

Subject: Hall Quay Planning Brief Consultation Update & Adoption

Report to: Great Yarmouth Town Centre Members Working Group  
Policy & Resources Committee

8 July 2019  
23 July 2019

Report by: Kim Balls, Senior Strategic Planning (Planning & Growth)

## **SUBJECT MATTER**

**Following endorsement by the Great Yarmouth Town Centre Members Working Group, to update Members on progress of the Hall Quay Planning Brief including: a report of public consultation, refinements to the planning brief and subsequent adoption as a Supplementary Planning Document (SPD) to the Great Yarmouth Development Plan.**

## **RECOMMENDATIONS**

**Policy and Resources Committee are asked to support the following recommendations:**

- 1. Members are asked to endorse the progress of the Hall Quay Planning Brief, including the report of public consultation and post-consultation changes**
- 2. Members are asked to adopt the Hall Quay Planning Brief (appendix 2) as a Supplementary Planning Document (SPD)**
- 3. Members are asked to delegate authority to the Director of Development (in consultation with the Chairperson of Policy & Resources Committee) prior to the publication of the Hall Quay Planning Brief, for minor amendments and presentational improvements.**

## **1 EXECUTIVE SUMMARY**

1.1 The Hall Quay Planning Brief has been prepared to provide further detailed policy and guidance to unlock the future potential of Hall Quay as a new restaurant/café-based area within Great Yarmouth Town Centre, as well as promoting new public realm improvements, guiding new development and providing measures to help raise the environmental and historic quality of the area.

1.2 The Planning Brief is underpinned by the aspirations of the adopted Great Yarmouth Town Centre Masterplan (2017) and will provide supplementary planning policy to the Great Yarmouth Local Plan Core Strategy (part of the adopted Development Plan for the borough of Great Yarmouth). The policies and guidance included within the planning brief will be a material consideration when determining planning applications made within the Hall Quay Planning Brief Area, providing greater clarity and strategic direction to landowners, developers, residents and visitors of what the Council expects of future development for Hall Quay.

1.3 At its meeting on 5<sup>th</sup> February 2019, the Policy and Resources Committee endorsed a draft Hall Quay Planning Brief version for public consultation, undertaken between 18 February and 17 March 2019. The statutory consultation has now been completed and the planning brief updated into a proposed 'adoption' version. A summary of received consultation responses and post-consultation changes to the planning brief are provided in Appendix 1 to this report.

1.4 The purpose of this report is to update members on the preparation of the planning brief taken thus far, noting the feedback received from the public consultation, subsequent post-consultation changes made to the planning brief and a recommendation that Policy & Resources Committee (23 July 2019) adopt the Hall Quay Planning Brief as a Supplementary Planning Document (SPD) to the Great Yarmouth Development Plan.

1.5 Note that this report is only accompanied with a post-consultation 'Word' version of the Hall Quay Planning Brief (Appendix 2) and does not present the visual quality/setting out of the finished document. A professionally published version of the planning brief is currently being prepared by the Council's in-house design team and will be completed for the meeting of the Policy & Resources Committee. It is proposed that delegated approval be sought from Members to allow, if required, any minor amendments or presentational improvements following presentation at Policy & Resources Committee.

## **2 BACKGROUND**

2.1 The preparation of the Hall Quay Planning Brief forms one of the main outputs of 'Project E - Unlocking the potential of Hall Quay', one of six key implementation projects of the Council's adopted Great Yarmouth Town Centre Regeneration Framework & Masterplan (May 2017). The general aims of this project being to:

1. Develop a general land use and planning concept for Hall Quay; and
2. The re-landscaping of Hall Quay.

2.2 The Council already has a development plan policy in place within its adopted Local Plan Core Strategy (Policy CS7) which seeks to improve the vitality and viability of its retail centres, however this policy is strategic and applicable to all centres within the borough and necessarily lacks a detailed focus to concentrate major change in Hall Quay.

2.3 This planning brief has therefore been prepared to provide further detailed policy and guidance to more closely define the type, size and form of development that is both specific and potentially acceptable within the Hall Quay area. In summary, the planning brief's main planning policies seek to facilitate:

- New food, beverage and potentially hotelier and cultural uses in the area;
- Major new highway infrastructure and public realm improvements;
- New development opportunities fronting Howard Street South; and,
- Improvements which may help raise the historic and environmental quality of the area.

2.4 Throughout the preparation of the Hall Quay Planning Brief there has been significant Member input, with drafts presented to, and feedback received by, the Great Yarmouth Town Centre Members Working Group.

2.5 On 5 February 2019, Policy and Resources Committee recommended that a draft version of the Hall Quay Planning Brief be endorsed for public consultation in accordance with the Council's adopted Statement of Community Involvement.

### 3 STATUTORY CONSULTATION

3.1 A four-week public consultation on the draft Hall Quay Planning Brief commenced on Monday 18 February and ended on Sunday 17 March 2019. Direct notification of the consultation was sent to:

- all local council members;
- relevant statutory consultees;
- residents and businesses within the planning brief area;
- local businesses, developers and property/estate agents operating within the Great Yarmouth area.

A positive press release was issued, and a public notice placed in the Great Yarmouth Mercury and on social media platforms.

3.2 During the consultation period, copies of the document and comments form were made available at the Town Hall in Great Yarmouth, on the Council's website and at all public libraries throughout the Borough. A poster display setting out the aspirations of the planning brief was erected in the Town Hall reception for the duration of the consultation period, with members of the Strategic Planning Team available to answer any questions. Regular social media updates were also made.

3.3 At the close of consultation, responses were received from 9 different individual and organisations, totalling 23 specific comments overall.

3.4 A summary of the consultation responses received, officer's response and subsequent post-consultation changes to the planning brief are set out in Appendix 1 of this report and were shared with the Great Yarmouth Town Centre Members Working Group on 8 July 2019.

#### Key matters arising from the public consultation

3.5 Feedback received on the draft planning brief was generally positive and particularly supportive of the proposed planning considerations and policies. Minor suggested amendments to the planning brief included allowing a wider base of leisure uses on ground floor units e.g. museum/galleries to complement the food and beverage offer, and refinements to policies and guidance related to flood risk, urban biodiversity, and proposed business uses in Hall Quay.

3.6 Encouraging a slightly wider base of uses in Hall Quay, such as a new museum or art gallery would be in general conformity with the Council's adopted 'town centre' policies in its Core Strategy and could help to increase 'dwell time' in Hall Quay and the town centre more generally. As such it would not be considered inappropriate to widen the planning brief to include such uses on the ground floor, and particularly where they may be supported by internal food and beverage uses.

3.7 Specific issues raised during the consultation were primarily related to the emerging re-design of the local highway and public realm along Hall Quay, particularly seeking the retention of bus stops/taxi ranks/parking bays along Hall Quay and ensuring that any proposals meet relevant highway design guidance and standards.

3.8 Members should note that guiding the proposed re-landscaping and public realm improvements in Hall Quay is one of the key projects of the Town Centre Masterplan and is currently progressing, with funding available through New Anglia Local Enterprise Partnership's Local Growth Fund (LGF). Since March 2019, Highway, design and planning officers from the Borough and County Council have met to discuss and refine the Hall Quay highway/public realm design concept, incorporating the feedback received from the planning brief consultation, to pull together a preferred design option for Hall Quay.

3.9 On 20 June 2019, members of the Great Yarmouth Transport & Infrastructure Steering Group agreed a preferred design option for the Hall Quay highway/public realm improvements with public consultation currently underway (for 4 weeks between 8 July and 2 August 2019). Members of the Great Yarmouth Town Centre Working Group have also endorsed the consultation scheme.

3.10 To ensure consistency, the guiding development principles included within the Hall Quay Planning Brief have now been updated to reflect the current highway/public realm design option.

3.11 Other comments received during the public consultation identified minor inaccuracies and typographical errors within the planning brief. These do not change or significantly alter the thrust of the document and have been amended where appropriate.

3.12 An 'adoption' ready version, incorporating all the post-consultation changes to the Hall Quay Planning Brief is attached in Appendix 2.

## **4 FINANCIAL IMPLICATIONS**

4.1 None.

## **5 RISK IMPLICATIONS**

5.1 None

## **6 CONCLUSIONS**

6.1 The Hall Quay Planning Brief is underpinned by the Great Yarmouth Town Centre Masterplan (2017) and will help guide future development proposals in Hall Quay in the pursuance of facilitating:

- New food, beverage and potentially hotelier and cultural uses in the area;
- Major new highway infrastructure and public realm improvements;
- New development opportunities fronting Howard Street South; and
- Improvements which may help raise the historic and environmental quality of the area.

6.2 Statutory public consultation has been undertaken on the Hall Quay Planning Brief and the document updated, where appropriate, to reflect the consultation feedback received.

6.3 The Hall Quay Planning Brief will carry material weight in the determination of planning applications and formally provides supplementary planning policy to the Great Yarmouth Local Plan Core Strategy. As such, it is necessary that the Hall Quay Planning Brief be adopted as a Supplementary Planning Document (SPD).

## **7 RECOMMENDATIONS**

**Policy and Resources Committee are asked to support the following recommendations:**

- 1. Members are asked to endorse the progress of the Hall Quay Planning Brief, including the report of public consultation and post-consultation changes**
- 2. Members are asked to adopt the Hall Quay Planning Brief (appendix 2) as a Supplementary Planning Document (SPD)**
- 3. Members are asked to delegate authority to the Director of Development (in consultation with the Chairperson of Policy & Resources Committee) prior to the publication of the Hall Quay Planning Brief, for minor amendments and presentational improvements.**



## 8 ATTACHMENTS

1. Appendix 1 Summaries of Draft Hall Quay Planning Brief Consultation Responses
2. Appendix 2 Hall Quay Planning Brief (post-consultation version)

## 9. BACKGROUND PAPERS

- Great Yarmouth Town Centre Masterplan (2017) – Follow this [link](#)
- Economic Development Committee 7 January 2019 – Follow this [link](#) (see item 8)
- Policy & Resources Committee – 5 February 2019 – Follow this [link](#) (see item 7)

| Area for consideration                       | Comment   |
|--|---|
| Monitoring Officer Consultation:             | via Executive Leadership Team   |
| Section 151 Officer Consultation:            | via Executive Leadership Team   |
| Existing Council Policies:                   | Local Plan Core Strategy (Local Plan Part 1) & Statement of Community Involvement<br>Great Yarmouth Town Centre Masterplan (2017) |
| Financial Implications:                      | See Section 4 above   |
| Legal Implications (including human rights): | The Council is obliged to consult the public and specified bodies in preparing such plans.  |
| Risk Implications:                           | n/a   |
| Equality Issues/EQIA assessment:             | n/a   |
| Crime & Disorder:                            | n/a   |
| Every Child Matters                          | n/a   |

## Appendix 1: Summaries of Draft Hall Quay Planning Brief Consultation Responses

The representation summaries, officer response and proposed post-consultation changes are listed below and have been grouped against the section numbers in the Draft Hall Quay Planning Brief.

The full consultation responses can be viewed, alongside the Draft Hall Quay Planning Brief itself, at <http://great-yarmouth-consult.objective.co.uk/portal/current/hallquay/hqpb>

### Summaries:

#### Section 2 'Site Context & Surrounding Area'

##### Representations Summary:

1. CLLR. CASTLE – Supportive of planning brief area, consider including 6-7 George Street (Tombstone Saloon & Brewery). Prominent corner site.
2. HISTORIC ENGLAND – Consider including extracts from historic mapping to demonstrate how quayside has changed over time. Table 1 notation to include reference to listed buildings.
3. INDIVIDUALS - Agree

##### Officer Response:

1. Planning brief boundary defines Hall Quay perimeter block and those frontages directly onto Hall Quay. Units to east of George Street (including 6-7 George Street) remain outside of the draft planning brief boundary but remain within the town centre boundary where uses including restaurants/cafés remain permissible (subject to other policies in the plan).
2. Comments noted and welcomed.
3. Comments noted and welcomed.

##### Recommendation:

1. **No further changes to Hall Quay planning brief boundary.**
2. **Consider inclusion of historic mapping and changes to Table 1 as suggested.**
3. **No further changes necessary.**

#### Section 3 'Policy Context'

##### Representations Summary:

1. CLLR. CASTLE – Refers to the need to introduce controlled parking in town centre due to respond to planned intensification of uses in Hall Quay. Protecting residential amenity and assured parking for existing and proposed operating businesses.
2. INDIVIDUALS - Agree

##### Officer Response

1. New car parking policies for Great Yarmouth Town Centre have been drafted as part of the preparation of the emerging Local Plan Part 2.
2. Comments noted and welcomed.

##### Recommendation

1. **No further changes necessary.**
2. **No further changes necessary.**

#### **Responses related to Section 4 – Hall Quay Opportunities**

##### Representations Summary:

1. CLLR. CASTLE – Refer to retention of bus stops in Hall Quay area to maintain access to new quarter. Suggests relocating taxi rank (from Star Hotel) to Regent Street or Stonecutters Way.
2. HISTORIC ENGLAND – Identified opportunities are welcomed. Encourage proposals for alterations/enhancements on highway and public realm to take account of advice in Manual for Streets (1&2) and HE's own "Streets for All: Advice for Highway and Public Realm Works in Historic Places".
3. LOCAL BUSINESS – Some migration of professional business (A2 uses) to Hall Quay from

|   |
|---|
| South Quay/Queen Street (HKB Wiltshires/Larkes). Large clearing banks on Hall Quay (now vacated) presents opportunity to cluster further professional businesses in Hall Quay.  |
| <p><u>Officer Response:</u></p> <ol style="list-style-type: none"> <li>1. Views noted and welcomed. New highway proposals for Hall Quay (including removal and replacement of existing taxi ranks, lay-by and bus stops) are currently preparation and will be consulted on later in 2019.</li> <li>2. As above.</li> <li>3. It is acknowledged and recognized that both the amount and type of floorspace needed in the town centre is continually shifting and needs to remain flexible to maintain local vitality. The intention of the planning brief is to primarily foster a new cluster of food &amp; beverage uses in the town centre by maximizing the current opportunity presented by a close group of large, vacant buildings with generous ground-floor sizes that could be appropriately converted to restaurants and café etc. The importance of encouraging new office type uses/business is also recognized for the value it provides in generating spend and footfall throughout the day in town centres. As such, the planning brief is supportive of B1 uses relocating to particular buildings in Hall Quay, on ground or upper floors and particularly where a ground floor frontage is supported.</li> </ol> |
| <p><u>Recommendation:</u></p> <ol style="list-style-type: none"> <li>1. <b>Planning brief will reflect the latest Hall Quay highway design aspirations which are currently being prepared.</b></li> <li>2. <b>As above.</b></li> <li>3. <b>Planning brief policies will clarify/reiterate support for new or relocated business uses (B1) within the planning brief area.</b></li> </ol>  |

| <b>Responses related to Section 5 – Draft Planning Considerations</b>   |
|---|
| <p><u>Representations Summary</u></p> <ol style="list-style-type: none"> <li>1. CLLR. CASTLE – Consideration of appropriate street lighting which “ties-in” with conservation enhancements currently planned for the Rows. Consideration of planting measures i.e. “plane” trees.</li> <li>2. NATURAL ENGLAND – Suggests incorporating policies which enhance urban biodiversity i.e. bat roost/bird box provision within built developments. SPD may provide opportunities to enhance the character and local distinctiveness of the surrounding and built environment for example through green infrastructure provision and access to, contact with nature.</li> <li>3. HISTORIC ENGLAND – Draft planning considerations welcomed, particularly emphasis on improving existing historic frontages where there have been inappropriate alterations.</li> <li>4. LOCAL BUSINESS - Town already has extensive food &amp; beverage offer i.e. Seafront, Market Place, Regent Road/Alexander Road. Food offering at Hotels i.e. Star, Imperial, Troll Cart. Confliction between Planning Brief and Town Centre Masterplan i.e. Cinema proposal. New food &amp; beverage offer should be established alongside cinema location.</li> <li>5. INDIVIDUALS – Seek establishment of museum/art gallery devoted to historic development of the town. Time &amp; Tide has limited space. Seek café/restaurant linked to museum/gallery.</li> <li>6. INDIVIDUALS - Enhancement of Rows to encourage people to move between Market Place and Hall Quay. Public realm improvements i.e. better lighting, improved pavements, more seating.</li> </ol> |
| <p><u>Officer Response:</u></p> <ol style="list-style-type: none"> <li>1. Views noted and welcomed. The location and type of new street lighting, street furniture, tree etc. will be considered alongside the new highway &amp; public realm proposals for Hall Quay which are currently under preparation and will be consulted on later in 2019.</li> <li>2. Noted. Policy CS11 of the adopted Local Plan Core Strategy seeks to ensure that all new development appropriately enhances biodiversity. The Council does yet have any specific guidance; therefore this may be more appropriately taken on a case by case basis specific to the proposal.</li> <li>3. Comments noted and welcomed.</li> <li>4. It is recognised that the town has an existing food &amp; beverage offer, however it is relatively dispersed across the town and further beyond (i.e. seafront which provides for a different offer and customer base). Fostering a cluster of food &amp; beverage uses in Hall Quay has the potential to generate critical mass of people to support other uses beyond merely retailing.</li> </ol>  |

5. Comments noted and welcomed. The principle of locating a new museum/gallery in this area would be in general conformity with Core Policy CS7 and could help to increase 'dwell time' in Hall Quay and the town centre more generally to support food & beverage uses. Proposals for museum/art gallery uses would be particularly welcomed where they support internal café uses.
6. Noted. The aims of the planning brief have been aligned with the objectives of the GY Rows Project. Where possible, active frontage will be encouraged or maintained at key pedestrian crossings where Hall Quay and individual Rows intersect.

Recommendation:

1. **Planning brief will reflect the latest Hall Quay highway design aspirations which are currently being prepared.**
2. **Planning brief to refer back to CS11 with respect to biodiversity enhancements.**
3. **No further changes necessary.**
4. **No further changes necessary.**
5. **Planning brief policies will be amended to encourage a wider mix of retail/cultural uses i.e. food, beverage and museum offer.**
6. **No further changes necessary.**

**General Responses to the Draft Planning Brief**

Representations Summary

1. CLLR. CASTLE – Wider acknowledgement of difficulties accessing funding to implement such transformation projects.
2. NATURAL ENGLAND – Acknowledgement that whilst Supplementary Planning Documents (SPDs) are unlikely to give rise to likely significant effects on European Sites, they should be considered as a plan under the Habitats Regulations Assessment (HRA) and Strategic Environmental Assessment (SEA) Regulations.
3. HISTORIC ENGLAND – Reiterates overall support for Planning Brief.
4. LOCAL BUSINESS – Corrections to some inaccuracies in Appendix C i.e. current use of buildings.
5. INDIVIDUAL – Coordinated plan for Hall Quay is welcomed. Empty derelict 'non-listed' buildings not sold within short time frame should be compulsory purchased. ½ (free) parking slots along Quay should be retained.

Officer Response:

1. Comments noted.
2. The planning brief SPD provides policies and guidance which are supplementary to the strategic policies in our adopted Core Strategy (which has already been assessed under the SEA and HRA regulations) and does not provide for 'growth' that is beyond that specified in the Core Strategy. For completeness, an SEA screening opinion was undertaken for the draft SPD and concluded that significant adverse effects were not anticipated, negating the need to undertake a full SEA.
3. Support welcomed.
4. Comments noted and welcomed.
5. Comments noted. In relation to highway & public realm improvements – these will be considered alongside the new emerging highway design concept for Hall Quay, that is currently under preparation and will be consulted on later in 2019.

Recommendation:

1. **No further changes necessary.**
2. **No further changes necessary.**
3. **No further changes necessary.**
4. **As suggested, amend planning brief and appendices as appropriate.**
5. **No further changes necessary.**



# HALL QUAY PLANNING BRIEF



**GREAT YARMOUTH**  
BOROUGH COUNCIL

July 2019

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# EXECUTIVE SUMMARY:

The Hall Quay Planning Brief has been prepared to provide supplementary planning policy to the Great Yarmouth Local Plan Core Strategy, part of the adopted Development Plan for the borough of Great Yarmouth. This document will be a material consideration when determining planning applications made within the Hall Quay Planning Brief Area.

The Planning Brief provides further detailed policy and guidance, capitalising on major new highway-led investment such as the Third River Crossing, to unlock the potential of Hall Quay as a new restaurant/café-based area for Great Yarmouth town centre, as promoted by the Council's adopted Great Yarmouth Town Centre Masterplan (2017).

# I. Introduction

## I.1 Purpose of the Planning Brief

The purpose of this planning brief is to set out the land-use planning requirements and development principles that the Council will use to determine planning applications within the Hall Quay area of Great Yarmouth. The document therefore, is an essential guide in the formulation of development proposals and a useful planning tool to aid pre-application planning discussions.

The planning brief identifies opportunities for new development, provides guidance and sets out key planning considerations and development parameters to provide confidence for investors and others about the direction of change within Hall Quay.

Landowners, developers, residents and businesses can use this planning brief to understand the strategic ambitions for Hall Quay and what support and assistance the Council will provide to those seeking planning permission for changes of use and conversion of existing buildings.

The principles objectives for the implementation of the Hall Quay planning brief are to:

- Grasp the opportunity to add to the town centre's food, beverage and cultural offer;
- Grow a cluster of uses which supports the town's early evening/night time economy;
- Encourage the development of new, high quality residential and tourist accommodation;
- Make the most of some fine, adaptable historic buildings (some listed);
- Reorganise the traffic layout, taking advantage of the planned reduction in throughflow traffic to create a space that appeals to pedestrians; and,
- Enhance the public realm and townscape of the area.

## I.2 Status of the Planning Brief

The planning brief is a non-statutory form of guidance that is capable of being a material consideration in the determination of planning applications within the defined Hall Quay Planning Brief Area. The planning brief supplements development policies within the the Council's adopted Local Plan Part 1 (Core Strategy) and emerging Local Plan Part 2 (Detailed Policies and Site Allocations). Local Plan policies of relevance to development in the Hall Quay area are listed in Section 3.

The Borough Council adopted the Hall Quay Planning Brief as a Supplementary Planning Document (SPD) on the 23 July 2019.

## I.3 Preparation of the Planning Brief

The Council has prepared this planning brief in consultation with individual landowners and Norfolk County Council in relation to the development of potential specific sites and a preferred movement and public realm strategy for Hall Quay.

The planning brief builds on public consultation feedback received from residents and businesses operating within the Hall Quay area, as well as advice from statutory consultees including Historic England and Natural England.

A number of adjustments have been made to this planning brief in response to the issues raised by the consultation respondents.







Figure 1. The Planning Brief Site





## 2.1 Site Description and Location

Hall Quay is situated on the east side of the River Yare, is centrally located in the town, it is approximately 300m from Great Yarmouth's Market Place and is within a 5 minute walk of Great Yarmouth rail station (to the north west) and Great Yarmouth bus station (due east), with the seafront beyond about 15 minutes' walk away (a site location plan and wider context plan are included in Appendix 1 & 2).

Hall Quay functions as a key gateway into the town, and other than the A47 Breydon Bridge crossing further north and along the river, is the gateway to Great Yarmouth town centre from Southtown, Gorleston-on-Sea, Bradwell and places further south and west.

The Hall Quay planning brief area is bound by the following: Stonecutters Way on its northern boundary (though this boundary varies to include the perimeter block which includes the Red Leaf Restaurant (4-5 Hall Quay); Howard Street North on its east side; Regent Street and Hall Plain on its south side and the River Yare on its western side.

The planning brief area can be broadly described in two parts. The first is the traditional terrace of commercial buildings such as the Star Hotel and former banks,<sup>1</sup> as well as the Town Hall for Great Yarmouth Borough Council. The second broad part is Hall Quay itself, characterised by the expanse of road surfaces, traffic infrastructure (lights, guard rails etc) and the Stonecutters Quay car park.<sup>2</sup>

The existing highway network arrangement has a significant impact on the character of Hall Quay. While the current arrangement generally work well for the distribution of vehicular traffic, the quay itself is much less "friendly" to pedestrians, cyclists and those with disabilities.<sup>3</sup> The level of highway engineering is partly since there are currently only two bridge crossings into the town from the west, hence Haven Bridge, Hall Quay, North Quay and South Quay must handle a considerable amount of vehicular traffic entering and leaving the town centre.



## 2.2 Existing Land Uses and Buildings

Within the boundary area of the planning brief, over 20 individual buildings provide frontage to Hall Quay on its northern, eastern and southern sides. A few number of buildings provide frontage to Regent Street, Howard Street South and Stonecutters Way, completing the Hall Quay perimeter block.

The planning brief area was traditionally regarded as the town's 'civic quarter', home to the Council's main offices (Town Hall) and formerly a majority of the town's national clearing banks. Whilst all the banking institutions have since closed, a small commercial presence remains in the area, some having relocated to Hall Quay from other more peripheral areas of the town (such as Queen Street) where multiple conversions to residential uses have occurred. Two of the former clearing bank units have been recently granted planning consent for (ground floor)

A3 & A5 uses. Another former banking unit is awaiting planning consent for (ground floor) A3 & A5 use.

To the rear of the main frontage block of Hall Quay is the frontage to Howard Street South which is relatively free of building forms (with exceptions which include some fine historic buildings). Howard Street South has traditionally supported servicing and car parking for those that front directly on to Hall Quay. This also applies to the frontage along Stonecutters Way where a surface car park occupies the junction with Howard Street South.

Table 1 and Figure 2 indicates the following types of land and building uses within the planning brief area (at the time of adoption) including any recent planning changes relevant to the buildings. An in-depth analysis of individual properties located within the planning brief area is provided in Appendix 3.

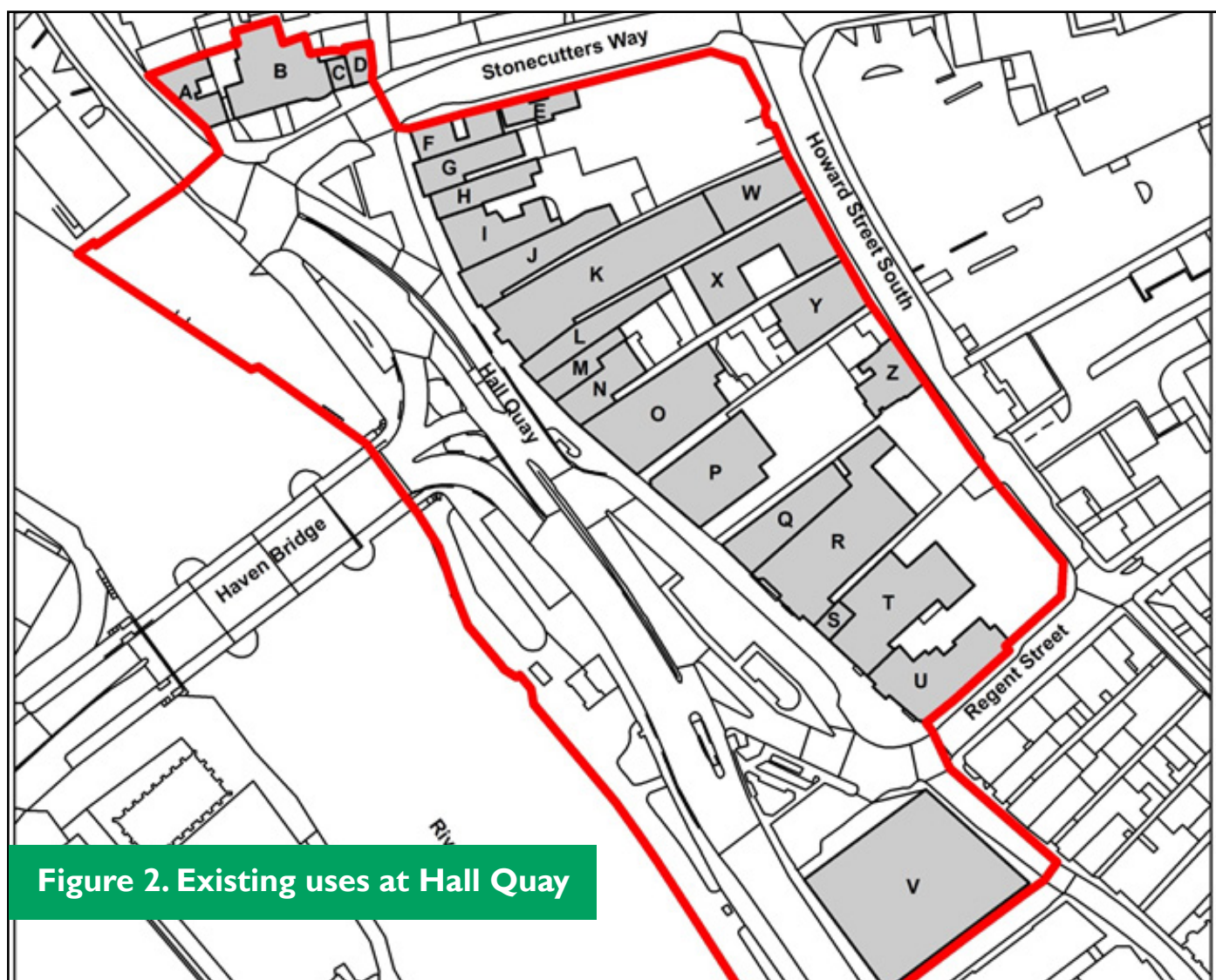


Figure 2. Existing uses at Hall Quay



| Map Reference                   | Address   | Current Use                | Notes   |
|---------------------------------|---|----------------------------|---|
| A                               | No.3 Hall Quay  | Estate Agents              |   |
| B                               | No.4-5 Hall Quay  | Restaurant: (g/f)          |   |
| Residential: (1st & 2nd floors) | Grade II listed. Improvements to frontage funded by shopfront improvement grant |                            |   |
| C                               | No.6 Hall Quay  | Vacant                     | Grade II listed. Former estate agents   |
| D                               | No.7 Hall Quay  | Estate Agents              |   |
| E                               | Slipper Baths, Stonecutters Way   | Residential                |   |
| F                               | 10-12 Stonecutters Way  | Residential                |   |
| G                               | No.11 Hall Quay   | Vacant                     | Former offices  |
| H                               | No.12 Hall Quay   | Offices: (g/f & 1st floor) |   |
| Residential: (2nd flr)          |   |                            |   |
| I                               | No.13 Hall Quay 'Dukes Head'  | Pub, Restaurant            | Grade II listed.  |
| J                               | No.14 Hall Quay   | Vacant                     | Former Bank   |
| K                               | No.15 Hall Quay   | Vacant                     | Grade II listed. Former Bank. Planning application (CoU mixed use ground floor and residential above) Not yet determined. |
| L                               | No.16 Hall Quay   | Offices: (g/f & 1st floor) |   |
| Residential: (2nd flr)          | Grade II listed.  |                            |   |
| M                               | No.17 Hall Quay   | Offices: (g/f & 2nd flr)   |   |
| Charity: (rear block)           |   |                            |   |
| N                               | No.18 Hall Quay   | Offices: (g/f & 1st flr)   |   |
| Residential: (2nd flr)          |   |                            |   |
| O                               | No. 19-20 Hall Quay   | Vacant                     | Grade II listed. Former Bank. Planning approval (CoU ground floor to A1, A3 and A5, residential above).                   |
| P                               | No. 21-22 Hall Quay   | Offices: (g/f and 2nd flr) | Planning approval (residential use on upper floors)   |
| Q                               | No.23 Hall Quay   | Vacant                     | Grade II listed. Former Bank. Planning approval (CoU ground floor to A3 & A5, residential above)                          |
| R                               | No.24 Hall Quay 'Star Hotel'  | Hotel                      | Grade II listed. Recently refurbished and reopened in 2017.   |
| S                               | No.25A Hall Quay  | Offices                    |   |
| T                               | No.25 Hall Quay   | Hostel: (g/f & 1st flr)    |   |
| U                               | No.26 Hall Quay   | Offices: (g/f)             |   |
| Residential: (1st flr)          |   |                            |   |
| V                               | Town Hall, Hall Quay  | Offices/Assembly use       | Grade II* listed. Multi-use facility i.e. in addition to GYBC's main office is also a wedding venue, conference uses.     |
| W                               | No.76-77 Howard St South  | Offices: (g/f)             |   |
| Residential (1st flr)           |   |                            |   |
| X                               | Brahams Court, Howard St South  | Residential                |   |
| Y                               | No.72 Howard St South   | Pub/Restaurant             |   |
| Z                               | No.69 Howard St South   | Pub                        |   |

**Table I. Existing uses at Hall Quay**



# OPPORTUNITIES FOR EXISTING LAND USES AND BUILDINGS



A new food & beverage offer  
Great Yarmouth Town Centre has a clear role to play in driving forward the development of the Borough into the future; however, in an ever-competitive retail environment, the town centre must seek to re-balance the retail offer to continue to hold market share against other competing centres such as Norwich and Lowestoft, as well as online competition.



A qualitative need assessment undertaken to inform a Great Yarmouth Retail Study, concluded that the town centre would benefit from an improvement and widening of its food and beverage offer and that opportunities to encourage new 'clusters' within the town (especially where the needs of tourist and locals inter-lap) should be explored.



A gap analysis was undertaken to inform this planning brief, exploring the current health of the town centre, current retailer requirements, as well as the type and quality of new food & beverage uses that could be supported in Hall Quay. The high-level recommendations concluded that Hall Quay could benefit from both increasing the number and range of restaurants and cafés, especially from multiple operators; and, from potentially introducing a chain/boutique hotel to diversify the choice and offer within the Town Centre.





4

## 2.3 Scale & Massing

Hall Quay provides a lively and interesting variety of building scales and styles. Far from being plain or conforming to a single form or type, the buildings surrounding Hall Quay are varied in building height, style, width, façade treatment, fenestration and material.<sup>(4-9)</sup>



5

The predominant building height is three commercial storeys with a wide variety of architectural expressions within building façades i.e. clear ground floor shopfronts and fascias, narrow frontages, larger floorplates and dormer windows within roof spaces. Certain buildings have a strong heritage character and are statutorily listed (See Table 2; Figure 3 overleaf), whereas others are relatively plain or modern in style (and not listed). This interesting assemblage of buildings, taken together, provides an excellent backdrop to support new uses and activities in this quarter of the town centre.



6

## 2.4 Heritage & Conservation

Hall Quay, along with South Quay, has very important historical significance in the context of the town and contains some of the finest buildings. The quayside is reminiscent of an important period of maritime activity in the history of Great Yarmouth. Sea-faring vessels were historically moored on the east bank of the River Yare (this partly still occurs), and a railway line passing through Hall Quay between Vauxhall Station and South Denes would principally transport fish from the port, before closing and being removed in 1959.



7

Another historical feature of Hall Quay are the various rows that run in an east-west pattern towards the market and which are found between buildings facing the quay and are over-sailed by many of the more historic buildings fronting Hall Quay.



8

The planning brief area is entirely situated within a conservation area (No.3 Hall Quay/ South Quay) and contains nine listed building which provide a high quality, historic character to the area and helps frame views and provide important landmarks (illustrated in Figure 3 overleaf).



9

| Map Reference | Building Address                         | Listed Status (and Norfolk Heritage Record ref) |
|---------------|--|---|
| B             | 4-5 Hall Quay 'former Conservative Club' | Grade II (NHER 12026)                           |
| C             | 6 Hall Quay                              | Grade II (NHER 34423)                           |
| I             | 13 Hall Quay 'Dukes Head'                | Grade II (NHER 12027)                           |
| K             | 15 Hall Quay                             | Grade II (NHER 34424)                           |
| L             | 16 Hall Quay                             | Grade II (NHER 34425)                           |
| O             | 19 Hall Quay                             | Grade II (NHER 25981)                           |
| Q             | 23 Hall Quay                             | Grade II (NHER 34426)                           |
| R             | 24 Hall Quay                             | Grade II (NHER 34427)                           |
| V             | Town Hall                                | Grade II* (NHER 28932)                          |

**Table 2. Listed buildings at Hall Quay**



Hall Quay is dominated at its southerly end by the impressive Victorian Town Hall,<sup>10</sup> a Grade II\* listed building built in red sandstone which is an important and grand 19th century town hall building.



Its “bookend” on the northwest end of the quay is Havenbridge House,<sup>11</sup> an imposing 20th century seven storey-office block which detracts from the historic setting and conservation area generally by its height, scale and form. Recent re-cladding has seen a marked improvement to its appearance.

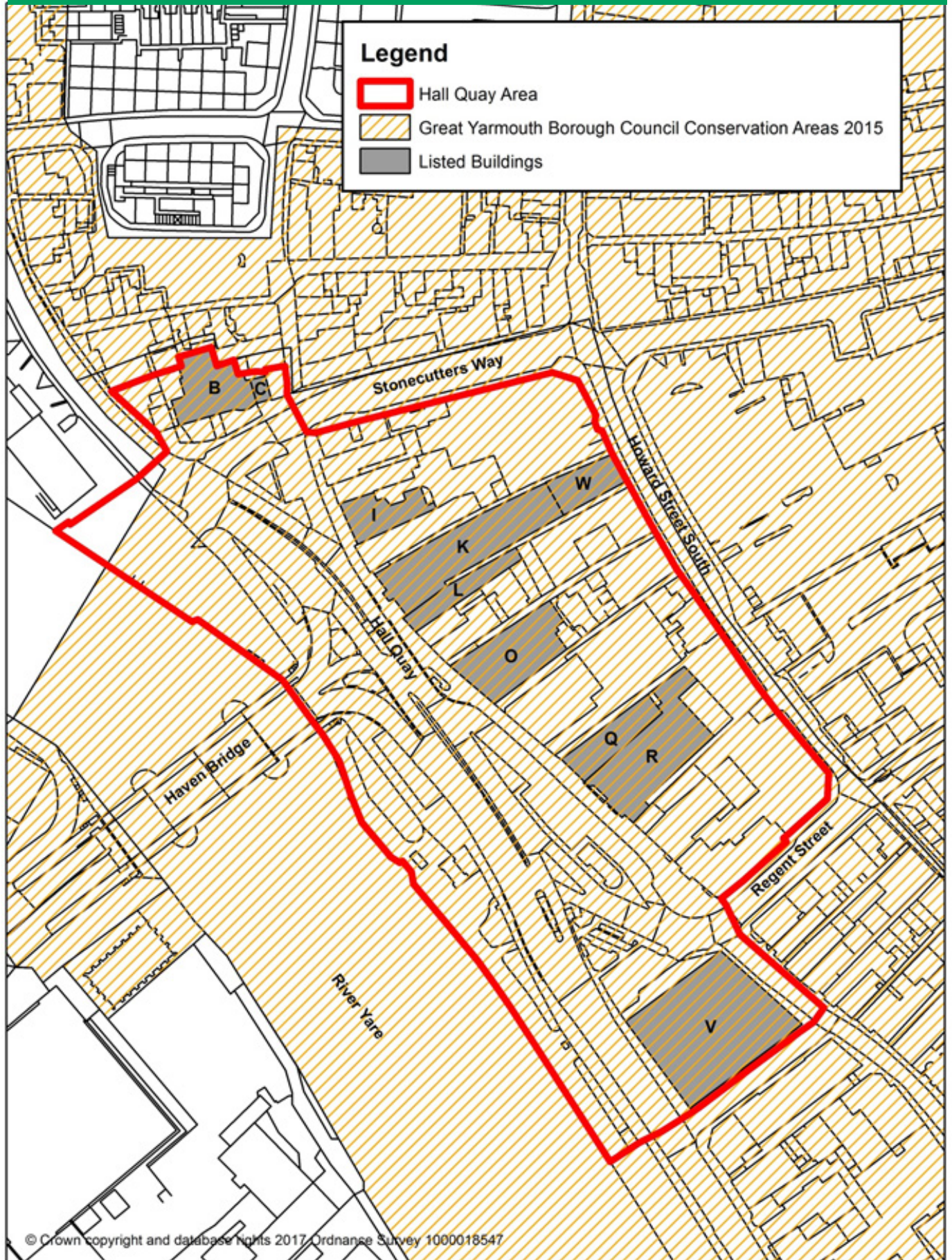


Howard Street South, which forms the easterly edge of the planning brief boundary, does not present a uniform frontage;<sup>12</sup> however, there are still a few fine buildings along this street.

There is no single, predominant building material within Hall Quay; however, the use of clay pantiles and slate on roofs as well as red brick, flint and some stone, stucco and terracotta can all be seen.



Figure 3. Hall Quay Heritage Constraints Map





# **OPPORTUNITIES FOR HERITAGE & CONSERVATION**

In recent years there has been a concerted effort to generally improve the historical urban fabric and interpretation of the Hall Quay area. Many of these initiatives have been led and funded by both public and voluntary sector groups.

## **THE ROWS**

The Rows project, led by the Great Yarmouth Preservation Trust, and funded by the Great Places Scheme, commenced in 2017 and sought to enhance the historic Rows through various on street repairs and artistic interventions. These included installing new cast iron name plates - bearing the historic 'names' of individual Rows - within six rows providing connections between Hall Quay and Howard Street South.

## **SHOPFRONT IMPROVEMENT GRANT SCHEME**

The Shopfront Improvement Grant Scheme, launched by the Borough Council in 2017, provided shop owners a way of injecting investment into poor quality shopfronts (at a maximum of £3,000 and 25% match funded by the shop owners) with the intention of improving the overall appearance of the area to entice further investment and spend in the town.

To date the scheme has helped to directly improve about 20 shopfronts in the town centre, most notably funding façade refurbishment of the Star Hotel and 4-5 Hall Quay, a prominent three storey historic building at the northern end of Hall Quay. Though the shopfront improvement scheme is expected to wind down in 2019, there remains other buildings within the planning brief area, some being listed, which would benefit for further façade enhancement.





LLOYDS

BANK

LIMITED

H&B WILKINSON'S

MOVED



## 2.5 Highways, Access, movement & parking

Hall Quay is a key node between the River Yare and Great Yarmouth's town centre and forms a major decision making point for pedestrians, cyclists and vehicles proceeding north (on North Quay) towards the A47 and rail station; south (on South Quay) to the South Denes peninsula, seaside, port and industrial areas; east towards the town's retail centre; or west over Haven Bridge to access Gorleston and the south-western parts of the Borough.

Hall Quay itself is a vehicular dominated street that incorporates a signalised junction at Haven Bridge with staggered pedestrian crossing points parallel to the main carriageway and various slip roads at the building edges providing rear vehicular access and parking. Dozens of additional highway pieces of furniture i.e. pedestrian refuges, guard rails, raised central verges, traffic signal posts and signage further reinforce the dominance and prioritisation of vehicular based traffic through the area.<sup>13</sup>

At the north-west area of Hall Quay lies Stonecutters Car Park which provides 'pay & display' spaces for 41 vehicles, including two for those with disabilities. At the corner of Stonecutters Way and Howard Street South lies a Euro Car Park with spaces for 50 vehicles.

A lay-by opposite the Star Hotel provides a dozen short stay (30 minute) car parking spaces, as well as a taxi rank and loading bay area. The lay-by is accessed directly off the south-bound Hall Quay carriageway but is frequently used as a 'cut through' for motorists performing an illegal right-hand turn to re-enter the north-bound Hall Quay carriageway.<sup>14</sup> A smaller lay-by, accessed off a small slip road opposite buildings between 10 to 13 Hall Quay provides a further six short stay car parking spaces.

Three smaller private parking courts are included within the Hall Quay perimeter block, providing customer and employee parking for The Dukes Head PH; HKB Solicitors and The Star Hotel. Access to parking courts to the rear of The Dukes Head PH and HKB Wiltshires is served off the Hall Quay carriageway.

Presently, cycling is mainly accommodated along the road surface, though a short cycle lane merges into Hall Quay from Stonecutters Way (in a south-bound direction) along the building frontages between 10 and 13 Hall Quay. This terminates at the main pedestrian crossing opposite Haven Bridge.

Most pedestrian movement is accommodated alongside the terrace of buildings which line the east side of Hall Quay, and along the river edge to the south of Haven Bridge. Crossing of existing road lanes and islands can be challenging due to the need to navigate multiple separate crossings over lanes of vehicular traffic.<sup>15</sup> Those with disabilities face significant challenges, albeit dropped curbs and blister paving are provided as part of the highway crossings.







13



14



15



## 2.6 Public realm & landscape

The public realm of Hall Quay is principally comprised of highway features, therefore both the setting and materiality offered in Hall Quay does not compliment the historic status and importance of the site and its buildings within it.

Vehicle turning lanes on and off Haven Bridge provides for relatively sterile environments in areas such as Stonecutters Quay car park, disconnected from the rest of the quay.

The areas outside; the Town Hall, the historic buildings fronting the quay, and along the river (south of the bridge) are more pedestrian-friendly but provides little in the way of soft planting (trees or greenspace) which could both visually and physically reduce the dominance of the highway as well as improving the setting for historic buildings and the Town Hall as a civic space.

Whilst there is a strong sense of vehicular dominance along Hall Quay, the overall expanse of space between the built edge and the river-front offer the opportunity for the reallocation of space and enhancement of the streetscape as capitalised by the likely reduction in traffic by the Great Yarmouth Third River Crossing.

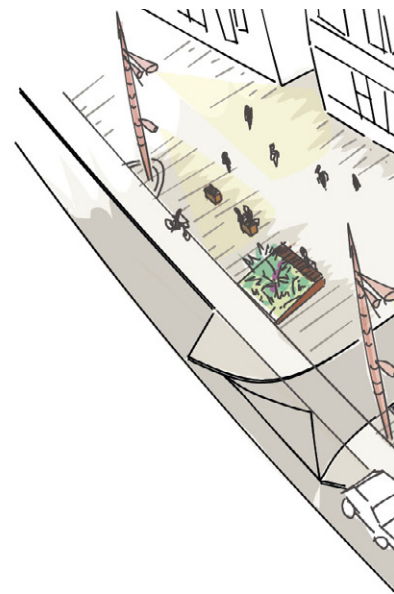
The scheme is being funded through the New Anglia Local Enterprise Partnership 'Local Growth Fund' and will be subject to public consultation in the summer of 2019 with construction planned in early 2020

## 2.7 Flood Risk

The buildings that form the perimeter block between Stonecutters Way, Howard Street South, Regent Street and Hall Quay are in Flood Zone 1. The central part of Hall Quay is within Flood Zone 2, as are the buildings at the corner of Stonecutters Way and The Rows. Havenbridge House and the entire east side of the river, up to approximately 50 metres from the rivers' edge, is in Flood Risk Zone 3.

In 2014, the Borough Council, together with Norfolk County council and Anglian Water, jointly produced a Surface Water Management Plan.

This plan, together with actions already undertaken to reduce the risk of both coastal and fluvial flooding within the borough, will provide support in the long term to reduce the risks from flooding posed to Great Yarmouth, including to Hall Quay.



# PUBLIC REALM & LANDSCAPE OPPORTUNITIES

16



Norfolk County Council are currently developing a highway-led improvement scheme to revitalise the public realm outside of the buildings fronting Hall Quay, as well as improving pedestrian and cycling facilities at the existing pedestrian crossings.

The emerging scheme proposes, the removal of the underutilised loop of road in front of the Star Hotel; and the rationalisation of the one-way triangle formed by the western end of Stonecutters Way to provide new landscaped public realm areas for enhanced pedestrian activities. Indicative artist impressions of the proposed public realm enhancements (outside the Star Hotel) are provided in images 16 and 17.

17



### 3. Policy Context

This section provides an overview of the existing policy context in which the planning brief sits, summarising the key policy issues as they relate to the area. The policies set out within them are not repeated in this brief.

#### 3.1 Great Yarmouth Corporate Plan

Developing and improving Great Yarmouth's Town Centre is a key priority in the Borough Council's Corporate Plan. The aim is to refocus interest in the town centre in the short term whilst supporting greater, long term transformational change towards a commercially attractive and viable town centre. It identifies a need for a long-term strategy to plan key changes and guide investment in the area. This has been fulfilled through the Council's recently adopted Great Yarmouth Town Centre Masterplan (May 2017).

The Great Yarmouth Town Centre Masterplan identifies 6 priority areas (see "a to e" *to the right*) geared at generating new investment and employment opportunities in the town centre by 2025.

This planning brief encompasses Area "E" of the Great Yarmouth Town Centre Masterplan, the general aims being to adopt guidance that ensures existing buildings are conserved and developed appropriately and establishing a new food and beverage cluster in the area.

The full Corporate Plan and Great Yarmouth Town Centre Masterplan can be viewed from the Council's website.

#### 3.2 Great Yarmouth Development Plan

The current Development Plan primarily comprises the Great Yarmouth Local Plan Part 1 (Core Strategy), adopted in December 2015. The Local Plan Part 2 (Development Management Policies and Site Allocations) is currently in preparation and is anticipated for adoption early 2020. A small number of policies in the (largely) former 2001 Local Plan

also remain 'saved' and in force pending the adoption of Part 2 of the current Local Plan. The following outlines the relevant policies, particularly those pertinent to the Hall Quay Planning Brief Area and its potential for development change.

#### 3.3 Local Plan Part 1 – Core Strategy Policies

The following summarises the key relevant Core Strategy Policies. The full policies and their associated supporting text can be viewed from the Council's website.

- Policy CS7 – Strengthening our centres

The Council aims to focus new development and investment, principally in Great Yarmouth town centre and seek to improve its vitality and viability through encouraging a diversity of uses, enhancing the evening economy, enhancing appearance, safety and quality and promoting the short and long term re use of vacant buildings.

- Policy CS1- Focusing on a Sustainable Future

When considering development proposals, the Council will take a positive approach, working positively with applicants and other partners to jointly find solutions so that proposals that improve the economic, social and environmental conditions of the borough can be improved wherever possible.

- Policy CS6 – Supporting the Local Economy

The Council will work to ensure that the conditions are right for new and existing businesses to thrive and grow, and to make the local economy less seasonally dependant

- Policy CS8 – Promoting tourism, leisure and culture

The Council aims to support and encourage a year-round tourism offering, supporting



proposals which meet changes in consumer demands

- Policy CS9 – Encouraging well-designed, distinctive places

The Council will ensure that new developments are of a high quality and both draw inspiration and respect the location

- Policy CS10 – Safeguarding local heritage assets

The Council will promote the conservation, enhancement and enjoyment of the historic environment

- Policy CS13 – Protecting areas at risk of flooding or coastal change

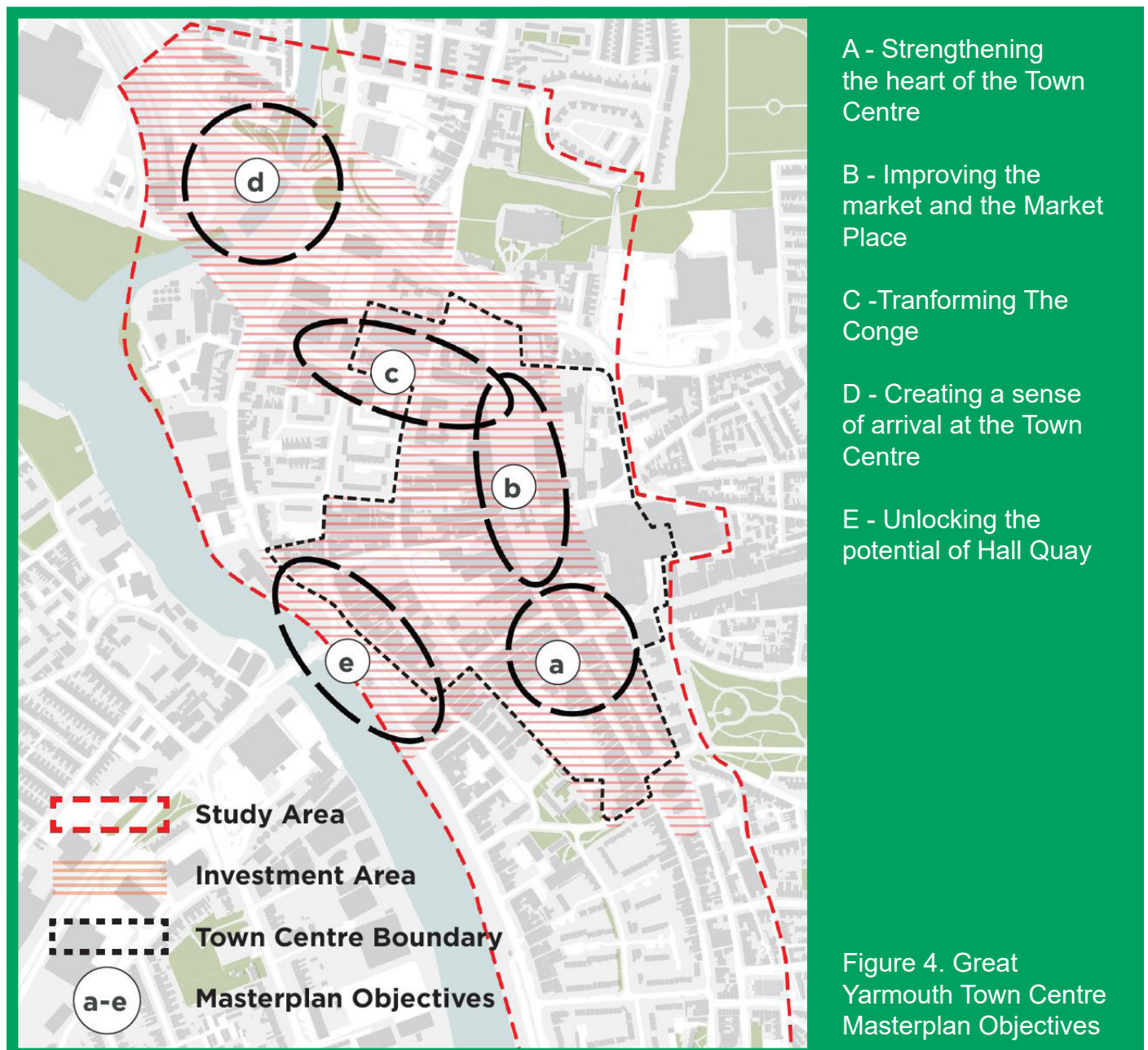
The Council will ensure a sustainable and practicable approach to flood risk and coastal change and ensure development does not increase the risk of flooding elsewhere.

- Policy CS14 –Securing appropriate contributions from new development

The Council will ensure that all new development militates against any extra pressure placed on existing infrastructure.

- Policy CS16 – Improving accessibility and public transport

The Council will work together with partners to make the best use of and improve existing transport infrastructure, with a focus on better management and the provision of sustainable transport options



### 3.4 Remaining 'Saved' Policies from the former 2001 Borough-Wide Local Plan

The following summarises the main relevant policies pertinent to the Hall Quay planning brief area and potential for development change. The full text of these policies can be viewed via the Council's website (Note: these policies will be superseded on adoption of Part 2 of the current Local Plan, anticipated early 2020).

- Policy HOU7 – New residential development

Hall Quay is within the urban area of Great Yarmouth where the Council will generally permit residential development.

- Policy SHP15 – Hot food take-aways

The Council may permit hot food take-aways (that are not situated within the main shopping frontages) where it does not result in an overconcentration, nor adversely affect adjoining or neighbouring occupiers or affect the character of the local area.

- Policy TCM20 – Urban public parking improvement

Hall Quay is situated within the Urban public parking improvement area where the Council will work towards improving the public parking provision through the identification of new parking sites, potential part and ride and temporary parking areas.

- Policy BNV12 – Great Yarmouth town centre medieval streets and rows

The Council will maintain the town's medieval street network and rows and encourage, where possible their reinstatement where previously lost as a consequence of development.

- Policy REC11 – Protection of community and street scene

The Council will refuse proposals which would erode the provision of land which contributes positively to the community or street scene, particularly in areas identified on the proposals map.

### 3.5 Relevant Emerging Policies

The draft Local Plan Part 2 (Development Management Policies & Site Allocations) was subject to wider public consultation between August and September 2018. The draft plan included an emerging policy 'GY3-dp' which corresponds to the designated Hall Quay Planning Brief Area, setting out the main approach to facilitating new development and environmental enhancements within the area. This draft policy (*replicated to the right*) is not yet adopted however it indicates the Council's intended policy direction for managing future development proposals within the Hall Quay area.

Note that the precise wording of the emerging policy may be subject to change by the point of formal adoption.

Other relevant draft policies, which have been subject to public consultation through the Local Plan Part 2 are provided opposite.

- Policy UCS7a-dp – Change to Great Yarmouth Town Centre Boundary

This proposed change to the Great Yarmouth Town Centre Boundary would include the entire area of Hall Quay up to the Rive Yare. The current town centre boundary does not include the area west of the curtilage of the buildings fronting Hall Quay.

- Policy R1-dp – Location of retail development

This proposed policy specifies where new town centre uses, in particular retail uses will be encouraged. This seeks to specifically encourage food and beverage type 'retail' uses within the proposed Hall Quay planning brief area.

- Policy R5-dp – Food and drink uses

This proposed policy specifies where new food and drink uses will be encouraged, and specifically supports their contribution in areas such as the Hall Quay planning brief area.

- Policy GY13-dp Hall Quay/Haven Bridge Area visitor mooring facilities

### Hall Quay Development Area (Emerging Policy Option)

The key aim for Hall Quay is to create an exciting new sense of place, to improve the image of the town and its offer to residents and visitors.

In order to achieve this, a mix of uses, developments and environmental enhancements will be facilitated that will help to:

1. Address a gap in the town centre's food and beverage offer, principally focused on promoting new café's and restaurants; but not A5 (hot food takeaways) use;
2. Complement and improve the wider town centre's early evening/night time economy;
3. Provide new, high quality hotels (C1 use) to support the town's growing tourist and visitor economy;
4. Provide high quality residences; and
5. Renovate and convert existing buildings to appropriate uses, and bring buildings back into permanent active use, and make the most of listed and other heritage buildings.

The following measures will be applied in furtherance of this, particularly in relation to buildings fronting onto Hall Quay:

- A. Cafés and restaurants (A3 use), drinking establishments (A4 use) and hotels (C1 use) will be positively encouraged;
- B. Other uses (including A1, A2 and B1) will be supported where they provide an active ground floor frontage (i.e. window displays, entrances, and views of internal activity); and
- C. Residential uses will only be supported above ground floor level

To help deliver the objectives for the Hall Quay Development Area, projects will be undertaken and influenced to:

- i. Reduce the dominance of traffic and highway uses along Hall Quay;
- ii. Improve the public realm and townscape of the area; and
- iii. Improve pedestrian linkages with the rest of the town centre, including The Rows, where possible.

A Supplementary Planning Document will be produced to refine the proposals, guide the process of achieving the above ambitions, and more closely define the type, size and form of development.

## 5. Guiding Development Principles

The section sets out the detailed guiding development principles and policies with which any proposal coming forward within the planning brief area will be required to demonstrate compliance against.

### 5.1 Land use principles

To establish a new food & beverage cluster in the town, new café and restaurant uses will be generally supported, and particularly encouraged, where proposed on ground floor units within:

- o 4-5 Hall Quay;
- o 15 Hall Quay;
- o 19-20 Hall Quay;
- o 23 Hall Quay; and
- o 24 Hall Quay.

A new museum or art gallery may also be supported, and particularly encouraged where this would include an internal food and beverage offer as part of the overall scheme.

To support the town's growing tourist and visitor economy, the upgrading, expansion or enhancement of the existing visitor accommodation, and food and beverage offer at the Star Hotel will be generally supported. Provision for an additional, high quality hotel may also be supported within the planning brief area.

New or relocated financial and professional uses (A2) and other commercial uses (B1) in the planning brief area will be generally supported. Within those buildings fronting Hall Quay, such uses will be preferred on upper floors. Proposed A2 or B1 uses will only be supported on ground floors where these provide an active ground floor frontage to Hall Quay.

New residential uses in the planning brief area will be generally supported. Within those buildings fronting Hall Quay, such uses will be preferred on upper floors only.

Opportunities to improve short stay mooring facilities along the river edge of Hall Quay will continue to be explored by the Council.

### 5.2 Access & Movement

The existing road network and level of highway engineering in Hall Quay should be simplified to reduce the dominance of traffic in the area and to provide an attractive environment for businesses including cafes and restaurants to thrive.

New highway and landscaping proposals in Hall Quay should:

- Provide new public open space to facilitate outdoor seating and dining areas by converting the layby and parking bays in front of the buildings situated between 20 & 26 Hall Quay (whilst retaining an access to the rear of 13 Hall Quay).
- Provide new public open space to the front of 10 to 14 Hall Quay by removing and re-landscaping the one-way spur off Stonecutters Way (whilst retaining an access through to the rear of 13 Hall Quay).
- Provide improvement to the pedestrian crossing in front of the Town Hall.
- General rationalisation of highway infrastructure, signs and lines, to improve the pedestrian crossing experience.

Existing car parking to the rear of Hall Quay should be generally retained to provide parking for businesses, residents and tenants.

### 5.3 Building Design and Conservation

New development proposals may be supported on surface car parking to the rear of 10-13 Hall Quay and rear of 25-26 Hall Quay where it is:

- Limited to three residential stories in height, with potential for a fourth recessed storey in form of a 'lightweight' storey or floor space in the roof;



- Of a high-quality design, complements nearby heritage assets and is both respectful and complementary to their setting;
- Provide for on-site residential parking provision; or,
- If existing parking needs to be retained, the design should consider incorporating undercroft parking on the ground floor level.

Proposals which involve the conversion or change of use of buildings fronting Hall Quay, particularly between 3 to 7 Hall Quay, and 11 to 20 Hall Quay, will be expected to investigate measures to improve the façade of the frontage, in order to help raise the quality and value of the area. This could include consideration of:

Inappropriate replacement windows and doors being replaced with timber windows to the original patterning (if known)

- Replacement roofing materials being returned to the original material
- Further large flat roofed dormer windows being discouraged
- Use of cast iron rainwater goods being encouraged
- Removal of paint and other inappropriate surface finishes from brickwork

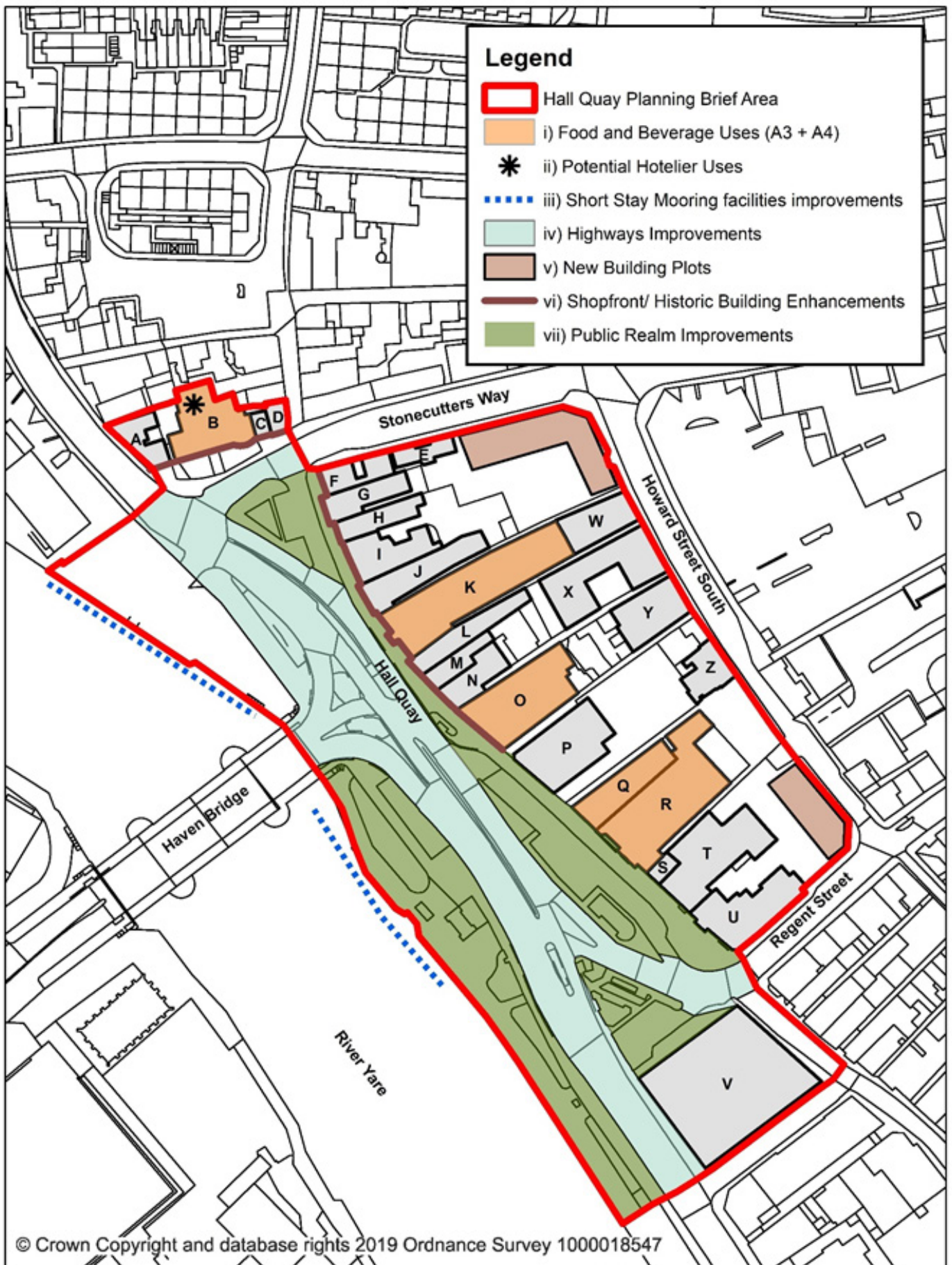
Principal points of access to both ground floor and upper floors should be maintained from Hall Quay (rather than Howard Street South) to help maintain/create active frontages to Hall Quay.

When considering building conversion proposals where planning permission and/or Listed Building Consent is required, it is recommended to consult the Council before submitting an application to establish key issues and requirements that require detailed consideration.

Pre-application advice is free for listed building matters.







**Figure 5. Hall Quay Policy Framework Map**



## 5.4 Landscaping & public realm

The landscape approach to Hall Quay should provide a relatively uniform surface treatment to unify the character and appearance of the whole space. This should specifically encourage, or at least, not preclude:

- The facilitation of an outdoor seating/dining experience outside of the buildings between 21 to 26 Hall Quay to help establish a new food and beverage cluster,
- Space for new soft landscaping, such as trees or planting to help screen the public realm (visually and physically) to reduce noise, enhance tranquillity and better define this part of the space.

Hoarding at the corner of Stonecutters Way and Howard Street South should be replaced or enhanced with more appropriate forms of enclosure (in the absence of new development) and softened with tree planting.

Historic directional signage and interpretation panels should also be encouraged in Hall Quay at key nodal points informed by the Council's current Wayfinding Strategy and Rows Project. The alignment and integrity of The Rows must be retained and any proposals that may impact on their use and setting i.e. access to rear buildings and/or conversions should be assessed carefully and in liaison with the Council's Conservation team.

## 5.5 Flood risk

Design and construction of new schemes for public highway will need to safeguard as much as possible against the risk of flooding by using appropriate surfacing, storage and storm water outfall measures at the detailed design stage. Sustainable Drainage techniques (SuDS) should be used where possible in any new surface and landscape design.

For new buildings or building conversion, advice should be sought in relation to required finished floor levels, drainage requirements and mitigation measures at the design stage from the Borough Council, Norfolk County Council and the Environment Agency as necessary.



## 6. Implementation

### 6.1 Delivery

This planning brief has identified a series of critical objectives to implement future change within the Hall Quay area, of which, many are predicated on the timely delivery of both emerging and committed schemes which directly relate to Hall Quay or will help to shape proposals on the periphery.

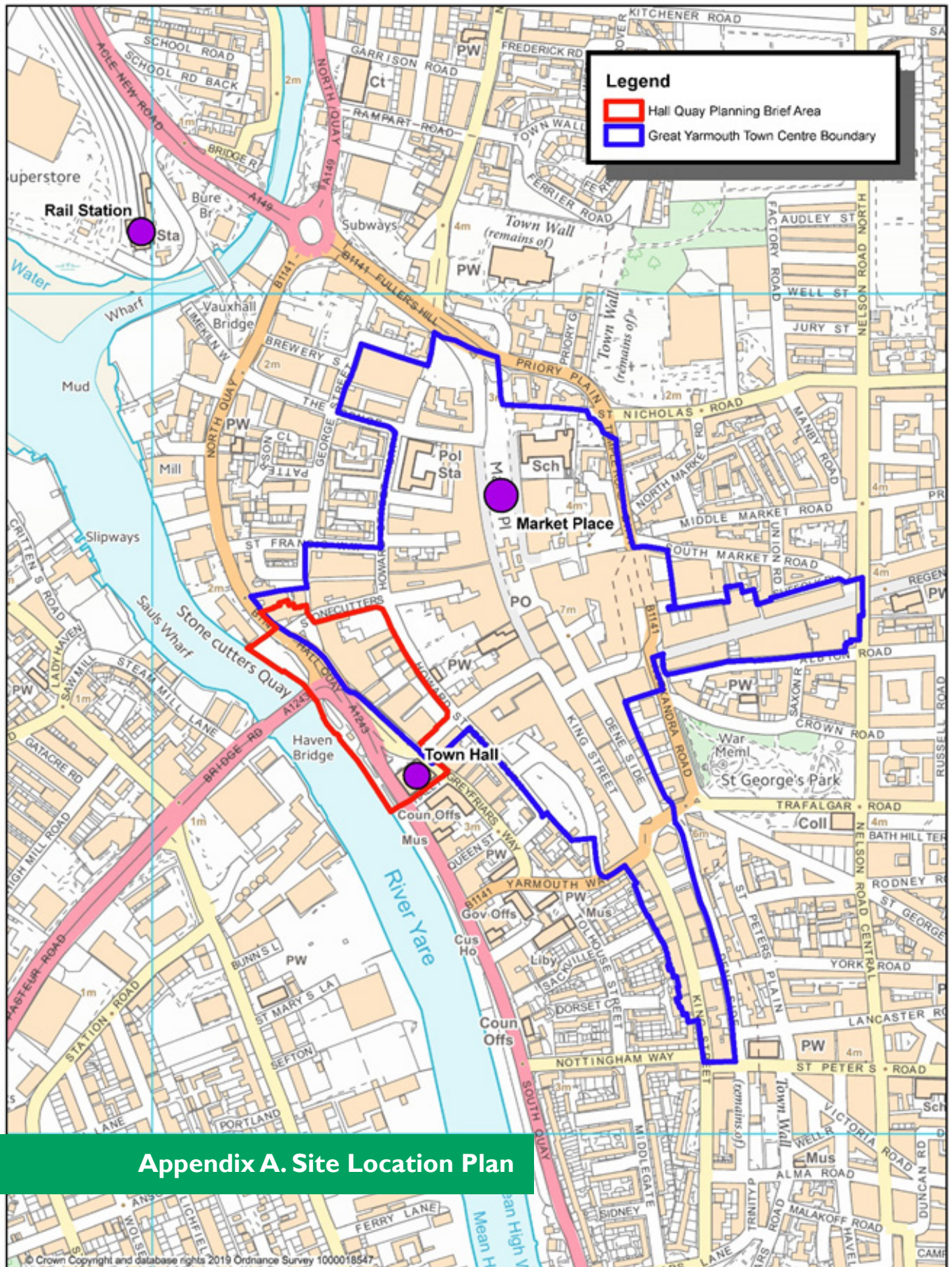
The table below identifies the key deliverable objectives this planning brief is seeking to achieve and provides further information as to how and whom these will be achieved by and during which timescales.

| Key Deliverable Objectives  | How will it be achieved?   | By what timescales?  |
|---|--|--|
| Reducing dominance of highway uses and street furniture running through Hall Quay | <p>Plans for new right hand turn over Haven Bridge and re-landscaping of Hall Quay is currently being prepared.</p> <p>Exploration of other funding streams to facilitate higher quality urban environment, i.e. Heritage Lottery, Arts Council, Coastal Communities</p>   | <p>Scheme delivery scheduled for October 2019 (funded by NALEP Local Growth Fund)</p> <p>On-going.</p> |
| Establishing new food and, beverage 'clusters'                                    | <p>Proactive Council engagement with interested or prospective retail, restaurant, cafe operators and vendors.</p> <p>Providing business support/guidance to prospective start-ups</p> <p>Marketing and re-branding of Hall Quay as new 'quarter' through local (i.e. Great Yarmouth Business Improvement District, Press, Chamber of Commerce) and national (i.e. REVO, MIPIM) promotional vehicles</p> | <p>On-going.</p> <p>On-going.</p>  |



|   |   |   |
|---|---|---|
| Improved public realm facilities                              | <p>Ongoing liaison with Norfolk County Council to position new wayfinding facilities</p> <p>Continued liaison with Great Yarmouth Preservation Trust e.g position of Row Improvement project infrastructure i.e. signage, interpretation boards, sympathetic public realm furniture</p>   | <p>Scheme funding available 2018/19 (NALEP Local Growth Fund). Scheme implemented by 2019</p> <p>Cast iron named plates already installed within Hall Quay 'Rows'. Interpretation panels currently being manufactured</p> |
| Enhancements and improvements to Hall Quay building frontages | <p>Continued promotion of Shopfront Improvement Grant or similar Council-led incentives</p> <p>Responding to individual planning applications, providing pre-application advice. Liaison with conservation team, Historic England. Securing improvements via planning conditions.</p> <p>Council issuing Section 215 notices where condition of buildings is having harmful effect on the area.</p> | <p>Current Shopfront Improvement Grant scheme likely to be available until late 2019</p> <p>On-going</p> <p>When required.</p>  |
| Providing new, improved short-stay mooring facilities         | <p>Liaison with Broads Authority, GY Port Authority, local highway authority, GYBID, GYTBIA to better understand desirability and potential constraints.</p>  |   |

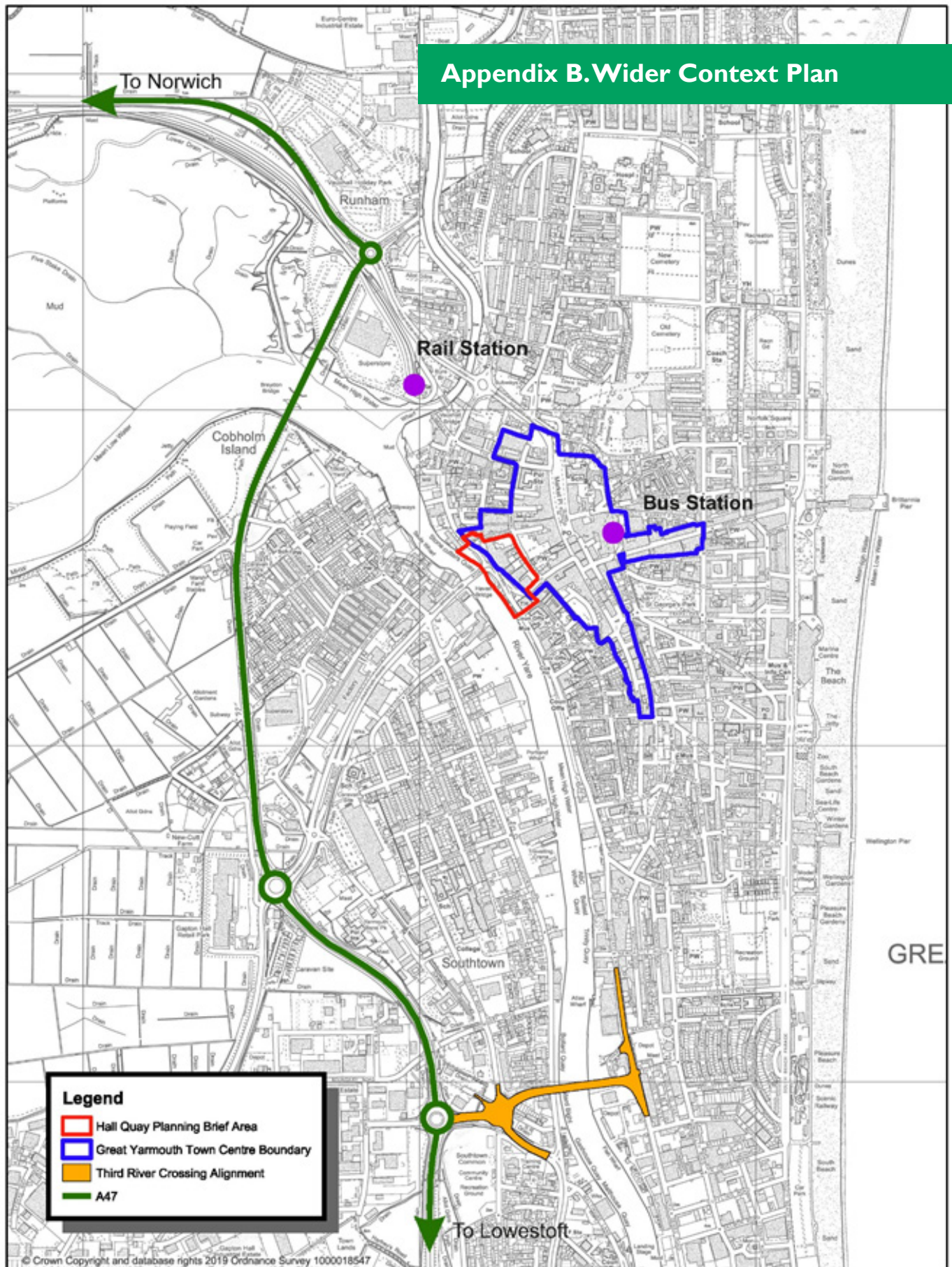




Appendix A. Site Location Plan



## Appendix B. Wider Context Plan





**GREAT YARMOUTH**  
BOROUGH COUNCIL