, regardless of status as designated heritage assets, should be retained and reused if possible. Development near Nelson's monument must enhance the setting of the heritage asset. Views of the Victorian gasholder should be considered and enhanced by the placement and massing of new development.

CHA6 Caister-on-Sea village centre

This character area comprises the historic core of Caister-on-Sea, including the fishing village, 19th century and early 20th century cottages and terraces and the commercial high street. This is included as a character area due to its mixed character and historic importance. Although it lacks a formal designation of a Conservation Area or a high density of listed buildings, the area does have a distinctive character which could be eroded by unsympathetic infill development o*r redevelopment of sites.*

Area characteristics

- A close-knit pattern of development of narrow streets and alleys leading off the main streets (High Street/Yarmouth Road, Beach Road, Tan Lane).
- A wide variety of building styles, ages and types within an overall low-rise relatively high-density pattern, giving the streetscape variety and interest.
- Buildings are mainly cottages and short terraces with some unusual typologies, for example along Clay Road and Victoria Street, where outbuildings and private yards abut the street with the homes set back.
- Some 1920s / 1930s buildings with Art Deco features remain of good quality and in good condition.
- Several buildings by the seafront hold significant heritage value, such as the Coastguard and fishing cottages, both in terms of cultural and architectural value.
- Lanes and alleys tare are frequently unsurfaced, maintaining the informal fishing village character, but in some places boundary treatments are unattractive and of poor quality.
- Some 20th century and later development has not maintained the close-knit character with large setbacks and areas of front curtilage parking, and gaps between buildings resulting in less coherence to the built form and character.

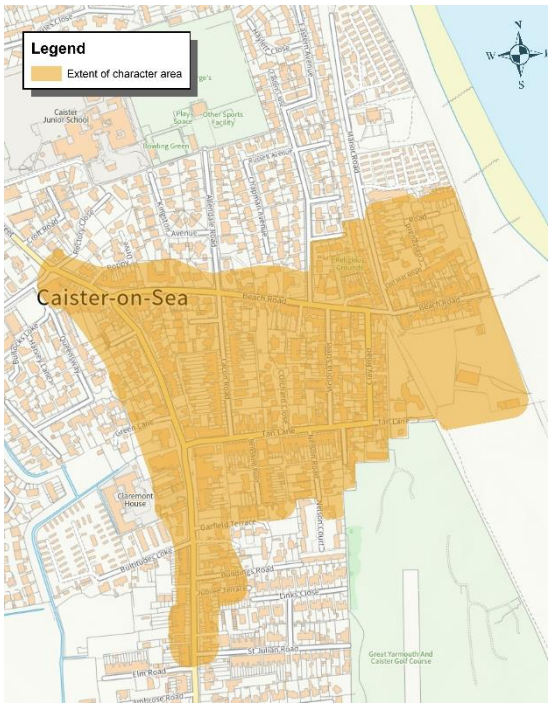

Legend
Extent of character area
Caister-on-Sea
Caister Junior School
Bowling Green
Beach Road
Tan Lane
Claremont House
Garfield Terrace
Dunlins Road
Links Close
St Julian Road
Great Yarmouth And Caister Golf Course
Victoria Avenue
Victoria Road
Clay Road
Clay Close
Victoria Close
Victoria Court
Victoria Terrace
Victoria Mews
Victoria Place
Victoria Cottages
Victoria Gardens
Victoria Lane

Figure 66. Photographs of Caister-on-Sea village character area

CHA6 Design Requirements

Maximum / Minimum densities / plot ratios (see also BF3)	Minimum 30 dwellings per hectare, with higher densities up to 50 dwellings per hectare possible depending on unit type and mix. Plot ratios for mixed-use development of 1 or over.
Development pattern (see also BF1, BF2 and BF4)	Low-rise building forms which can include short terraces, detached and semi-detached buildings, courtyard housing and mews lanes. Avoid lengthy stretches of uniform building types. Private gardens/courtyards should be kept small to maintain the close-knit low-rise character.
Building Line (see also BF2)	A varied building line is acceptable with buildings set tight to the street edge or set back up to 3m. Infill development on the main streets should conform to the building line set by neighbouring development, varying by up to 1m.
Height and massing (see also BF1)	Predominantly 1-2 storeys. 3 storey development may be appropriate in locations where this does not dominate the streetscape and away from corners. Varied roof forms are acceptable, including pitched, hipped, gambrel and mansard roofs, parapets with flat or mansard roofs behind, and dormers.
Cycle and car parking (see also SM4 and SM5)	Cycle and car parking and storage must be provided on-plot. Avoid extensive front curtilage parking.
Servicing (see also SM6 and BD5)	Refuse storage to be provided within building envelope or well-integrated into the design of front gardens/yards.
Street elevation and design (see also CI4 and BD1)	Elevations should be relatively simple and modest. New shopfront designs should be in accordance with the Shopfronts Design Guide
Boundary treatments (see also BD7)	Front boundary treatments should be low brick or flint walls, open timber picket or post-and-rail fencing, metal railings or native hedging – all below 1m high. Where side or rear gardens or yards abut the street, they should be bounded by solid walls to 2m, in high quality materials e.g. brick or flint, or by hedging. Close boarded fencing to side or rear boundaries is not acceptable.
Building design and materials (see also CI4)	External façades should typically be well-detailed and high-quality brick, flint, traditional lime render or painted brick in colours drawn from the local palette. Timber weatherboarding can be appropriate in small areas. More prominent pitched roofs should be slate, good quality plain tiles or pantiles, or standing seam metal roofing. Other materials can be appropriate if clearly justified by the architectural concept.
Landscape design and materials (see also CC6, CC7, PS1-PS5)	Front gardens/yards including parking, and private lanes and paths should be surfaced in permeable materials. Bound or unbound gravel surfacing to parking areas and private lanes/alleys is preferable to block paving. Planting should use species that are salt- and drought-resistant, suitable for the soil and climate of the village.

Other	Opportunities for sensitive infill and redevelopment of under-utilised sites should be supported where they mend the street line, reinforce the close-knit pattern of development, and reduce the impact of front curtilage parking on the streetscape.

Figure 67. Opportunities for improvement of the character area

Left: close boarded fencing to the public realm does not enhance the character of the area.

Right: parking areas onto the street detract from the overall close-knit character of the area and provide opportunities for redevelopment.

CHT1 Terraced streets and squares

This area type, resulting from the 19th century expansion of Great Yarmouth and Gorleston, consists predominantly of terraced streets of various kinds, ranging from tight back-to-back terraces to more elaborate developments of the period including squares and public gardens. Some of this character area is covered by Conservation Areas (St Nicholas/Northgate Street, St George's, Prince's Road, Camperdown) which protect set-piece environments and buildings.

Area type characteristics

- Mainly terraced housing in a gridded, back-to-back, street pattern intersected in places by historic rope walks running at diagonal angles.
- Homes typically have small, or no, front yards or gardens. Where front gardens or yards exist, they are typically bounded by low brick walls or railings where they have not been converted for use as parking spaces.
- Rear gardens and yards vary, with some streets having little or no rear gardens or yards, while others have more generous rear gardens that now contribute to the overall green infrastructure of the area.
- Typically, rear alleys give access to the block interior, and in some places small greens can be found in the block interior, accessed from the street and frequently used for car parking. Due to the predominance of rear alleys, front yards/gardens are rarely used for refuse bins or cycle storage.
- Churches (contemporary to the terraced streets) and their churchyards, as well as formal parks and gardens, form strong landmarks within the street pattern. A few semi- detached homes, or larger community use buildings sit at street junctions.
- The design of street frontages ranges from plain workers housing to more ornate middle- class housing with a greater level of façade detail Many streets are characterized by projecting bays, decoratively embellished, and many homes retain original sash windows and other features. Towards the seafront, terraces often have elegant original balconies. Plainer, flat-fronted terraces have simple well-proportioned elevations but have typically been more heavily altered.
- Areas of later development do not consistently reinforce a continuous and active street frontage and have resulted in 'left-over' areas of public space with no clear purpose, forecourt parking, and blank frontages to the street.
- Most streets have narrow pavements and lack street trees. A lack of off-street parking means that streets can be dominated by parked cars.

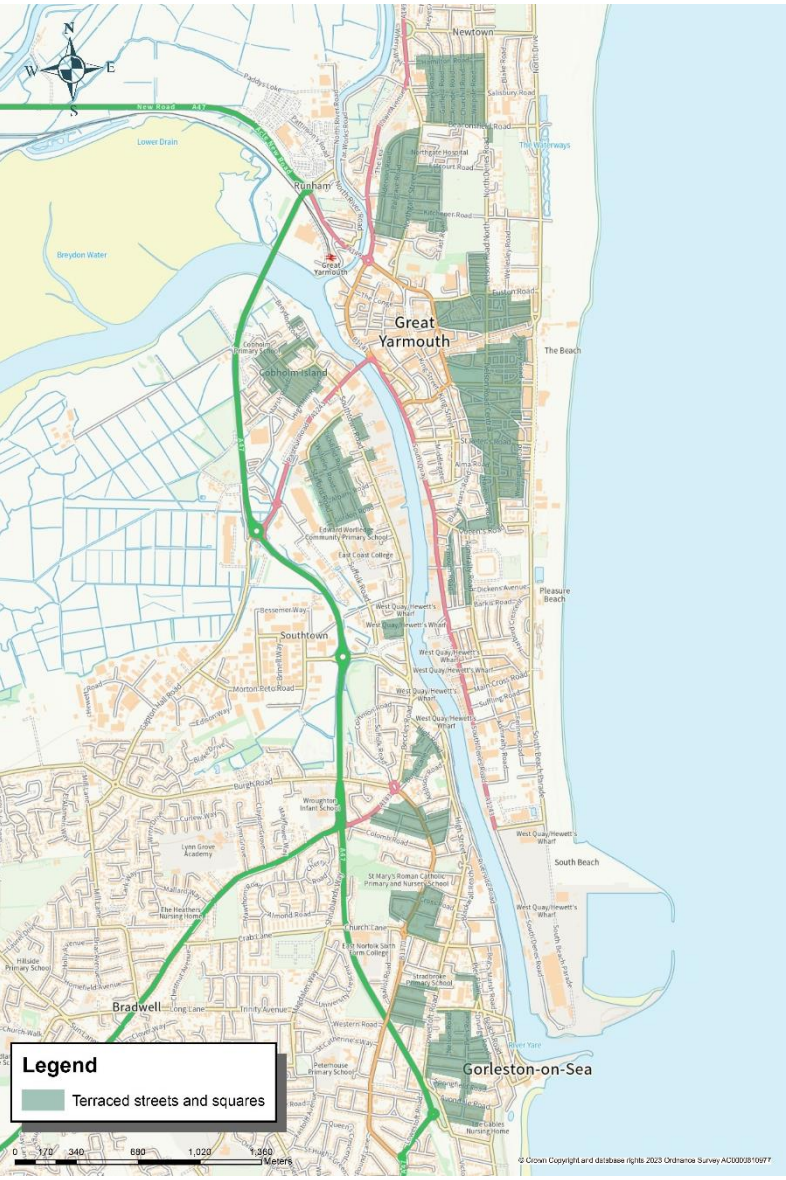


Figure 68. Map indicating main areas of terraced streets and squares in Great Yarmouth and Gorleston-on-Sea. Other small areas of this character type can be found across the borough.

Figure 69. Photographs showing the wide variety of terraces found across the borough

Figure 70.

Photographs showing some of the challenges of the terraced streets.

Top: streetscenes can become dominated by cars, and pavement parking means pavements are not accessible for all users.

Middle left: historic terraces, particularly of smaller workers housing, can be difficult to find appropriate new uses for.

Middle right: new infill development on this terraced street maintains the overall scale and roof form, but lacks the rhythm of the terraced house pattern, with shared porches and front yards meaning the houses appear to be larger linear buildings rather than terraces. The front boundary treatments and accommodation of the level change is also awkward and does not enhance the streetscape, and the windows do not have the attractive proportions of the other houses on the street

Bottom: rear alleys and yards behind terraced houses often present an uncared for appearance and garage sites provide the opportunity for sensitive infill which could provide upper floor living space while retaining parking where needed.

CHT1 Design Requirements

Maximum / Minimum densities / plot ratios (see also BF3)	Dependent on the location, typically 50 dwellings per hectare for residential-led development, with the expectation of higher densities of up to 100dph. In some areas, lower densities of 35-50 dwellings per hectare may be appropriate. Plot ratios for mixed-use development of 2 or over.
Development pattern (see also BF1, BF2 and BF4)	Low-rise high-density terraces with unbroken street frontages. Development should reinforce the strong character of this area type and avoid infill development that dilutes the terraced pattern.
Building Line (see also BF2)	Maintain the building line set by existing adjacent buildings to ensure streets continue to have a consistent appearance. Commercial development must also maintain the prevailing building line and should not be set back behind parking. Variation from the building line of adjoining buildings should be under 1m. On street-facing elevations, balconies should be inset not projecting.
Height and massing (see also BF1)	Terraces vary from 2-5 storeys. Height of new development should match that of surrounding buildings or add one additional storey. On larger sites, greater variance in height may be acceptable but must be shown to sit comfortably within the townscape without extensive visible flank walls. Varied roof forms are acceptable, including pitched, hipped, and mansard roofs, parapets with flat or mansard roofs behind, and dormers. Roof forms should predominantly match neighbouring building types unless a clear design rationale is presented for an alternative approach.
Cycle and car parking (see also SM4 and SM5)	Cycle storage and parking should either be integrated into the design of front garden/yard space; within the building envelope; or within storage accessible directly from rear alleys (where present). Car parking must not be provided within front curtilage areas.
Servicing (see also SM6 and BD5)	Refuse storage should either be integrated into the design of front garden/yard space; within the building envelope; or within storage accessible directly from rear alleys (where present). Avoid creating new rear alleyways. Refuse containers must have dedicated enclosed storage so they are concealed from view.
Street elevation and design (see also CI4 and BD1)	Elevations should follow a rhythmic pattern and broadly vertical proportions. Bay windows and ornamental detailing can assist in creating attractive and contextually sympathetic elevations.
Boundary treatments (see also BD7)	Front boundary treatments should be low brick or flint walls, open timber picket fencing, metal railings or native hedging – all below 1m high. Side and rear garden boundaries to streets or rear alleyways should be bounded by solid walls to 2m, in high quality materials e.g. brick or flint, or by hedging. Close boarded fencing to side or rear boundaries to the public realm, including alleyways, is not acceptable.
Building design and materials (see also CI4)	External façades should typically be well-detailed and high-quality brick, flint, traditional lime render or painted brick in colours drawn from the local palette. Timber weatherboarding can be appropriate in small areas. More prominent pitched roofs should be slate, good quality plain tiles or pantiles, or standing seam metal roofing. Other materials can be appropriate if clearly justified by the architectural concept.

Landscape design and materials (see also CC6, CC7, PS1-PS5)	Landscape design should incorporate SuDS features and all parking areas should use permeable paving. Additional street planting, of trees that will mature to provide good canopy spread and height, should be included where possible.
Other	Maintain and enhance the character of the Conservation Areas in line with the emerging Conservation Area Appraisals. Improvements to the quality of rear alleys and publicly accessible greens/courtyards in the block interior should be sought, to regularize the layout of parking, improve safety, add tree planting and create opportunities for functional use of the public realm.

CHT2 Interwar housing estates

This area type comprises housing developed by both private developers and local councils, in rural and suburban settings. It includes the so-called 'homes fit for heroes' built to address housing shortages after World War 1, as well as speculative development along 'garden city' design principles. Development within these estates is generally limited to small infill sites, on-plot replacement dwellings and upgrading of properties for energy efficiency.

Area type characteristics

- Spacious cottage estate layouts of semi-detached and short terrace forms.
- Generous gardens to front and rear, typically larger in villages than the towns.
- Simple house plans with good room sizes, adaptable and extendable.
- Typically, generous setbacks from the street which now often accommodate front curtilage parking. Low rise walls to front garden and many street facing windows gives these streets a safe presence, 'active surveillance'.
- Attractive mature planting in some areas including street trees, although others suffer from a poor-quality streetscape.
- Many estates have attractive period detailing drawing on Arts and Crafts and Art Deco/ Moderne influences, including decorative brickwork, arched openings to porches and front doors, catslide roofs, bay windows and dormers. Simpler estates still have good proportions, generous window sizes and plain but well-built character.
- External elevations are typically red or brown brick or render, with hung tile or timber weatherboarding to features. Roofs are typically plain tile or slate.
- Higher density estates, such as in Great Yarmouth town, sometimes have narrower roads and pavements resulting in issues of on-street parking (sometimes on pavement parking) and bins.
- Parking and bin issues are less pronounced where pavements and roads are wider.

Figure 71. Photographs of interwar housing estates. Left: example showing attractive mature hedges and planting and well-proportioned homes. Right: some estates have a poor quality public realm with few street trees and dominant highways.

CHT2 Design Requirements

Maximum / Minimum densities / plot ratios (see also BF3)	Dependent on the location, densities of 30-50 dwellings per hectare are expected. Higher densities may be appropriate for larger sites and/ or development that predominantly comprises apartments. Plot ratios for mixed-use development of 1 or over.
Development pattern (see also BF1, BF2 and BF4)	Street-based pattern predominantly comprising terraced and semidetached buildings. In some locations, backland development can be an appropriate way to create additional homes within existing neighbourhoods.
Building Line (see also BF2)	Buildings should be set back behind well-landscaped front gardens (residential) or parking (commercial/mixed-use). Maintain the building line set by existing adjacent buildings to ensure streets continue to have a consistent appearance. Commercial development must also maintain the prevailing building line. Variation from the building line of adjoining buildings should be 1-2m.
Height and massing (see also BF1)	2-3 storey development predominantly. 4 storey massing may be acceptable in certain locations subject to very careful consideration of design. Single-storey new development is not appropriate. Varied roof forms are acceptable, including pitched, hipped, and mansard roofs, parapets with flat or mansard roofs behind, and dormers. Roof forms should predominantly match neighbouring building types unless a clear design rationale is presented for an alternative approach.
Cycle and car parking (see also SM4 and SM5)	Cycle storage and parking should either be integrated into the design of front curtilage areas or within the building envelope. Parking can be provided within front curtilage areas but must be well screened by landscaped boundary treatments.
Servicing (see also SM6 and BD5)	Refuse storage should be integrated into the design of front garden/ yard space; or provided within the building envelope.
Street elevation and design (see also CI4 and BD1)	Elevations should have a regular rhythm unless clearly justified by the architectural concept. Bay windows and carefully designed ornamental detailing can assist in creating attractive and distinctive character.
Boundary treatments (see also BD7)	Front boundary treatments should be low brick or flint walls, open timber picket fencing, metal railings or native hedging – all below 1m high. Side and rear garden boundaries to streets or rear alleyways should be bounded by solid walls to 2m, in high quality materials e.g. brick or flint, or by hedging. Close boarded fencing to side or rear boundaries visible from the public realm is not acceptable.
Building design and materials (see also CI4)	External façades should typically be well-detailed and high quality brick, flint, or hung tile. Timber weatherboarding may also be appropriate. More prominent pitched roofs should be slate, good quality plain tiles or pantiles, or standing seam metal roofing. Other materials can be appropriate if clearly justified by the architectural concept.
Landscape design and materials (see also CC6, CC7, PS1-PS5)	Landscape design should incorporate SuDS features and all parking areas should use permeable paving. Additional street trees that will mature to provide good canopy spread and height, should be included where possible. New gardens should include trees.

	Front gardens should be mostly soft landscaped, with limited paved surfaces. Where existing front gardens are proposed for conversion to parking, this is only appropriate when the majority of the garden will remain soft landscaped and there will be no loss of trees.
Other	Development should enable improvement of the public realm through inclusion of SuDS, seating, informal natural play and biodiverse planting. Upgrades to the energy performance of existing buildings should be consistent along a street or group of homes

Figure 72. Examples of interwar housing estates around the borough. Some have attractive leafy landscaping but others lack street trees and corners have under-used public realm which could be improved by tree planting, public realm improvements such as seating and 'play on the way', and sensitive infill development that could enclose the corner with a continuous built frontage.

CHT3 Postwar housing estates

This area type comprises estate housing developed by both private developers and local councils, from World War 2 up to the present day. Estates range widely in style, but each has a distinctive character and pattern of development. Development within these estates is generally limited to small infill sites, redevelopment of garage sites and under-utilised 'left over' spaces, on-plot replacement dwellings and upgrading of properties for energy efficiency.

Area type characteristics

- Most post-war estates take low-density patterns of development made up of semi- detached and detached houses, with spacious front and back gardens.
- Layouts are frequently arranged around curving streets and include a high proportion of cul-de-sacs. In some cases this results in a lack of legibility to the street layout, a lack of connectivity along natural desire line routes to local destinations, and awkward relationships between buildings and the public realm.
- Estates include both two-storey and bungalow (1-storey or 1.5 storey) development. 3 storey development is rarely found.
- The quality and function of public open spaces is mixed with many estates including indeterminate green spaces which are not well used either functionally nor for biodiversity. Some estates have good mature street trees/planting while others lack any canopy cover and have sterile grass verges.
- The layout and type of parking on some estates, including garage blocks and parking courts, frequently create blank flank walls and lack of active frontages / natural surveillance to the public realm.
- Materials, styles and details vary between estates. Some estates, particularly from the 1950s-1970s, have characterful and attractive original details and features which add to their coherence and distinctiveness. Others comprise a range of house types on a single street or estate, with little overall coherence, and extensions and alterations have further eroded the design identity of the estate. In the more attractive estates, their coherence and quality usually derive from the use of a more limited palette, typically brick with other materials used for details or features only.

Figure 73. Postwar estates are hugely varied and include attractive, relatively compact 1950s social housing and very low

density estates drawing on American suburban models

Figure 74. Examples of the opportunities and challenges posed by postwar estates. Typically very low- density, they often lack good street trees and while they benefit from very wide streets and expansive verges, these are sterile, lacking trees or biodiverse planting, and do not offer residents spaces to play or socialise. Some estate layouts present flank walls to the street and lack natural overlooking.

Boundary treatments to the side and rear of dwellings often face streets and can create lengthy blank frontages. There is the opportunity for 'gentle densification through infill and adaptation which does not need to compromise the character of these often well-loved neighbourhoods

CHT3 Design Requirements

Maximum / Minimum densities / plot ratios (see also BF3)	Dependent on the location, densities of 30-40 dwellings per hectare are expected. Plot ratios for mixed-use development of 1 or over.
Development pattern (see also BF1, BF2 and BF4)	Infill development should reinforce a legible street pattern fronted by detached and semi-detached buildings, and short terraces. In some locations, tandem (backland) development can be an appropriate way to create additional homes within existing neighbourhoods and this may take a range of forms.
Building Line (see also BF2)	Buildings should be set back behind well-landscaped front gardens (residential) or parking (commercial/mixed-use). Maintain the building line set by existing adjacent buildings to ensure streets continue to have a consistent appearance. Commercial development must also maintain the prevailing building line. Variation from the building line of adjoining buildings should be 1-2m.
Height and massing (see also BF1)	2-3 storey development predominantly. 4 storey development may be acceptable in certain locations. Single-storey new development is not appropriate. Where replacement dwellings are proposed, the new dwelling may be up to 1 storey taller than the building it replaces, unless daylight, sunlight and privacy of neighbouring homes and gardens will be impacted to an unacceptable degree.
Cycle and car parking (see also SM4 and SM5)	Cycle storage and parking should either be integrated into the design of front curtilage areas or within the building envelope. Parking can be provided within front curtilage areas but must be well screened by landscaped boundary treatments. Where garages are provided (integrated or detached), these must not be set forward of the general building line.
Servicing (see also SM6 and BD5)	Refuse storage should be integrated into the design of front garden/ yard space; or provided within the building envelope.
Street elevation and design (see also CI4 and BD1)	Development and redevelopment within existing estates should form active frontages to streets and open spaces and provide natural overlooking to the public realm.
Boundary treatments (see also BD7)	Front boundary treatments should be low brick or flint walls, open timber picket or post-and-rail fencing, metal railings or native hedging or planting – all below 1m high. Side and rear garden boundaries to the public realm should be bounded by native hedging, post and rail fences or solid masonry walls. Close boarded fencing to exposed side or rear boundaries is not acceptable.
Building design and materials (see also CI4)	Materials should be sympathetic to the specific estate within which the site is located and design should be used to create an integrated and coherent appearance to the street.
Landscape design and materials (see	Landscape design should incorporate SuDS features and all parking areas should use permeable paving.

also CC6, CC7, PS1-PS5)	Additional street trees that will mature to provide good canopy spread and height, should be included where possible. New gardens should include trees. Front gardens should be mostly soft landscaped, with limited paved surfaces. Where existing front gardens are proposed for conversion to parking, this is only appropriate when the majority of the garden will remain soft landscaped and there will be no loss of trees.
Other	Development should enable improvement of the public realm through inclusion of SuDS, seating, informal natural play and biodiverse planting. Upgrades to the energy performance of existing buildings should be consistent along a street or group of homes

CHT4 Historic village centres

This area type comprises the historic cores of the rural villages, predominantly made up of organic development up to the early 20th century. Historic villages centres are mostly covered by conservation areas except for Scratby, Ormesby St Michael, Filby, Mautby, and Fritton, but the latter do still have attractive informal village centres and these fall into this area type.

Development proposals in this area type are limited to small infill development, on- plot replacement dwellings, extensions and upgrades to properties to improve energy efficiency.

Area type characteristics

- Historic villages usually developed around generous green or cross-roads with gradual, but relatively limited, linear development of cottages and short terraces along lanes and narrow alleyways.
- The village centres often include a range of current and former places of worship reflecting the varied nature of denominations in this part of Norfolk and the history of non-conformism
- There is little industrial development or building types but some workshops and associated yards
- The development pattern is irregular and informal comprising cottages and buildings of a range of ages and styles, but typically unified by the use of locally prevalent building materials, including brick, flint and stone with some timber weatherboarding and lime render. Roofs are almost all pantiled with some use of plain tile and slate.
- Most buildings have attractive but small-scale proportions and plain detailing. Internal storey heights are usually considerably lower than can be accepted in new-build development which leads to some challenges where new proposals aim to replicate historic neighbouring precedents.
- Smaller lanes and alleyways can be unsurfaced which contributes to their informal rural character.
- Boundary treatments are typically low and informal, and front gardens are well- planted.

Figure 75. Examples of typical historic village centres in the borough.

Figure 76.

Examples of the charm and challenges of the rural villages. The organic pattern of development has resulted in a wide range of building types and styles, many originally designed as places of work, study or religion but now adapted to residential use.

Bottom left: well-detailed and sensitively designed infill housing successfully follows a clustered traditional pattern of cottage development with low boundary walls and parking carefully concealed.

Bottom right: new development does not always successfully create village 'greens' and other rural development patterns, as can be seen here, where homes are set too far back and boundary treatments are poor

CHT4 Design Requirements

Maximum / Minimum densities / plot ratios (see also BF3)	Minimum 30dph within historic village centres which fall within Belton, Hemsby, Hopton-on-Sea, Martham, Ormesby St Margaret and Winterton. Within other historic village centres, residential densities should be a minimum of 20 dph. Plot ratios for mixed-use development of 1 or over.
Development pattern (see also BF1, BF2 and BF4)	Informal pattern of streets, greens, alleys and yards/courts. Buildings can be detached, semi-detached or in short terraces. Scale of buildings should be carefully considered in relation to the scale of the site/ plot. Larger new detached homes should be sited on larger plots with sufficient landscaping, while smaller dwellings can form a more compact pattern of development with small courtyard gardens making better use of land.
Building Line (see also BF2)	A varied building line is acceptable with buildings set tight to the street edge or set back. The building line and development patterns should be site-specific and justified by close analysis of the surrounding context.
Height and massing (see also BF1)	Predominantly 1-2 storeys. 3 storey development may be appropriate in locations where this does not dominate the streetscape and away from corners. Roofs should be predominantly pitched, hipped, gambrel and mansard roofs. Flat roofed buildings may be appropriate for commercial or mixed-used development, or small apartment buildings, with careful design in relation to the site context.
Cycle and car parking (see also SM4 and SM5)	Cycle and car parking and storage must be provided on-plot. Avoid extensive front curtilage parking.
Servicing (see also SM6 and BD5)	Refuse storage to be provided within building envelope or well-integrated into the design of front gardens/yards
Street elevation and design (see also CI4 and BD1)	Elevations should have relatively simple detailing and use of materials, well-proportioned openings and provide natural overlooking of the public realm.
Boundary treatments (see also BD7)	Front boundary treatments should be low brick or flint walls, open timber picket or post-and-rail fencing, metal railings or native hedging – all below 1m high. Where side or rear gardens or yards abut the street, they should be bounded by solid walls to 2m, in high quality materials e.g. brick or flint, or by hedging. Close boarded fencing to exposed side or rear boundaries is not acceptable.
Building design and materials (see also CI4)	External façades should typically be well-detailed and high-quality brick, flint, traditional lime render or painted brick in colours drawn from the local palette. Timber weatherboarding may also be appropriate. More prominent pitched roofs should be slate, good quality plain tiles or pantiles or standing seam metal roofing. Other materials can be appropriate if clearly justified by the architectural concept.
Landscape design and	Landscape design should incorporate SuDS features and all parking areas should use permeable paving.

materials (see also CC6, CC7, PS1-PS5)	New gardens, and parking areas servicing commercial development, should include trees. Front gardens should be mostly soft landscaped, with limited paved surfaces. Where existing front gardens are proposed for conversion to parking, this is only appropriate when the majority of the garden will remain soft landscaped and there will be no loss of trees. Bound or unbound gravel surfacing to parking areas and private lanes/ alleyways is preferable to block paving.
Other	Maintain and enhance the character of the emerging Conservation Areas in line with the emerging Conservation Area Appraisals.

CHT5 Plotlands

Great Yarmouth includes a number of 'plotland' developments which originally grew up on marginal land in mostly seafront locations. Many are now threatened by coastal erosion and/or sea level rise but some remain well-loved and distinctive neighbourhoods with an unusual pattern and character. Some plotland areas now lie within coastal change management areas. Development proposals within this area type are typically small- scale infill development, on-plot replacement dwellings, extensions and alterations.

Area type characteristics

- Distinctive typology of strongly gridded or geometric street and plot layout containing unique and varied self-build homes
- Typically low-density although some have a medium-density character due to small garden sizes.
- Access lanes are often unsurfaced, with informal, low-level boundary treatments
- Homes are typically chalet-style with gabled roofs to the street, with no repetition of house types along a street or within a plotlands area, due to the self-built nature of the original development. Homes are typically set back from the street or access lane and many have porches.
- Homes are all 1-2 storeys with few 3 storey homes.

Figure 77. Photographs of plotlands at Scratby.

CHT5 Design Requirements

Maximum / Minimum densities / plot ratios (see also BF3)	Minimum 30 dwellings per hectare. Plot ratios for mixed-use development of 1 or over.
Development pattern (see also BF1, BF2 and BF4)	Gridded street and plot pattern of detached homes on relatively small sized plots
Building Line (see also BF2)	Buildings should be set back from the street and vary no more than 1m from the frontage line of neighbouring buildings.
Height and massing (see also BF1)	Predominantly 1-2 storeys. 3 storey development may be appropriate in locations where this does not dominate the streetscape and away from corners. Predominantly chalet-style forms with gabled roofs to the street, but a wide variety of building forms is encouraged. Uniformity of building design must be avoided, where a group of new homes or buildings is proposed.
Cycle and car parking (see also SM4 and SM5)	Cycle and car parking and storage must be provided on-plot.
Servicing (see also SM6 and BD5)	Refuse storage to be provided within front gardens/yards.
Street elevation and design (see also CI4 and BD1)	Varied and individual design approaches are encouraged.
Boundary treatments (see also BD7)	Front boundary treatments should be low brick or flint walls, open timber picket or post-and-rail fencing, metal railings or native hedging – all below 1m high. Where side or rear gardens or yards abut the street, they should be bounded by hedging, post-and-rail fencing, or solid walls to 2m, in high quality materials e.g. brick or flint. Close boarded fencing to exposed side or rear boundaries is not acceptable.
Building design and materials (see also CI4)	Varied materials are acceptable and encouraged.
Landscape design and materials (see also CC6, CC7, PS1-PS5)	Landscape design should incorporate SuDS features and all parking areas should use permeable paving. New gardens, and parking areas servicing commercial development, should include trees. Front gardens should be mostly soft landscaped, with limited paved surfaces. Where existing front gardens are proposed for conversion to parking, this is only appropriate when the majority of the garden will remain soft landscaped and there will be no loss of trees.

	Bound or unbound gravel surfacing to parking areas is preferable to block paving.
Other	Maintain and enhance the character of the Conservation Areas in line with the emerging Conservation Area Appraisals. Improvements to the quality of rear alleys and publicly accessible greens/courtyards in the block interior should be sought, to regularize the layout of parking, improve safety, add tree planting and create opportunities for functional use of the public realm.

Design requirements by development type

DDR1 New housing developments

New large-scale housing developments on the outskirts of existing settlements pose specific challenges and require careful design in order to create active and characterful communities.

The borough-wide requirements of the Design Code set out how new developments should be designed in detail, including building form, materials and details. The following points capture some of the priorities for new larger developments in terms of master planning and integration with context.

DDR1 Design Requirements

Relationship to landscape	New housing developments are highly visible in the landscape. Layout and design should ensure they form a positive backdrop to views and that boundary treatments to the edge of developments have a rural character. Fronting new development onto the landscape is not typical in rural settings and it is preferable for rear gardens to form the boundary to the rural landscape around the development. The use of close boarded fencing on to the landscape should be avoided, instead natural boundary treatments should be used. Walking and cycling routes should provide permeability to the landscape beyond as well as views out from the development to the rural landscape. The layout of new development should frame views of the open landscape beyond and link to the rural footpath network. Where possible, development should create new public rights of way that strengthen the footpath network and encourage appropriate active recreational use of the countryside.
Integration with 'host' community	The layout of developments should integrate seamlessly with the network of streets and routes into the 'host' community and towards local destinations. These routes should be intuitive and direct and create as much permeability for pedestrians and cyclists as possible, while preventing unwanted vehicle movement. Layouts should site functional public open space – including play and recreational facilities - in locations where it can be easily accessed by existing and new residents. Accessible natural greenspace should also be located where it can be used by the wider community. Larger developments which include local services and other non-residential uses should also site these to form natural meeting points between existing and new residents, and these should be designed to be high quality landmark buildings.
Pattern of development	Development should draw on the built and landscape character of the 'host' community and avoid generic layouts and house types. In larger developments, individual streets or sub-areas should have differentiated characters which can be achieved through the use of different approaches to layout, house designs, or variation in materials and details. The aim should be to articulate a design identity for each street or cluster, through planned and coherent design.

	In urban settings, corner buildings may often be the more prominent and taller elements in the streetscape. However, in vernacular rural settings, corner buildings are rarely dominant and more substantial buildings typically form part of a continuous street frontage, are set back within grounds, or form a block to themselves. Corners should be carefully designed to work with the wider character of the development.
Phasing	Phased development should ensure that green infrastructure and functional walking and cycling routes are built as early as possible in order to build in active lifestyles and encourage active travel for new residents from the start.

Figure 78.

Examples of common issues in new estate design in Great Yarmouth.

Top left: Close boarded fencing presents an unattractive edge to the open countryside.

Top right: Lack of street trees and areas of green verge which are not designed to allow for active uses such as play, seating, recreation. Extensive blank flank walls to the public realm should be avoided.

Bottom left: A lack of planting and street trees make new development bland and lacking in a distinctive identity; streets ending in close boarded fencing at the rear of adjoining gardens is unattractive and does not create permeability for pedestrians and cyclist; visible meter boxes detract from the quality of the streetscene; yellow brick is not typical of the local area.

Bottom right: rear parking areas are not well overlooked or sympathetically landscaped, making what could be a street fronted by dwellings into a 'dead space' only used by cars. Boundary wall is good quality and could be appropriate for a short length of boundary treatment, but not for a long boundary onto a public route.

Figure 79. Examples of successful new-build housing development.

Top left: a contemporary reinterpretation of terraced cottages enlivened by imaginative use of local materials in Peterborough.

Top right: Well-landscaped public realm with trees complements contemporary housing at Accordia, Cambridge.

Middle left: varied roofscapes make simple forms lively, and brick enclosures successfully conceal refuse storage and air source heat pumps at St Chad's Thurrock.

Middle right: single-storey homes for the elderly create an attractive square enlivened by expressive chimneys at Barking. Architect: Patel Taylor. Bottom left: traditional terraces provide a good precedent for simple town housing at Vassal Road, London.

Bottom right: new housing with a lively use of materials and scale at New Hall, Harlow.

DDR Infill development/redevelopment

Infill development and redevelopment of existing plots can make an important contribution to increasing the stock of homes in locations which already have good public transport, walking and cycling links, and can help sustain the viability of local shops and services.

The borough-wide requirements of the Design Code set out the standards that infill development should meet, and the area specific design requirements must also be followed. The following points capture some of the most important design considerations for infill development in terms of site planning and integration with context.

DDR2 Design Requirements

Making best use of land	Infill development should take the opportunity to gently densify neighbourhoods without substantially altering their character. Creative site layouts, unit layouts and design of amenity space should be used to create backland and mews development which does not compromise the privacy and daylight/sunlight of neighbouring properties. Careful massing and roof form should be used to minimise the visual bulk of proposals. Daylight and sunlight modelling should be used at an early stage to inform the design and layout.
Relationship to adjacent properties and local character	Building lines, external materials and the approach to boundary treatments must strictly follow the requirements set out for the character area. Adjacent properties may not form a suitable precedent if they are not of good quality design. Infill development is an opportunity to enhance and increase the distinctive character of a neighbourhood. Generic design approaches should be avoided and care taken to create elevations that are well-detailed, use durable and high quality materials, and complement the best examples from the wider area.
Landscaping	The requirement to provide adequate parking can lead to sterile front curtilage areas in front of infill development. Front curtilage parking must include green features such as substantial trees, planting, and green roofs or climbing plants on carports and cycle shelters. Landscaping must maximise the use of SuDS features throughout. Permeable surfacing is expected for all on-plot parking.

Figure 80. Examples of infill development where new development reinforces the scale, setback and active frontage of the street with parking provided to the rear, although choice of brick does not reflect the local material palette.

DDR3 New industrial, commercial and retail development

Industrial, commercial and retail development fulfils important functions but, in out-of-town locations in particular, frequently fails to contribute positively to the character of the local area.

The borough-wide requirements of the Design Code set out design standards which apply to all forms of development. The following points capture some of the most important design considerations for out-of-town commercial development in terms of site planning and integration with context.

DDR3 Design Requirements

Site planning	Non-residential development should also follow sound masterplan principles and create a legible layout of streets and movement routes with a clear relationship to the active frontages of buildings. A perimeter block approach will typically be more successful in creating a sense of safety, enclosure and legibility than isolated buildings within parking.
Landscape design	Non-residential development generates a large car parking requirement and this must be designed to maximise the greening and SuDS opportunities. Tree planting should specify species that will grow to provide substantial canopy shade and be climate- resilient; permeable paving should be used; and all opportunities for introducing planting and biodiversity must be taken. Boundary treatments of non-residential development should use greening, such as climbing plants, to soften the visual impact of security fencing and to increase biodiversity on the site. Where external lighting is required, this should be very carefully designed to limit light pollution while ensuring a safe and attractive environment at night.

DDR4 Development in the rural area

A wide range of development takes place within the rural area, ranging from agricultural structures; farm diversification; business units; tourism; agricultural-to-residential conversions; and reuse of historic and listed buildings. While some forms of development can take place within permitted development rights, others require full planning permission, listed building consent or other consents.

The landscape of Great Yarmouth is open and relatively flat, so buildings and settlements are visible from long distances and even those of relatively modest scale form landmarks. The impact of rural development can substantially alter the landscape character.

The borough-wide requirements of the Design Code apply to development within the rural area and the following points capture some of the priorities in terms of integration with context.

DDR4 Design Requirements

Landscape setting	Long-range views must be considered and visualisations of proposals in context from publicly accessible viewpoints in the wider area submitted. Boundary treatments, and the incursion of domestic curtilages into the countryside, are highly visible due to the character of the local landscape. Soft boundary treatments such as timber post and rail fencing, native hedging and including tree planting where possible, should be used and close boarded fencing is not acceptable.
Building design and materials	Rural development should carefully consider materials, form and massing to maintain an agricultural and farmstead design language. Simple pitched-roof building forms are preferred. Materials should be predominantly good quality brick, flint or stone; timber weatherboarding; or profiled metal cladding in natural and darker tones. Light coloured materials are highly visible against the landscape and should be used with care.
Landscape design	Car parking areas can be highly visible within the rural area due to the long views. Parking areas must be very well landscaped and include trees which will, when mature, provide excellent canopy cover and shade. Where external lighting is required, this should be very carefully designed to limit light pollution while ensuring a safe and attractive environment at night.

Figure 81: Left: Harsh boundary treatments to isolated homes would be better designed as soft hedges or post and rail fencing, or low height wall. Right: new home in Lincolnshire is unobtrusive in the landscape and has low boundary wall. Architect: Caruso St John.

DDR5 Holiday Parks

Holiday Park development forms an important part of the local economy. However these areas are typically situated close to significant natural landscape locations, therefore issues with these areas are primarily around boundary treatments to surrounding context and landscape.

The borough-wide requirements of the Design Code apply to holiday park development, where relevant based on siting and context, and the following points capture some of the priorities in terms of master planning and integration with context.

DDR5 Design Requirements

Landscape setting	Minimise recreational disturbance to natural wildlife/landscape locations through the design of the movement network/connection to green spaces as well as provision of suitable alternative natural green spaces for recreation. Ensure boundary treatments create a positive and attractive frontage to streets and to the countryside. Close boarded fencing is not appropriate for boundary treatments visible from the surrounding countryside or the public realm. Static caravans and lodges must be well-screened from public view points and the view from neighbouring homes and rights of way should be enhanced by extensive on-site landscaping. External lighting should be very carefully designed to limit light pollution while ensuring a safe and attractive environment at night.

Figure 82. Examples of different boundary treatments to holiday parks.

Top left: the timber fence is less obtrusive than a tall close-boarded fence, but does not help to soften the boundary as the hedge does.

Top right: some holiday parks work well without a secure boundary treatment.

Bottom: due to the wide flat landscapes , holiday parks can be seen from long distances even though they are generally only single storey. Tree planting of large-scale trees would help to soften and screen the visual impact

Appendix 2 – Marketing Requirements

A number of policies in the Local Plan require evidence of marketing prior to allowing the redevelopment or change of use of a building or land. This appendix sets out the detailed requirements for marketing to justify there is no demand for the existing use and justify a change of use.

Length of Marketing

Prior to applying to change the use of a building protected under the relevant policies of the Local Plan the property should be marketed for a period as outlined within each policy and in table 1 below.

Table A2.1: Marketing length requirements

Policy	Minimum Marketing Period Requirement
URB19- Links Road	12 Months
CAS1 – Nova Scotia Farm	12 Months
HEM1 – Yarmouth Road	12 Months
HOU5 – Housing for older people	12 months
HOU6 – Self Build	12 months
EMP2 – Protected Employment Sites	12 months
RTC3 – Protected Shopping Frontages	6 months
RTC4 – Local Centres	6 months
TCL4 – Protection of Tourism Uses	12 months
TCL5 – Cultural Facilities	3 Years
HEC4 – Community Facilities	12 months
CLC5 – Relocation from Coastal Change Management Areas	6 months
DHE3 - Non-Designated Heritage Assets	12 months
DHE4 – Conservation Areas	12 months

Marketing Strategy

Before marketing commences a strategy should be prepared which sets out how the property will be marketed. Ideally this should be agreed with the Council prior to start of marketing. This will ensure the strategy meets the requirements set out in this section and will avoid the need of a repeat of the marketing exercise should the Council deem the marketing not be up to standard. The marketing strategy should contain the following detail:

- **Background** – this should cover why the property is being marketed.
- **Location** – this should include information on proximity to town, its links to transport networks and its general setting.
- **Description** – this should include details on floorspace, number of floors, layout and car parking and yard facilities if applicable.
- **Planning** – a summary of the existing planning use, history and any restrictions.
- **Marketing Recommendations and approach to advertisement** – this should cover:
    - **Basis of instruction** - sole agent or joint agent etc.

- **Method of disposal** - private treaty or informal/formal bids.
- **Advertisement option** - sale boards, internet, PR, publications, mailing etc.

The extent of marketing initiatives will vary based on the type of premises being advertised. However, as a minimum the following initiatives should be employed for all premises:

- **Marketing Board** – this could be a simple for sale board for small commercial premises, single tourist unit accommodation and community facilities. For larger commercial units and tourist accommodation sites larger boards giving details of the property including the guide price should be employed. Boards should be placed so they can be seen from the main road.
- **Marketing Particulars** – these should include the following information:
    - Internal and external photographs
    - Location
    - Description of accommodation
    - Terms (leasehold, freehold, long lease etc.)
    - Guide Price/Rent
    - Current Planning Status
    - Services and Utilities
    - Energy Performance Certificate
    - Rateable value and business rates
    - VAT Status
    - Legal and professional costs
    - Viewing arrangements
    - Contact information for the agent

For larger commercial units and tourist accommodation sites, which are more likely to have a regional or national audience, the particulars should be set out in a bespoke, well-designed brochure. Layouts of the building together with professional photos will be required.

- **Advertisement in press** – for small commercial units, community facilities and single unit tourist accommodation, an advert should be placed and maintained in a local newspaper. For larger commercial units and tourist accommodation sites, specialist publications should also be used. Advertisements in both local and national publications should include a colour picture of the premises.
- **Press coverage** – for larger commercial units and tourist accommodation sites, a press release should be given to local and regional press.
- **Online advertisement –** the premises should be published on the agent's website as well as one national commercial property search engine. For very large commercial units and tourist accommodation parks a bespoke website for the property should be created.
- **Targeted mailing** – this involves the agent mailing their contacts or by purchasing a database of contacts.

Asking/Guide Price/Rent

The amount the property is being market for should reflect the market value of the use the property is being marketed for as set out in the policy. For example, an industrial unit being marketed as per Policy EMP2 should be marketed at comparable value of an industrial unit, not the hope value of an alternative use. It is expected that the value of the property will be derived from an expert RICS registered valuer or accredited member of RICS (Royal Institution of Chartered Surveyors).

With regard to the marketing requirements for land adjacent to Scratby and Hemsby for the purposes of relocation of property at risk from erosion, the price should be set at a level which would facilitate and incentivise an owner of a property at risk from erosion taking up the plot to relocate their property. This will need to consider the value of existing plots and costs associated with relocating. It is expected that this value would be above existing use value, but no more than the value which could be achieved for a rural housing exception site.

Marketing Report

If there has been no success in selling or letting the unit following the marketing length requirement, a report on the marketing should be prepared and submitted with a planning application for the redevelopment or change of use.

The marketing report should contain the following:

- The original marketing strategy (in accordance with the above).
- The asking/guide price/rent
- The duration and dates of the marketing campaign.
- Evidence that the marketing strategy was delivered – this should include photos of the marketing boards, copies of particulars, screenshots of online advertisements, copies of press articles and adverts.
- A full record of enquiries received throughout the course of the marketing campaign. This should record, the date of the enquiry, details of the company/individual, nature of the enquiry, if the property was inspected, details of any follow-up and reasons why the prospective occupier deemed the premises unsuitable. If any offers were rejected, the grounds on which the offers were rejected must be provided.
- If the record of enquiries indicates a lack of interest during the marketing campaign, the report should detail the measure undertaken to alter the strategy and to increase interest.
- Expenditure on marketing - the budget for the marketing campaign should be proportionate to the anticipated return from the property.

Appendix 3 – Open Space Requirements

The purpose of this appendix document is to provide further detail to support Policy HEC2. This appendix therefore sets out how open space requirements will be met in respect of the:

- Open space standards
- thresholds at which open space will apply on or off-site
- open space surpluses and deficits across the Borough

Outdoor sports provision is assessed in the Playing Pitch and Outdoor Sports Strategy (2022) which sits alongside the Open Space Needs Assessment (2022).

It is worth noting the clear exemptions from publicly accessible open space that is captured under Policy HEC2, such as private gardens, beaches, churches/graveyards, waterbodies, schools (except where playing fields are in use for wider-community sports activities).

Open space surpluses and deficits

The below table has been informed by the Open Space Needs Assessment which has assessed the quantity (provision), quality and accessibility of each type of open space. Where a deficit is identified within a Ward, there is a requirement in line with Policy HEC2 to provide new space or enhance an existing space. Where a surplus is identified, there is no requirement to provide or contribute to new spaces (or enhance existing spaces). The table can therefore be used to work out which types of open space will be required as part of new residential development by Ward.

Flexibility will be required when assessing planning applications where a development site is close to or adjacent to another ward, parish or settlement.

Table A3.1 - Open Space Needs by Ward

Ward	Outdoor Sport	Formal Play Space	Informal Amenity Green space	Allotments	Parks & Gardens
Bradwell North	Deficit	Deficit	Deficit	Deficit	Deficit
Bradwell South & Hopton	Deficit	Deficit	Deficit	Deficit	Deficit
Caister North	Deficit	Deficit	Deficit	Deficit	Deficit
Caister South	Deficit	Deficit	Deficit	Deficit	Deficit
Central & Northgate	Deficit	Deficit	Deficit	Surplus	Deficit
Claydon	Deficit	Deficit	Deficit	Surplus	Deficit
East Flegg	Deficit	Deficit	Deficit	Surplus	Deficit

Ward	Outdoor Sport	Formal Play Space	Informal Amenity Green space	Allotments	Parks & Gardens
Fleggburgh	Deficit	Deficit	Deficit	Deficit	Deficit
Gorleston	Deficit	Deficit	Deficit	Deficit	Deficit
Lothingland	Deficit	Surplus	Deficit	Deficit	Deficit
Magdalen	Deficit	Deficit	Deficit	Surplus	Deficit
Nelson	Deficit	Deficit	Deficit	Deficit	Deficit
Ormesby	Deficit	Deficit	Deficit	Deficit	Deficit
Southtown & Cobholm	Deficit	Deficit	Deficit	Surplus	Deficit
St Andrews	Deficit	Deficit	Deficit	Deficit	Deficit
West Flegg	Deficit	Deficit	Deficit	Deficit	Deficit
Yarmouth North	Deficit	Deficit	Deficit	Surplus	Surplus

The surplus in formal play space within Lothingland should be treated with caution. The margin of need is such that the planned new housing allocation will take the Ward into a deficit if play space is not delivered as part of that development.

The Borough Council will need to monitor open space to the required standards to update the surpluses and deficits of each Ward to reflect the most up to date condition. Clearly, this cannot be achieved in real time as such changes and the delivery of new space is likely to change gradually. Accordingly, the Open Space Needs Assessment should be refreshed over 3-5 years.

Standards of Provision

Table A3.2 sets out the standards of provision which is informed by the Open Space Needs Assessment (2022):

Table A3.2- Open Space standards

Open Space Type	m2/Per dwelling
Outdoor Sport	24.65
Children's Play Space	4.62
Informal Amenity Greenspace	18.48
Allotments	4.16
Parks and Gardens	9.24
Accessible Natural Greenspace	41.58
Totals	**103**

It would not be practical to require this level of open space on all sizes of site as on smaller sites the amount of space provided for some types of space would not be useable. Therefore, the above standards should be applied according to the thresholds in the table below.

Table A3.3 – Open space thresholds

Open Space type	Threshold (number of dwellings)
Outdoor Sport	300
Formal Play Space	20
Informal Amenity Green Space	20
Accessible Natural Green Space	50
Allotments	500

Table A3.4 summarises the amount of open space per dwelling at different site sizes taking into account table A3.2 and A3.3.

Table A3.4 – Open Space requirements per site size.

Scale of Development	Outdoor Sport	Play Space	Informal Amenity	Parks & Gardens	Accessible Natural Greenspace	Allotments	Total On-site (m2)
1-19 Dwellings	**0**	**0**	**0**	**0**	**0**	**0**	**0**
20-49 Dwellings	**0**	**4.62**	**18.48**	**0**	**0**	**0**	**23.10**
50-299 dwellings	**0**	**4.62**	**18.48**	**0**	**41.58**	**0**	**64.68**
300-499 dwellings	**24.65**	**4.62**	**18.48**	**0**	**41.58**	**0**	**89.33**
500+ dwellings	**24.65**	**4.62**	**18.48**	**9.24**	**41.58**	**4.16**	**102.73**

Management & maintenance

To ensure that new open space provision remains valuable in the long term and that its contribution to amenity and recreation is secured in perpetuity, it is essential there are robust arrangements in place for the management and maintenance of the space.

Borough Council adoption of open space

The Borough Council will carefully consider the desirability of adopting such open space but is under no obligation to do so. Where the Council does agree to adopt open space, it will require a minimum of 20 years maintenance costs paid through a contribution to ensure the costs do not place additional burdens on the finances of the local authority. Maintenance costs are set out below and are expressed per dwelling:

Table A3.5 - Maintenance Costs

Type of Open Space	Cost per dwelling (£)
Outdoor sport	£142.46
Formal play space	£71.24
Informal Amenity Greenspace/ Parks and Gardens / Accessible Natural Greenspace	£558.07

Until adoption of the recreational open space, (including the children's play space), the Council expects maintenance of the equipment and general tidiness of the area to remain the legal responsibility of the developers/ appointed maintenance contractors, unless otherwise agreed.

Alternative management arrangements

Where the Borough Council does not agree to adopt open space, a suitable alternative arrangement must be secured such as by agreement with a parish or town council to adopt the open space, or a private management company. There may also be opportunities for local communities such as through local stewardship (such as explained through the Town & Country Planning Association's guide).

It is important that robust arrangements are in place for any private management company to ensure that the maintenance responsibilities are met in full by that company. Normal practice is for the company to then recharge its costs to residents of the development which has generated the need for the additional facilities. Initial and subsequent purchasers of such properties would normally be required to enter into an obligation to meet these charges as part of the conveyancing process and should therefore ask their conveyancer to investigate the details of how any arrangement will operate. A draft 'Management Plan' should be provided, setting out such details.

In either case, the Borough Council will need to be satisfied through submitted evidence that such management arrangements ensure that the open space policy will be met in full.

Appendix 4 – Non-designated Heritage Asset Criteria

Non-designated heritage assets can vary in type and form, and should possess a degree of heritage significance that merits consideration in planning decisions. Non-designated heritage assets can be either buildings or structures, or non-built assets such as archaeological assets and parks and gardens.

The Council encourages Neighbourhood Plans to identify non-designated heritage assets, examples of such can be seen in the Hemsby and Fleggburgh Neighbourhood Plans. Neighbourhood planning groups seeking to identify Non-Designated Heritage Assets are encouraged to work with the Council in developing the necessary identification criteria, particularly in respect of potential Non-Designated Heritage Assets that are not buildings or structures.

Non-designated heritage assets are not protected in the same way as designated Heritage Assets but the identification of them as a non-designated heritage asset is a planning consideration when determining applications. The National Planning Practice Guidance states that Local Planning Authorities may identify non-designated heritage assets that are buildings and that it is helpful to have criteria in place to allow the identification of such assets.

The following criteria will be used to establish if any potential non-designated heritage asset that is a building or structure meets the definition in national planning policy at an early stage in the process, as advised by the national Planning Practice Guidance. A building or structure must meet two or more of these significance-measuring criteria to be identified by the Council as a non-designated heritage asset. Greater weight should be attributed to the conservation of any building or structure that meets more than two of the significance-measuring criteria. The Historic England Advice Note provides information on local heritage listing of heritage assets: "Local Heritage Listings: Identifying and Conserving Local Heritage Assets". The weight attributed should be reflective of the number of criteria met.

- **Archaeological Interest -** Recorded in the Norfolk County Historic Environmental Record
- **Architectural significance -** sites that demonstrate local architectural style and character or are associated with a local architect, designer or engineer of importance.
- **Artistic Interests -** Holds artistic value; known designer.
- **Age –** the age of a potential asset can be a contribution to the distinctive local characteristics or building traditions.
- **Group Value –** A group of assets with a clear visual design and/or historic relationship.
- **Positive Contribution -** Such as a landmark or key view.
- **Historic Interest** - A significant historical association of local or national note, including links to important local figures, may enhance the significance of a heritage asset. Blue Plaque and similar schemes may be relevant. Social and communal interest may be regarded as a sub-set of historic interest but has special value in local listing. As noted in the PPG: 'Heritage assets … can also provide meaning for communities derived from their collective experience of a place and can symbolise wider values such as faith and cultural identity'. It therefore relates to places perceived as a source of local identity, distinctiveness, social interaction and coherence, contributing to the 'collective memory' of a place.
- **Historical Significance -** sites associated with a local historical event, that have importance as a community asset, are associated with local famous or notable people or appear on the First Edition of the Ordnance Survey Map.
- **Rarity –** judged against local characteristics.
- **Landmark Status** - An asset with strong communal or historical associations, or because it has especially striking aesthetic value, may be singled out as a landmark within the local scene.

Appendix 5 – Habitat Regulations Assessment Guidance

Introduction

As a public body, Great Yarmouth Borough Council is a 'competent authority' under the Conservation of Habitats and Species Regulations 2017, normally referred to as the Habitats Regulations. It requires all competent authorities to make an assessment of the implications of any plan or project being undertaken by the authority or being authorised by the authority for others to undertake, for internationally protected wildlife sites known as Habitats Sites in the National Planning Policy Framework. This is known as a Habitats Regulations Assessment (HRA) and needs to be completed prior to the determination of planning applications.

A HRA is required in order to demonstrate that a development project can proceed without having any adverse effects on Habitats Sites. There are numerous internationally protected wildlife sites within and close to the Borough planning area. New developments are required to avoid or mitigate any potential impacts on these. If this cannot be achieved permission cannot be granted. Demonstrating that potential impacts have been avoided or mitigated for through documented assessment is an important part of compliance with the legislation.

It is important to demonstrate compliance with the Habitats Regulations with appropriate records, and the Borough Council has developed an assessment template that in some circumstances applicants can complete. This guidance note sets out how the Council seeks to help applicants complete the template to inform a satisfactory assessment and ensure that all the necessary requirements are properly met.

The requirements should be satisfied at the earliest possible stage, ideally at pre-application stage, ready for when the planning application is submitted to the Borough Council. Further guidance on the pre-application stage can be obtained from the Borough Council through 'Pre-Application Advice'.

Norfolk Green Infrastructure and Recreational Avoidance and Mitigation Strategy

The Council has worked with all Norfolk local planning authorities and Natural England to create a county-wide strategy known as the Norfolk Green Infrastructure and Recreational Avoidance and Mitigation Strategy.

The strategy identifies that all residential development and tourist accommodation development within the Borough could give rise to recreational disturbance impacts on Habitats Sites. The strategy a package of mitigation measures to be funded by developers of development which may lead recreational impact on Habitats Sites. A financial contribution in line with the strategy of £210.84 per new dwelling (or per 6 tourist bed spaces) across the Borough will provide mitigation for in-combination effects.

Template Habitat Regulations Assessment (HRA)

Accurate HRA recording is particularly important given case law has clarified the need to adequately undertake and record a H R Ain a stepwise way, with assessment of identified significant effects undertaken at the 'appropriate assessment stage,' and ensure that all development that poses a potential risk has the benefit of a HRA record. This includes small scale development such as a single new dwelling. Each should have a detailed and satisfactory HRA to demonstrate that any potential effects have been assessed.

Whilst the Brough Council is ultimately responsible for the HRA, it is the responsibility of the applicant to provide all information necessary to inform the HRA and its conclusions. Gathering this information often involves the commissioning of an ecologist or other specialists. In order to expedite this the Council has produced an

assessment template that can be used for small-scale development to make the process as straightforward as possible whilst having confidence in compliance with the legislation. This guide and the template have been agreed with Natural England.

The template is referred to as a 'shadow HRA' because it is set out in a way that enables an applicant to provide the information necessary to inform the Borough Council's HRA. Where the Council is satisfied that the shadow HRA provides all the information required, the Council will use the completed template as the HRA record for the determination of the planning application.

The Council must consider any potential impacts arising from a development proposal. The agreement of the Council at any stage to use of the template will not prejudice it following the correct procedures, and this may subsequently lead it to require a full, bespoke shadow HRA to be submitted to enable the Council to prepare a more detailed HRA record.

The assessment template is not appropriate for larger scale developments, those in more sensitive locations, or where there is a potential for other impacts from the specific development in addition to the cumulative impact of recreation pressure. Where a development is particularly large, or in close proximity, there may be other additional recreation considerations that warrant further assessment and may require additional measures to be included in the proposal. These developments are likely to require a more detailed and bespoke assessment.

Relevant internationally protected wildlife sites

The Borough Council considers that the following sites are relevant to the template and bespoke shadow HRAs required for residential and tourism development:

- Winterton-Horsey Dunes SAC
- North Denes SPA
- Breydon Water SPA
- Broadland SPA
- The Broads SAC

Establishing whether a template or bespoke shadow HRA is required

The following tables and supporting text set out in broad terms when the following apply:

- A bespoke shadow HRA will be required
- The template shadow HRA can be used to provide an assessment

The scenarios can be identified by considering the scale of the development and its location. The 'Indicative Habitat Impact Zones Map' that accompanies this guide identifies the different zones referred to within the table (below). Please note that the following table is a guide in the first instance only. The Council as the competent authority reserves the right to request further information (such as a shadow HRA) at any development scale or location should it consider it necessary.

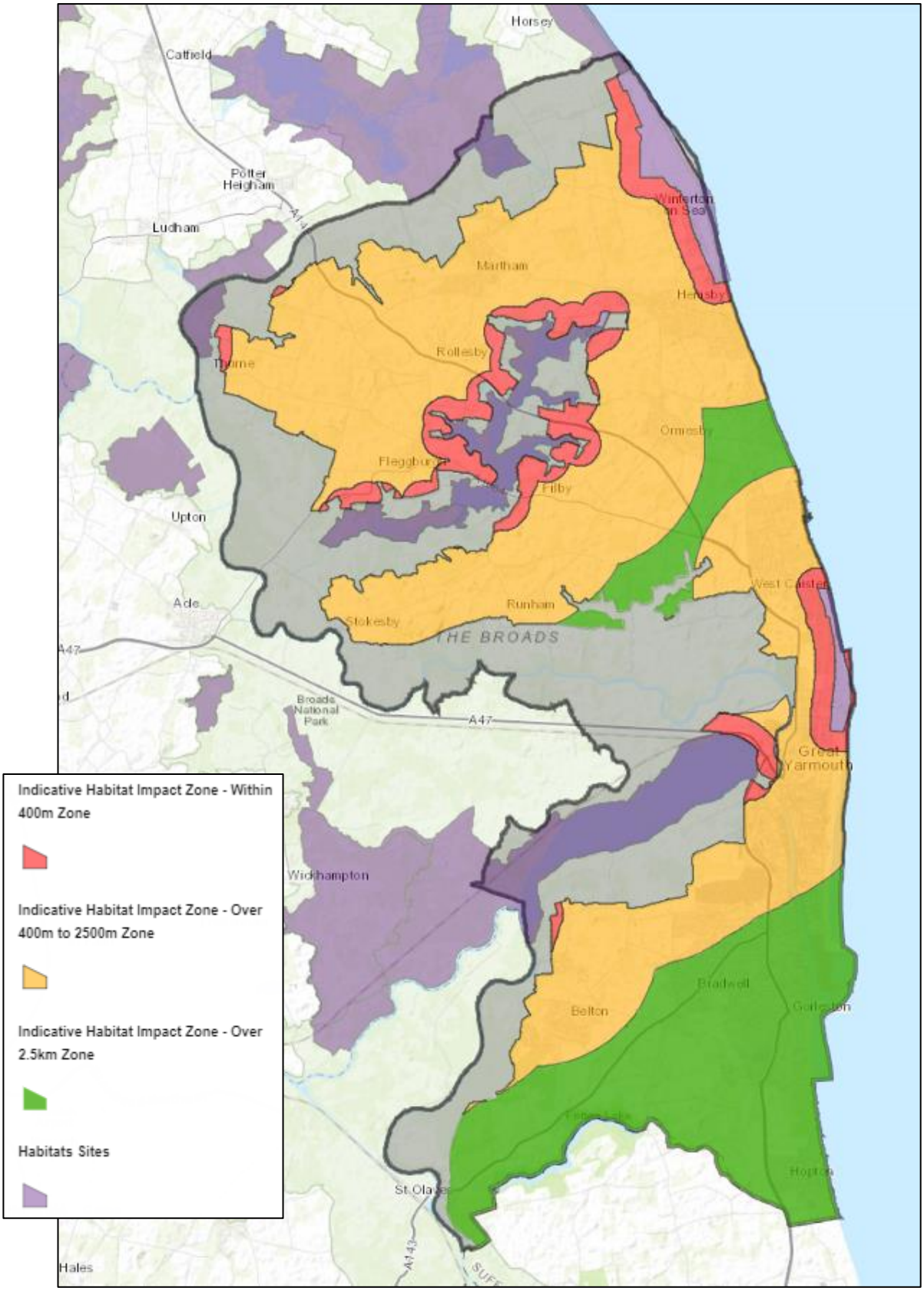


Figure A5.1 - Indicative Habitat Impact Zones

Please note that the following table is a guide in the first instance only. The Council as the competent authority reserves the right to request further information (such as a shadow HRA) at any development scale or location should it consider it necessary.

Table A5.1 - Residential Development - Type of Habitat Regulations Assessment

Scale	Within 400m (Red Zone)	400m to 2.5km (Orange Zone)	Over 2.5km (Green Zone)
1 to 9 units	Bespoke HRA	Template HRA	Template HRA
10 to 25 units	Bespoke HRA	Bespoke HRA	Template HRA
Over 26 units	Bespoke HRA	Bespoke HRA	Bespoke HRA

Table A5.2 - Tourist Accommodation Development - Type of Habitat Regulations Assessment

Scale	Within 400m (Red Zone)	400m to 2.5km (Orange Zone)	Over 2.5km (Green Zone)
1 to 20 bed spaces	Bespoke HRA	Template HRA	Template HRA
21 to 60 bed spaces	Bespoke HRA	Bespoke HRA	Template HRA
Over 61 bed spaces	Bespoke HRA	Bespoke HRA	Bespoke HRA

Providing a Bespoke shadow HRA

Under circumstances where a bespoke shadow HRA is required an assessment will need to be undertaken by a qualified person (e.g., an ecologist). The assessment should demonstrate to the satisfaction of the Borough Council that the development project can proceed without having any adverse effects on internationally protected wildlife sites: having assessed likely significant effects both alone and in-combination (with other planned development), where required carrying out 'Appropriate Assessment' and incorporating any necessary mitigation measures.

Rationale for assumptions

The underlying assumptions of this guide are based on the findings of the plan-wide HRA that supported the adopted Core Strategy. In determining the influence distances, the following were used:

- 400m, which captures sites close to the internationally protected site boundary, where urban effects, run-off, recreation will likely to be of particular relevance. 400m is used at a range of other internationally protected sites such as the Thames Basin Heaths and Dorset Heaths to indicate a zone where there is a presumption against development.
- 2500m, highlighting allocations reasonably close to the site boundary but set further back. There may be hydrological issues and more intensive recreation will also be relevant.

In identifying the scale thresholds of development, a pragmatic and precautionary approach has been taken. The average household size in Great Yarmouth is approximately 2.3 people, and this multiplier has been used to apply to bedspaces for holiday accommodation.

Visitor attractions and car parks

Visitor attractions could include a variety of uses including (but not exclusive to): theme parks, museums, amusements, visitor facilities such as cafes and car parks, etc., and will be considered on a case by case basis by the Borough Council as to whether a bespoke shadow HRA will be required.

Appendix 6 – Flood Risk Sequential Test Requirements

The Borough Council will apply the detailed requirements as set out in National Planning Practice Guidance. A pragmatic approach to alternatives should be taken.

The guidance is also clear that consideration must be given to areas at lower risk of flooding. This could include, for example, a site within Flood Zone 2 rather than Flood Zone 3, as the overall risk is still reduced.

Search for alternative sites

The search for alternative sites should consider sites that are 'reasonably available', this could include:

- The site is within an agreed area of search as set out in Policy CLC2;
- The site is of a reasonable size for the proposed development (subject to considerations below)
- The site is suitable for the proposed development, and could accommodate its functional requirements;
- The site is available to be developed (including considering whether the owners of sites have any intention of them being developed, and the benefit of any extant permissions without commencement);
- The site is not safeguarded or allocated in an adopted or emerging Local Plan or
- Neighbourhood Plan for another use, or has planning permission for another use.

The following resources will help to identify potential available alternative sites:

- Sites actively marketed;
- Sites actively promoted for development and identified in the Council's HELAA;
- Site allocations;
- Self-build plots; and
- Sites with planning permission (extant permissions) that have yet to commence.

It is strongly recommended that prior to the Sequential Test being undertaken applicants agree with the Borough Council a reasonable comparator site threshold as part of the pre-application process.

For residential permissions, the type of housing can be a relevant consideration, but this will be based upon the capacity of the site such as the number of bedrooms and size of living space. Therefore, for example, a one bedroom flat will not be a suitable alternative for a 3 bed terrace. However, extant permissions for conversions and change of use properties should be considered as alternatives where they have the ability to provide the equivalent living space.

Other factors that must be included are the as size/capacity of alternative sites. Therefore, sites that are more than 10% smaller or larger of the proposed development will generally be considered unsuitable, having regard to the density of development and particular locational requirements etc.

Where the Borough Council considers that a comparator site is sequentially preferable, this does not necessarily imply that a planning permission for the development in question would be forthcoming on that site.

Employment site catchments will relate to the area that it serves. If located within a Protected Employment Site (as identified in Policy EMP2), this is likely to be the relevant area of search. Out of centre development, this may need to include up to the nearest centre(s).

Retail alternative site catchments will relate to the area that it serves. If located within a designated centre (as identified in Policy RTC1), this will be the relevant area of search in accordance with the retail sequential test (Policy RTC2). Out of centre development, may include up to the nearest centre(s) in accordance with Policy RTC2. A large supermarket is likely to have a larger catchment and therefore a larger area of search.

Tourism development site catchments are likely to be restricted to the relevant parish and/or landscape setting.

Note that in all cases, up-to-date Environment Agency mapping of flood risk should be used to identify the potential flood risk associated with comparator sites. The most up to date SFRA should be used to determine the future flood risk as a result of climate change and where land is in Flood Zone 3 the SFRA should be used to determine whether land is within Zone 3a or 3b.

Borough-wide marketing

To ensure a comprehensive approach is taken to the identification of comparable sites at the Borough-wide level (note that this is not required for residential development within the towns of Great Yarmouth or Gorleston), applicants will normally be required to consult professional property agents with demonstrable knowledge and understanding of the local land and property market within the Borough. It is recommended that a minimum of three agents who individually or collectively cover the agreed area of search are used. Where this is not possible, the applicant should evidence that the number of agents used provides appropriate coverage of the agreed area of search and provides a comprehensive view of the market in question. In any event, applicants should provide written evidence (for example emails or letters that include company and contact details) detailing the nature and outcome of the contact with agents. The Borough Council will not accept the use of web-only site search as the sole means of meeting this requirement.

For greenfield development, greater flexibility will be applied to the consideration of larger alternative sites as there may be potential to obtain part of a larger site or subdivide a site. An upper limit of 0.5ha will apply to single dwelling proposals as beyond this scale major developments (10 dwelling or more) would generally be delivered.

Impracticality

Not all development is stand-alone or involves a cleared site. As the NPPG suggests, in some cases developments may involve an extension to an existing use. A development proposal may also involve the intensification or partial re-development (in whole or part) of an existing use. There may also be cases where the development of previously developed land supports the Borough Council's aims for regeneration.

In such circumstances, particularly where the proposal involves an existing business premises or operation, or where the development of a specific previously developed site will result in regeneration, it may be impractical to identify comparator sites. Where possible, and by reference to appropriate evidence, this should be agreed with the Council prior to the submission of a planning application. Where the Council does agree that it is impractical to identify comparator sites, applicants should still address this issue under the heading 'Sequential Test' with appropriate evidence, such as a statement of operational circumstances and landownership arrangements, or regeneration priorities. Even where it is accepted that the identification of alternative sites is impractical, applicants are reminded that consideration of the Exception Test may still apply.

Exemptions

National planning policy sets out that some forms of minor development including householder development, small non-residential extensions (with a footprint of less than 250m2) and changes of use, will not be subject to the sequential test. The exemption does not, however, apply to changes of use to a caravan, camping or chalet site, or to a mobile home or park home site, where the sequential test should be applied as appropriate.

Outcome of the Sequential Test

If there are found to be other reasonably available sites at a lower risk of flooding, then the development has failed the Sequential Test and this could lead to refusal of planning permission. Failing to pass the Sequential Test is sufficient grounds for refusal, as it would make the proposal contrary to national planning policy and Local Plan policies.

Where a Sequential Test has been passed this will not automatically result in planning permission being granted, the development must be safe and not affect flood risk elsewhere, it will also need to accord with other national and local policies.

Appendix 7 – Monitoring Framework

A key part of the process of planning is that of monitoring the implementation and effectiveness of plans and their policies. As time passes the Council and other interested parties will wish to have an understanding of;

- Whether the objectives of the plan are being met and whether the vision is being
- Whether the adopted policies are being acted upon;
- Whether they are having the intended effect; and
- Whether the context in which they operate has changed so much that they are rendered ineffective or inappropriate.

While informal monitoring and discussion of the value of policies goes on almost continually, a formal Authority's Monitoring Report is prepared and published annually by the Council and this includes specific data about the policies and the things they are intended to achieve. These annual monitoring reports provide the Council and public with a series of snapshots of the progress in implementing the plan during the intended period. They inform Council decisions as to whether there is need for any changes to policies or their use, or for any wholesale review or replacement of the whole plan.

The following tables sets out a framework for monitoring the Local Plan:

Table A7.1: Monitoring Framework

Objectives	Policy(s)	Indicators	Source
Objective 1 – To ensure at least 38 hectares of land is available in the right locations to support the economic growth of the Borough.	EMP1, EMP2 RUR5 URB18 OSS2 URB14 URB20 URB21	Employment floorspace permitted and completed within allocated or safeguarded areas. Employment floorspace permitted and completed outside of allocated or safeguarded areas	Great Yarmouth Borough Council monitoring of planning applications and site surveys
Objective 2 – To enhance the vitality and viability of the borough's town centres as important community and cultural hubs where people live, work, shop, learn and undertake leisure activities.	RTC1, RTC2, RTC3, RTC4, URB2 URB16	Completion of new town centre use floorspace by location Number of vacant units within Town Centre, District Centres and Local Centres Proportion of population within walking and cycling distance of services and facilities	Great Yarmouth Borough Council monitoring of planning applications and site surveys ONS population estimates

Objectives	Policy(s)	Indicators	Source
Objective 3 – To revitalise the waterfront of Great Yarmouth and Gorleston through new housing and commercial development and maximise the use of previously developed land to meet development needs.	URB1 URB3 URB4 URB5 URB13	Completions of homes and retail uses within the waterfront areas of Great Yarmouth and Gorleston	Great Yarmouth Borough Council monitoring of planning applications and site surveys
Objective 4 – To improve and grow the year-round tourist offer of the Borough, including the enhancement of Great Yarmouth and Gorleston seafronts.	TCL1 TCL2 TCL3 TCL4 TCL5 URB10 URB11 URB12 URB24	Total jobs within the tourism sector Completions of leisure development	ONS Surveys Great Yarmouth Borough Council monitoring of planning applications and site surveys
Objective 5 – To encourage efficient patterns of movement and the use of sustainable transport options.	SUT1 SUT2 SUT3 SUT4	Extent of implemented transport infrastructure and service improvements as per infrastructure plan.	Great Yarmouth Borough Council monitoring
Objective 6 – To improve the quality and provision of all types of infrastructure.	EMP3 URB15 URB22 OSS4 OSS5	Progress of completion of key infrastructure Expenditure of developer contributions	Great Yarmouth Borough Council monitoring
Objective 7 – To improve the health and wellbeing and education opportunities for the whole population.	HEC1 HEC2 HEC3 HEC4 HEC5 HEC6 HEC7	Life Expectancy Percentage of adult and child population who are overweight or obese Participation in Physical Activity	ONS Survey Data

Objectives	Policy(s)	Indicators	Source
		GCSE Results and Qualifications of Population	
Objective 8 – To ensure sufficient land is available to deliver at least 7,200 new homes by 2041 and maximise the delivery of affordable housing and specialist housing to meet specific needs.	HOU1 HOU2 HOU3 HOU4 HOU5 HOU6 HOU7 HOU8 HOU9 HOU10 HOU11 OSS1 BEL1 BUR1 FLG1 HEM1 HEM2 HOP1 HOP2 ORM1 ORM2 ORM3 MAR1 MAR2 MAR3 MAR4 MAR5 MAR6 REP1 SCR1 URB17 RUR1 RUR4 RUR2 RUR3 URB19 CAS1 CAS2 URB23 URB22 URB6 URB7 URB8 URB9	Amount and type of new housing (including tenure, extra care / sheltered housing and number of care/nursing home beds) completed Progress on allocated sites and number of completions on allocated sites.	Great Yarmouth Borough Council monitoring of planning applications and site surveys

Objectives	Policy(s)	Indicators	Source
Objective 9 – To reduce overall greenhouse gas emissions on the pathway to net zero by 2050 and support adaptation to the risks from climate change	CLC1 CLC2 CLC3 CLC4 CLC5 CLC6 CLC7 CLC8	Number of homes Net-Zero Number of renewable energy facilities Number of properties at risk from flooding and coastal erosion Borough-wide carbon emissions	Great Yarmouth Borough Council monitoring of planning applications and site surveys Department for Energy Security and Net Zero
Objective 10 – To deliver net-gains for biodiversity and protect designated habitat sites.	NAT1 NAT2 NAT3 NAT4 NAT5	Condition of Sites of Special Scientific Interest. Record total on-site and off-site BNG Condition of locally protected conservation sites. Condition of local water quality Discussion on the implementation, habitat monitoring results, collected & spent S.106 monies and progress on necessary mitigation.	Natural England Great Yarmouth Borough Council monitoring of planning applications
Objective 11 – To protect and enhance the landscape and the built and historic environment of the borough.	NAT6 NAT7 NAT8 NAT9 NAT10 DHE2 DHE3 DHE4 DHE5 DHE6 RUR6 OSS3	Number of listed buildings and other Heritage Assets on the 'at risk' register Number of Tree Preservation Orders made and confirmed. Percentage of dwellings built on previously developed land User consultations including developer forums, parish councils and development management officers.	Historic England Great Yarmouth Borough Council monitoring
Objective 12 - To significantly improve the quality of urban design.	DHE1	Percentage of applications performing positively against the Great Yarmouth Borough Design Code including commentary of implementation. User consultations including developer forums, parish councils and development management officers.	Great Yarmouth Borough Council monitoring of planning applications User consultations including developer forums, parish councils and

Objectives	Policy(s)	Indicators	Source
			development management officers.

Appendix 8 – Housing Delivery Data

Table A8.1 - Summary of Total Housing Provision by Settlement

Settlement	Completions 2021-2023	Existing Commitments	New Allocations	Total Housing Planned 2021-2041
Great Yarmouth	180	488	505	1173
Gorleston	42	209	775	1026
Bradwell	217	608	450	1275
Caister-on-Sea	10	694	840	1544
Martham	160	174	475	809
Hemsby	8	301	164	473
Ormesby St Margaret	3	60	357	420
Hopton-on-Sea	44	179	90	313
Belton	1	10	100	111
Rollesby	6	112		118
Scratby	4	45	22	71
Fleggburgh	12	26	20	58
Burgh Castle	3	13	20	36
Repps with Bastwick	0	4	20	24

Settlement	Completions 2021-2023	Existing Commitments	New Allocations	Total Housing Planned 2021-2041
Filby	3	11		14
Winterton-on-sea	4	7		11

Table A8.2 - Trajectory by Settlement

Settlement	Completions 2021-	2023-24	2024-25	2025-26	2026-27	2027-28	2028-29	2029-30	2030-31	2031-32	2032-33	2033-34	2034-35	2035-36	2036-37	2037-38	2038-39	2039-40	2040-41	Post 2041
Great Yarmouth	180	127	130	79	70	38	38	86	80	105	65	45	30	30	30	30	10	0	0	0
Gorleston	42	25	42	12	17	66	70	80	130	130	130	112	80	80	10	0	0	0	0	0
Bradwell	217	85	76	20	62	116	141	178	150	105	105	20	0	0	0	0	0	0	0	0
Caister-on-Sea	10	0	13	53	82	81	80	100	120	100	100	105	100	100	100	100	100	100	100	300
Martham	160	30	43	42	80	66	50	35	58	65	60	45	50	25	0	0	0	0	0	0
Hemsby	8	54	66	55	61	20	30	40	35	30	30	30	14	0	0	0	0	0	0	0
Ormesby St Margaret	3	3	9	18	46	26	30	55	55	55	55	55	10	0	0	0	0	0	0	0
Hopton-on-Sea	44	52	41	67	19	0	25	25	20	20	0	0	0	0	0	0	0	0	0	0
Rollesby	6	3	2	4	14	19	15	15	15	15	10	0	0	0	0	0	0	0	0	0
Belton	1	2	6	2	10	20	25	25	20	0	0	0	0	0	0	0	0	0	0	0
Scratby	4	2	2	20	21	0	10	12	0	0	0	0	0	0	0	0	0	0	0	0
Fleggburgh	12	6	3	4	6	7	10	10	0	0	0	0	0	0	0	0	0	0	0	0
Burgh Castle	3	2	4	0	2	2	2	11	10	0	0	0	0	0	0	0	0	0	0	0
Repps with Bastwick	0	1	2	1	0	0	10	10	0	0	0	0	0	0	0	0	0	0	0	0
Filby	3	4	2	2	2	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Winterton-on-sea	4	5	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Fritton	0	0	3	2	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mautby	1	3	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Stokesby	0	2	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Thurne	0	0	2	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
West Caister	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Settlement	Completions 2021-	2023-24	2024-25	2025-26	2026-27	2027-28	2028-29	2029-30	2030-31	2031-32	2032-33	2033-34	2034-35	2035-36	2036-37	2037-38	2038-39	2039-40	2040-41	Post 2041
St Olaves	0	0	2	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Somerton	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Browston	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Ashby and Oby	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Ormesby St Michael	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Runham	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Grand Total	702	406	457	384	494	462	536	682	693	625	555	412	284	235	140	130	110	100	100	300

Table A8.3- Trajectory by Site Allocation

Application/ Site Reference	Site Name	Total Commitments	Total Commitments in Plan Period	2023-24	2024-25	2025-26	2026-27	2027-28	2028-29	2029-30	2030-31	2031-32	2032-33	2033-34	2034-35	2035-36	2036-37	2037-38	2038-39	2039-40	2040-41	Post 2041
URB4	North Quay	280	280	0	0	0	0	0	0	80	80	80	40	0	0	0	0	0	0	0	0	0
URB5	Cobholm Waterfront	160	160	0	0	0	0	0	0	0	0	0	0	30	30	30	30	30	10	0	0	0
URB6	North River Road	15	15	0	0	0	0	0	0	0	0	0	0	15	0	0	0	0	0	0	0	0
URB7	Former Gas Holder	50	50	0	0	0	0	0	0	0	0	25	25	0	0	0	0	0	0	0	0	0
URB8	Maltings Site	75	75	0	0	0	0	0	0	0	25	25	25	0	0	0	0	0	0	0	0	0
URB9	Riverside Road	100	100	0	0	0	0	0	0	0	25	25	25	25	0	0	0	0	0	0	0	0
URB17	Beacon Park	300	300	0	0	0	0	0	0	40	80	80	80	20	0	0	0	0	0	0	0	0
URB19	Links Road	600	600	0	0	0	0	50	60	60	60	60	60	80	80	80	10	0	0	0	0	0
URB23	Beccles Road	150	150	0	0	0	0	25	25	25	25	25	25	0	0	0	0	0	0	0	0	0
CAS1	West of Jack Chase Way	1100	800	0	0	0	0	0	0	0	20	20	20	40	100	100	100	100	100	100	100	300
CAS2	Ormesby Road	40	40	0	0	0	0	0	0	20	20	0	0	0	0	0	0	0	0	0	0	0
BEL1	New Road	100	100	0	0	0	10	20	25	25	20	0	0	0	0	0	0	0	0	0	0	0
BUR1	Lois Dahl Road	20	20	0	0	0	0	0	0	10	10	0	0	0	0	0	0	0	0	0	0	0
FLG1	Tower Road	20	20	0	0	0	0	0	10	10	0	0	0	0	0	0	0	0	0	0	0	0
HEM1	Yarmouth Road	164	164	0	0	0	0	0	10	20	30	30	30	30	14	0	0	0	0	0	0	0
HOP1	Longfulens Lane	50	50	0	0	0	0	0	25	25	0	0	0	0	0	0	0	0	0	0	0	0
HOP2	Land at Coast Road	40	40	0	0	0	0	0	0	0	20	20	0	0	0	0	0	0	0	0	0	0
ORM1	Cromer Road	200	200	0	0	0	0	10	30	30	30	30	30	30	10	0	0	0	0	0	0	0
ORM2	Barton Way	32	32	0	0	0	20	12	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ORM3	Yarmouth Road	125	125	0	0	0	0	0	0	25	25	25	25	25	0	0	0	0	0	0	0	0
MAR1	South Repps Road	180	180	0	0	0	20	30	30	30	30	30	10	0	0	0	0	0	0	0	0	0

Application/ Site Reference	Site Name	Total Commitments	Total Commitments in Plan Period	2023-24	2024-25	2025-26	2026-27	2027-28	2028-29	2029-30	2030-31	2031-32	2032-33	2033-34	2034-35	2035-36	2036-37	2037-38	2038-39	2039-40	2040-41	Post 2041
MAR2	Bosgate Rise	90	90	0	0	0	0	0	0	0	0	0	20	30	30	10	0	0	0	0	0	0
MAR3	Acacia Avenue	55	55	0	0	0	0	0	0	0	0	10	10	15	15	5	0	0	0	0	0	0
MAR4	Sycamore Avenue	70	70	0	0	0	0	0	0	0	25	25	20	0	0	0	0	0	0	0	0	0
MAR5	Hemsby Road	15	15	0	0	0	0	0	0	0	0	0	0	0	5	10	0	0	0	0	0	0
MAR6	Staithe Road	65	65	0	0	0	20	20	20	5	0	0	0	0	0	0	0	0	0	0	0	0
REP1	Mill Road	20	20	0	0	0	0	0	10	10	0	0	0	0	0	0	0	0	0	0	0	0
SCR1	Scratby Road	22	22	0	0	0	0	0	10	12	0	0	0	0	0	0	0	0	0	0	0	0

Appendix 9 –Policies to be Superseded upon Adoption

All policies in the Core Strategy (Adopted 2015) and the Local Plan Part 2 (Adopted 2021) will be superseded on adoption of this Local Plan. No policies in Neighbourhood Plans will be superseded on adoption of this Local plan.

Policy CS1: Focusing on a sustainable future.

Policy removed - there is adequate coverage in the draft local plan policies and general considerations.

Policy CS2: Achieving sustainable growth.

Replaced by Policy OSS1 Housing Growth and Location.

Policy CS3: Addressing the borough's housing need.

Replaced by Policy OSS1 Housing Growth and Location.

Policy CS4: Delivering affordable housing.

Replaced by Policy HOU1 Affordable Housing and Policy HOU3 Affordable Housing Exception Sites

Policy CS5: Meeting the needs of gypsies, travellers and travelling show people.

Replaced by Policy GTA1 Gypsy and Traveller Accommodation Provision

Policy CS6: Supporting the local economy.

Replaced by Policy EMP2 Protected Employment Sites

Policy CS7: Strengthening our centres.

Replaced by RTC1 Town Centres and other Designated Centres

Policy CS8: Promoting tourism, leisure and culture.

Replaced by Policies TCL1-5

Policy CS9: Encouraging well-designed, distinctive places.

Replaced by Policy DHE1 and Design Code (Appendix 1)

Policy CS10: Safeguarding local heritage assets.

Replaced by Policy DHE2 Historic Environment, Policy DHE3 Non-Designated Heritage Assets, Policy DHE4 Conservation Areas and Policy DHE5: Archaeology.

Policy CS11: Enhancing the natural environment.

Replaced by Policy NAT1 Protecting biodiversity and geodiversity, Policy NAT2 Locally designated sites.

Policy CS12: Utilising natural resources.

Removed, adequate coverage by Policies CLC6 Energy Efficiency for New Developments and Policy CLC7 Energy Efficiency for existing buildings and Embodied Carbon.

Policy CS13: Protecting areas at risk of flooding and coastal change.

Removed, covered by Policy CLC2 Flood Risk and Policy CLC1 Coastal Change Management.

Policy CS14: Securing essential new infrastructure.

Replaced by Policy OSS4 Infrastructure Provision

Policy CS15: Providing and protecting community assets and green infrastructure.

Replaced by Policy HEC1 Health Environments, Policy HEC4 Community Facilities and Policy URB15 James Paget University Hospital

Policy CS16: Improving accessibility and transport.

Replaced by Policy SUT1 Sustainable transport.

Policy CS17: Regenerating Great Yarmouth's Waterfront.

Removed, adequate coverage by Policy URB1 Urban Regeneration Opportunity Areas and Policies URB2-9.

Policy CS18: Extending the Beacon Park development, south Bradwell.

Replaced by URB18 Beacon Business Park Extension

Local Plan Part 2

UCS3: Adjustment to Core Strategy Housing Target.

Replaced by Policy OSS1 Housing Growth and Location.

UCS4: Amendments to CS4 - Delivering affordable housing.

Replaced by Policy HOU1 Affordable Housing and Policy HOU3 Affordable Housing Exception Sites

UCS5: Amendments to CS5 - Meeting the needs of gypsies, travellers and travelling showpeople.

Will be replaced by specific gypsy and traveller policies to be consulted on at a later date

UCS7: Amendments to CS7 - Strengthening our centres.

Replaced by RTC1 Town Centres and other Designated Centres

Policy GSP1: Development Limits.

Replaced by Policy OSS3 Development Limits

Policy GSP2: Housing requirements for Neighbourhood Plan Areas.

Removed, Policy OSS1 outlines no specific housing targets for neighbourhood plans.

Policy GSP3: Strategic gaps between settlements.

Replaced by Policy NAT8 Strategic Gaps between settlements.

Policy GSP4: New development in Coastal Change Management Areas.

Replaced by CLC1 Coastal Change Management

Policy GSP5: National Site Network, designated habitat sites and species impact avoidance and mitigation.

Replaced by Policy NAT4 National Site Network designated habitat sites and species impact avoidance and mitigation.

Policy GSP6: Green Infrastructure.

Replaced by Policy NAT6 Norfolk Coast National Landscape and the Broads and NAT7 Landscape Character.

Policy GSP7: Potential strategic cycling and pedestrian routes.

Replaced by Policy OSS4 Infrastructure Provision.

Policy GSP8: Planning obligations.

Replaced by Policy OSS5 Development Viability.

Policy GY1: Great Yarmouth Town Centre Area.

Replaced by Policy URB2 Great Yarmouth Town Centre.

Policy GY2: Market Gates Shopping Centre.

Removed, adequate coverage by RTC3 Protected Shopping Frontages.

Policy GY3: Hall Quay Development Area.

Replaced by Policy URB3 Haven Bridge Quayside Area and Policy URB1 Urban Regeneration and Opportunity Areas.

Policy GY4: King Street enhancement area.

Removed, adequate coverage by Policy URB2 Great Yarmouth Town Centre.

Policy GY5: Regent Road.

Replaced by Policy URB12 Great Yarmouth Regent Road.

Policy GY6: Great Yarmouth Seafront Area.

Replaced by Policy URB10 Great Yarmouth Seafront.

Policy GY7: Great Yarmouth Back of Seafront Improvement Area.

Replaced by Policy URB11 Back of Seafront Improvement Area.

Policy GY8: Great Yarmouth Racecourse.

Replaced by URB24 Great Yarmouth Racecourse.

Policy GY9: Great Yarmouth North Denes Airfield.

Replaced by Policy URB20 Great Yarmouth North Denes Airfield.

Policy GY10: Great Yarmouth Port & Harbour Area.

Replaced by URB14 Great Yarmouth South Denes Port and Harbour Area

Policy GN1: Land South of Links Road, Gorleston-on-Sea.

Replaced by Policy URB19 Land at Links Road, Gorleston.

Policy GN2: Emerald Park, Gorleston-on-Sea.

Removed, no longer a suitable option for allocation.

Policy GN3: Land at Ferryside, High Road, Gorleston-on-Sea.

Removed, extant permission.

Policy GN4: Beacon Business Park.

Removed, adequate coverage through Policy EMP2 Protected Employment Sites.

Policy GN5: Beacon Business Park extension.

Replaced by Policy URB18 Beacon Business Park Extension

Policy GN6: Shrublands Community Facility.

Replaced by Policy URB22 Shrublands, Magdalen Way, Gorleston

Policy BL1: Beacon Park District Centre.

Replaced by Policy URB16 Beacon Park District Centre, Beaufort Way, Bradwell

Policy CA1: Land west of Jack Chase Way, Caister-on-Sea.

Removed, gained consent.

Policy BN1: Land south of New Road, Belton.

Replaced by Policy BEL1 Land at New Road, Belton.

Policy HY1: Land at Former Pontins Holiday Camp, Hemsby.

Removed, currently under construction.

Policy HP1: Access improvements in the south of Hopton-on-Sea.

Removed, contained within Policy OSS4 Infrastructure Provision

Policy HP2: Land to the west of Coast Road, Hopton-on-Sea.

Policy MA1: Land north of Hemsby Road, Martham.

Policy removed, currently under construction.

Policy OT1: Land south of Cromer Road, Ormesby St Margaret.

Replaced by Policy ORM1 Land at Cromer Road, Ormesby St Margaret.

Policy OT2: North of Barton Way, Ormesby St Margaret.

Replaced by Policy ORM2 Land at Barton Way, Ormesby St Margaret.

Policy A1: Amenity.

Replaced by Policy HEC6 Protection of Amenity.

Policy A2: Housing Design Principles.

Replaced by Policy DHE1 Design and Policy HOU9 Accessibility Standards

Policy A3: Advertisements.

Replaced by DHE6 Advertisements.

Policy H1: Affordable housing tenure mix.

Replaced by Policy HOU4 Housing Mix.

Policy H2: Delivering affordable housing on phased or cumulative developments.

Replaced by Policy HOU2 Affordable housing on phased or cumulative developments.

Policy H3: Housing Density.

Replaced by Policy DHE1 Design.

Policy H4: Open Space provision for new housing development.

Replaced by Policy HEC2 Open space provision for new housing development.

Policy H5: Rural worker dwellings.

Replaced by RUR4 Rural worker dwellings.

Policy H6: Retention and removal of existing occupationally restricted dwellings.

Replaced by RUR4 Rural worker dwellings.

Policy H7: Conversion of rural buildings to residential buildings.

Replaced by Policy RUR3 Conversion of rural buildings to residential buildings.

Policy H8: Replacement dwellings outside of the development limits.

Policy removed, not considered necessary.

Policy H9: Residential extensions.

Replaced by Policy HOU11 Residential Extensions.

Policy H10: Residential annexes.

Replaced by Policy HOU10 Annexes

Policy H11: Housing for the elderly and other vulnerable users.

Replaced by Policy HOU5 Housing for older people.

Policy H12: Houses in multiple occupation.

Replaced by Policy HOU7 Houses in Multiple Occupation

Policy H13: Housing Supply and Delivery.

Removed, no longer considered necessary.

Policy R1: Location of retail development.

Replaced by Policy RTC1 Town Centres and other Designated Centres

Policy R2: Protected shopping frontages.

Replaced by Policy RTC3 Protection Shopping Frontages

Policy R3: Gorleston Town Centre Area.

Replaced by Policy RTC1 Town Centres and other Designated Centres

Policy R4: Caister-on-Sea District Centre.

Replaced by Policy RTC1 Town Centres and other Designated Centres

Policy R5: Local Centres.

Replaced by Policy RTC4 Local Centres

Policy R6: Kiosks and stalls.

Policy removed - there is adequate coverage in Policy GY6 Great Yarmouth Seafront Area.

Policy R7: Food and drink amenity.

Replaced by Policy HEC7 Food and Drink Amenity

Policy R8: Rural retailing.

Replaced by Policy RUR5 Farm Diversification

Policy B1: Business development.

Replaced by Policy EMP1 New employment development.

Policy L1: Holiday accommodation areas.

Replaced by Policy TCL1 Existing Holiday Parks

Policy L2: New or expanded tourist facilities outside of Development Limits and Holiday Accommodation Areas.

Replaced by Policy TCL2 New Tourist Accommodation and Policy TCL3 New Tourist Attractions outside of Development Limits and existing tourist areas.

Policy L3: Equestrian development.

Replaced by Policy RUR6 Equestrian development.

Policy E1: Flood Risk.

Replaced by Policy CLC2 Flood Risk

Policy E2: Relocation from Coastal Change Management Areas.

Replaced by Policy CLC5 Relocation from Coastal Change Management Areas

Policy E3: Protection of open spaces.

Replaced by HEC3 Protection of open spaces.

Policy E4: Trees and landscape.

Replaced by NAT10 Trees, woodland, and hedgerows.

Policy E5: Historic environment and heritage.

Replaced by Policy DHE2 Historic Environment, Policy DHE3 Non-Designated Heritage Assets, Policy DHE4 Conservation Areas and Policy DHE5: Archaeology

Policy E6: Pollution and hazards in development.

Replaced by Policy HEC5 Pollution and Hazards in development.

Policy E7: Water conservation in new dwellings and holiday accommodation.

Replaced by Policy CLC8 Water Conservation.

Policy C1: Community facilities.

Replaced by HEC4 Community Facilities.

Policy C2: Educational facilities.

Replaced by HEC4 Community Facilities.

Policy I1: Vehicle parking for developments.

Replaced by Policy SUT2 Parking Provision for new developments.

Policy I2: Telecommunications.

Replaced by Policy EMP3 Digital Infrastructure.

Policy I3: Foul Drainage.

Replaced by Policy CLC3 Foul Drainage.

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APPENDIX 2 –

PRELIMINARY CONSULTATION ON POTENTIAL COMMUNITY INFRASTRUCTURE LEVY RATES

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1. Introduction

The Community Infrastructure Levy (CIL) is a levy which local authorities can introduce to require developers make financial contributions towards the provision of infrastructure to support new development. It was introduced in 2010 as the Government's preferred approach for local planning authorities to secure contributions from developers. Most development has some impact on the need for infrastructure and services, or benefits from them. CIL helps ensure the infrastructure that is needed to make development acceptable is funded and delivered.

Rates of Community Infrastructure Levy (CIL) are set out in a document called a Charging Schedule. Rates are expressed in pounds per square metre for all qualifying development. A Charging Schedule can set different rates for different types of development and different rates for different areas of the charging authority. Unlike the current section 106 system for developer contributions as used in Great Yarmuth, CIL is a non-negotiable fixed charge. CIL is discounted based on existing buildings present on a site and certain types of development such as affordable housing are exempt from paying CIL. Self-build developments can also claim relief from CIL.

It is considered there are a number of potential benefits arising from introducing a CIL in Great Yarmouth. A CIL would reduce the time spent on negotiating section 106 obligations, give developers and the community greater certainty of the likely contributions required and potentially raise a greater amount of funding for infrastructure across the Borough.

This consultation seeks feedback on potential rates of CIL which could be introduced alongside a new Local Plan. A consultation on a first draft of the new Local Plan (under regulation 18 of the Town and County Planning (Local Planning) Regulations 2012) is taking place at the same time as this consultation. The First Draft Local Plan has been written on the assumption that a CIL will be introduced alongside the adoption of the plan. Following the consultation on the rates of CIL and the First Draft Local Plan, the Council will consider whether to progress with a CIL or not. If it decides to progress with a CIL it will consult on a Draft Charging Schedule alongside the consultation on a Final Draft Local Plan.

Comments on the potential rates of CIL can be made by emailing localplan@great-yarmouth.gov.uk

2. Evidence

The regulations governing the introduction of a local CIL require Local Authorities to have evidence to support a charging schedule and must ensure that the rates of CIL set in a Charging Schedule aim to strike an appropriate balance between the desirability of funding infrastructure through CIL and the potential effects (taken as a whole) of the imposition of CIL on the economic viability of development across its area. Government guidance requires Charging Schedules to demonstrate this by being supported by evidence of infrastructure need and evidence of the financial viability of development with respect to proposed rates.

Infrastructure Needs

The Borough Council's Infrastructure Needs Study (2023) identifies and costs all the infrastructure needed to support development planned within the Great Yarmouth Borough Council plan area. The study also examines whether there are any existing or future funding streams for infrastructure and calculates a funding gap that CIL will need to help address.

The study identifies that the Local Plan requires £56,822,598.66 for essential infrastructure funding with a further £9,036,604.47 considered to be desirable infrastructure to support more sustainable

forms of development and deliver place-making objectives. The total infrastructure need of the plan is therefore £65,859,203.13. The introduction of a CIL could help fund this requirement.

Financial Viability

The rate of CIL for an area cannot just be set at a rate which closes the funding gap for infrastructure. This rate for all types of development is unlikely to be viable and lead to development not coming forward in the Borough. The Borough Council commissioned specialist consultants, HDH Planning & Development Ltd, to prepare a full Viability Assessment which includes examining the maximum viable rates of CIL that different types of development in different areas of the Borough can afford to viably pay.
The Local Plan Viability Assessment (2024) concludes that in terms of residential development, the viability evidence indicates that £80 per sqm could be charged on most sites across the Borough when 25% affordable house is also sought, with the exception of brownfield sites in the urban area where it would not be viable to charge CIL. The viability assessment advises it will also be difficult and not advisable to charge £80 per sqm CIL at Nova Scotia Farm to the west of Caister. It is best practice for large sites to continue to rely on section 106 contributions so that contributions can be phased in such a way to ensure the viability of development alongside the timely delivery of infrastructure.

The evidence also indicates scope to charge CIL on supermarket developments and retail warehouse developments. It is not, however, viable to charge CIL on sheltered housing, office and industrial development and other types of development in the borough.

3. Proposed Rates of CIL

This section sets out the CIL rates that the Borough Council proposes to charge across the local planning authority area. The council proposes that given the different viability between types of development and differences in viability for residential development in different areas of the Borough that a single rate of CIL would not be desirable. Therefore, the council proposes to charge differential rates. The rates set out below are in pounds per square metre for net additional increase in internal floorspace.

Residential Rates

- **Residential Zone 1 - £80 per square metre**
  Standard Borough rate

- **Residential Zone 2 - £0 per square metre**
  Allocated brownfield sites,
  Great Yarmouth Town Centre,
  Haven Bride Quayside Area, and
  Great Yarmouth Back of Seafront Area

- **Residential Zone 3 - £0 per square metre**
  Allocated strategic site at Nova Scotia Farm, Caister
- **Sheltered and Extra Care Housing - £0 per square metre**

The zones are shown on the maps below.

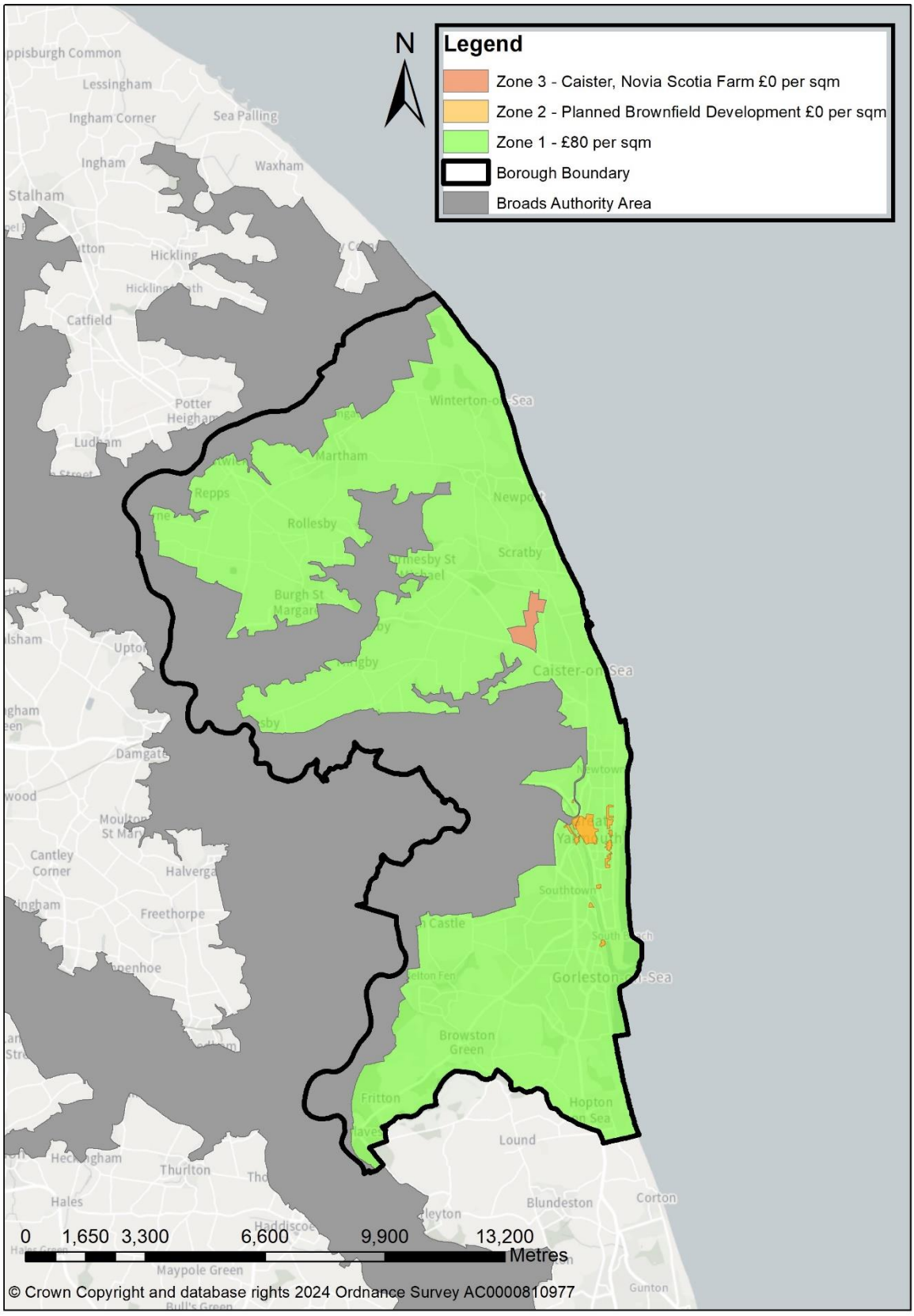

Figure 1 - Residential Charging Zones (Borough Map)

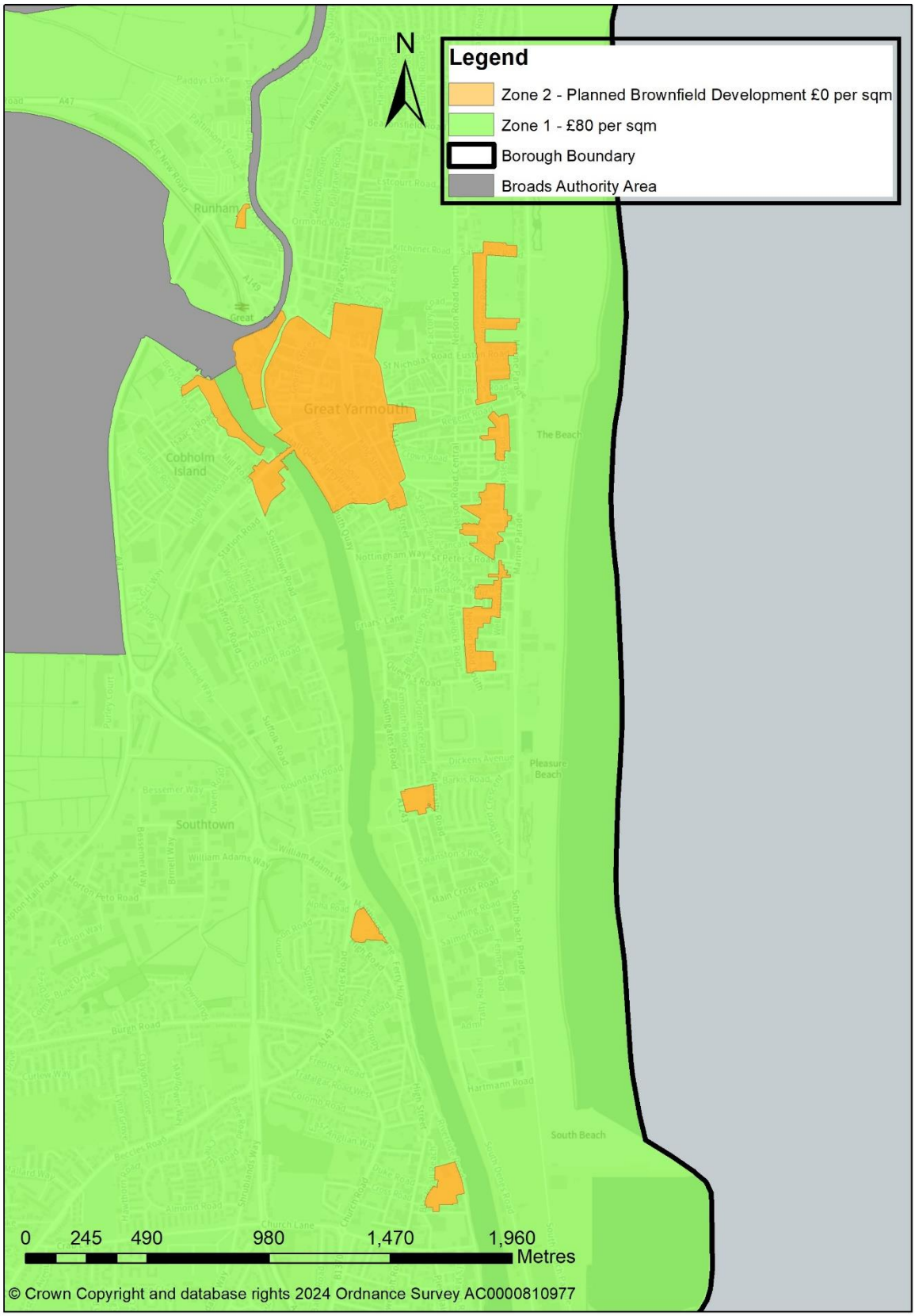

Figure 2 - Residential Charging Zones - Town Centre Inset

Rationale for Residential rates

Residential zones and rates have been set with reference to the recommended rates from the Local plan Viability Assessment (2024). The viability assessment identifies that brownfield sites within the urban area of Great Yarmouth generally won't be able to support CIL. As such it is proposed to have a zero rate of CIL for the brownfield sites proposed to be allocated in the new Local Plan and those parts of the town where new housing is being promoted, such as the town centre and back of seafront area and the Haven Bridge improvement area. Brownfield development elsewhere will be subject to the standard rate of CIL which may create some viability issues. However, these sites will not be essential to the delivery of the new Local Plan and in many cases will receive a substantial discount from CIL due to existing buildings on the site being converted or redeveloped. The First Draft Local Plan also allows the level of affordable housing to be reduced where brownfield residential development is found to be unviable.

It is not proposed to have a CIL rate for the large site proposed to be allocated to the west of Caister (Policy CAS 1 – Nova Scotia Farm). It is best practice for large sites to continue to rely on section 106 contributions so that contributions can be phased in such a way to ensure the viability of development alongside the timely delivery of infrastructure. As such proposed Policy CAS1 of the First Draft Local Plan indicates that the development allocated by the policy will need to make financial contributions towards infrastructure through section 106 planning obligations.

Sheltered and extra care housing inevitably require higher build costs given the special needs of the residents that they cater for. Based on the viability assessment analysis, specialist older peoples housing will not have capacity to bear CIL.

Other Rates

- **Supermarkets - £240 per square metre**
- **Retail warehousing - £100 per square metre**
- **All other development – 0 per square metre**

Rationale for Other rates

The Viability Assessment identified that supermarkets can viably achieve a rate of £240 per square metre with retail warehousing at £100 per square metre. All other non-residential uses (including office uses, for example) would need to be zero rated as they cannot bear the costs of a CIL charge.

Appendix 3. First Draft Consultation Plan

Background

Regulation 18 of the Town and Country Planning (Local Planning) Regulations 2012 sets out the requirements for engagement during the preparation of the plan. It states the Council must do the following:

- Notify statutory consultation bodies, general consultation bodies and such residents and business the Council considers appropriate of the subject of the Local Plan.
- Invite them to make comments on the what the Local Plan should contain.

The Council's Statement of Community Involvement (SCI) sets out how the Council will consult at this stage of Local Plan. The SCI commits the Council to:

- Contact and invite comments from:
  - Those on the Council's Local Plan mailing list
  - Developers and Agents Forum
  - Parish councils
  - Interest groups, including environmental, amenity and local community and
  - voluntary groups
  - Neighbouring authorities
  - Other statutory consultees
- Issue a press release
- Publicise the consultation on the Council's social media channels
- Publish all information and consultation materials on the Council's website
- Make hard copies of consultation materials available to view at the Town Hall, Hall Plain, Great Yarmouth (unless the Town Hall is closed for reasons outside of the Council's control) and other venues considered appropriate at the time of consultation
- Send free hard copies of documentation to those who have trouble viewing documents either on the Council's website or at the Town Hall

The SCI also sets out a number of other actions the Council may take, subject to resources, including drop-in sessions, stakeholder meetings and site notices.

The proposed consultation publicity , material and activities set out below aim to

Proposed Publicity and Consultation Material and Activities for First Draft Local Plan consultation.

Publicity

The council will:

- Contact and invite comments from:
  - Those on the Council's Local Plan mailing list
  - Parish councils
  - Developers and Agents Forum
  - Interest groups, including environmental, amenity and local community and voluntary groups

    - Neighbouring authorities
    - Other statutory consultees
- Prior to the consultation a flyer will be sent to all council tax addresses as part of the annual council tax mailout, notifying them that a consultation on the local plan is starting soon and inviting them to join the Local Plan mailing list.
- Issue a press release.
- Publicise the consultation on the Council's social media channels with reminders throughout consultation period.
- Publish all information and consultation materials on the Council's website.
- Display posters near preferred sites.
- Facebook Advertisement

Consultation Material

- Interactive consultation document published on website with ability to respond online.
- Online consultation material for preliminary community infrastructure levy consultation.
- Publish summary leaflet of First Draft Local Plan (including interactive version on website) including detail of the preliminary community infrastructure levy rates consultaiton.
- Make hard copies of consultation materials available to view at the Town Hall, Hall Plain, Great Yarmouth (unless the Town Hall is closed for reasons outside of the Council's control) and local libraries.
- Send free hard copies of documentation to those who have trouble viewing documents either on the Council's website or at the Town Hall
- Youtube video summary of the plan to be launched during the consultation period.

Consultation Events

- Invitation to schools and colleges within the borough to engage in workshops.
- In-person event for Parish Councils to attend at the Town Hall
- Host a Virtual Webinar
- Presentation to Developer Forum.
- Invitation to hard-to-reach groups to engage in workshops
- 3x drop-in surgeries: exhibition boards will be displayed where officers are available to answer questions:
    - Locations
        - 1x at Town Hall
        - 1x in north of Borough
        - 1x in south of Borough