

Great Yarmouth and Lowestoft Enterprise Zone

Design Code for South Denes Local Development Order

Consultation Draft - <INSERT DATES OF CONSULTATION>

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Contents

1. Introduction	3
2. Design Code	3
Context.....	3
Historical Context.....	8
Movement.....	11
Streets	11
Parking	13
Nature and Amenity.....	15
Landscape and Biodiversity.....	15
Water	15
Noise	17
Air Quality	17
Built Form.....	18
Building Heights	18
Form	23
Walls and Fencing	26
Identity.....	26
Materials and Colours	26
Resources	27
Recycling Facilities	27
Lighting.....	27
Appendix 1 – Archaeology Protocol.....	28

1. Introduction

- 1.1. This Design Code complements the South Denes Local Development Order which grants permission for the following classes of development:
 - Class 1: Port and Energy Industries
 - Class 2: Electronic Communications
 - Class 3: Security Cameras
 - Class 4: Fences
 - Class 5: Temporary uses of land
- 1.2. Planning Permission granted by the order under classes 1,2 and 4 above is subject to compliance with this Design Code.
- 1.3. The Design Code has been prepared to allow for flexibility. Its purpose is to establish clear design instruction and guidance. It does not fix the 'design' of development but rather presents parameters within which development must be delivered.
- 1.4. This Design Code retains the parameters and guidance from the Design Code which complemented the 2012 Local Development Order. However, this Design Code has been restructured to follow the relevant headings from the Government's National Model Design Code. Developers are advised to also consider the National Design Guide when designing schemes.

2. Design Code

Context

- 2.1. The South Denes LDO area is located to the south of Great Yarmouth town centre and east of Gorleston-on-Sea, located on Norfolk's east coast. The town is an internationally renowned centre for the offshore energy industry and has a high-tech electronics sector. Great Yarmouth's 24 hour port handles a range of cargoes, offering an effective gateway to northern Europe.
- 2.2. South Denes lies adjacent to the River Yare and the area includes a river port and outer harbour. The wider area is served by the A47 trunk which provides road links to the south and to the west. Great Yarmouth railway station, which is located 2km north of the area, provides links to Norwich and onto London. Lowestoft railway station is 16km to the south provides services to Norwich, Ipswich and beyond. Norwich International Airport is located 42km to the north west. The Great Yarmouth Third Crossing which is currently under construction and due to open in Spring 2023 will provide direct access to the South Denes peninsula from the A47.
- 2.3. The area abutting the north and west of the South Denes LDO area includes residential development and a range of community facilities. The beachfront and the Golden Mile, with its tourism attractions lie to the north of the main area of the LDO. A full range of shops and services can be found in Great Yarmouth town centre and Gorleston town centre.

2.4. The LDO Design Code recognises that there are several distinct character areas within the LDO area therefore the requirements of the Design Code have been divided into the following character areas which are illustrated on the map in Figure 1 below:

- South
- North
- West of the River
- Nelson's Monument and Surroundings

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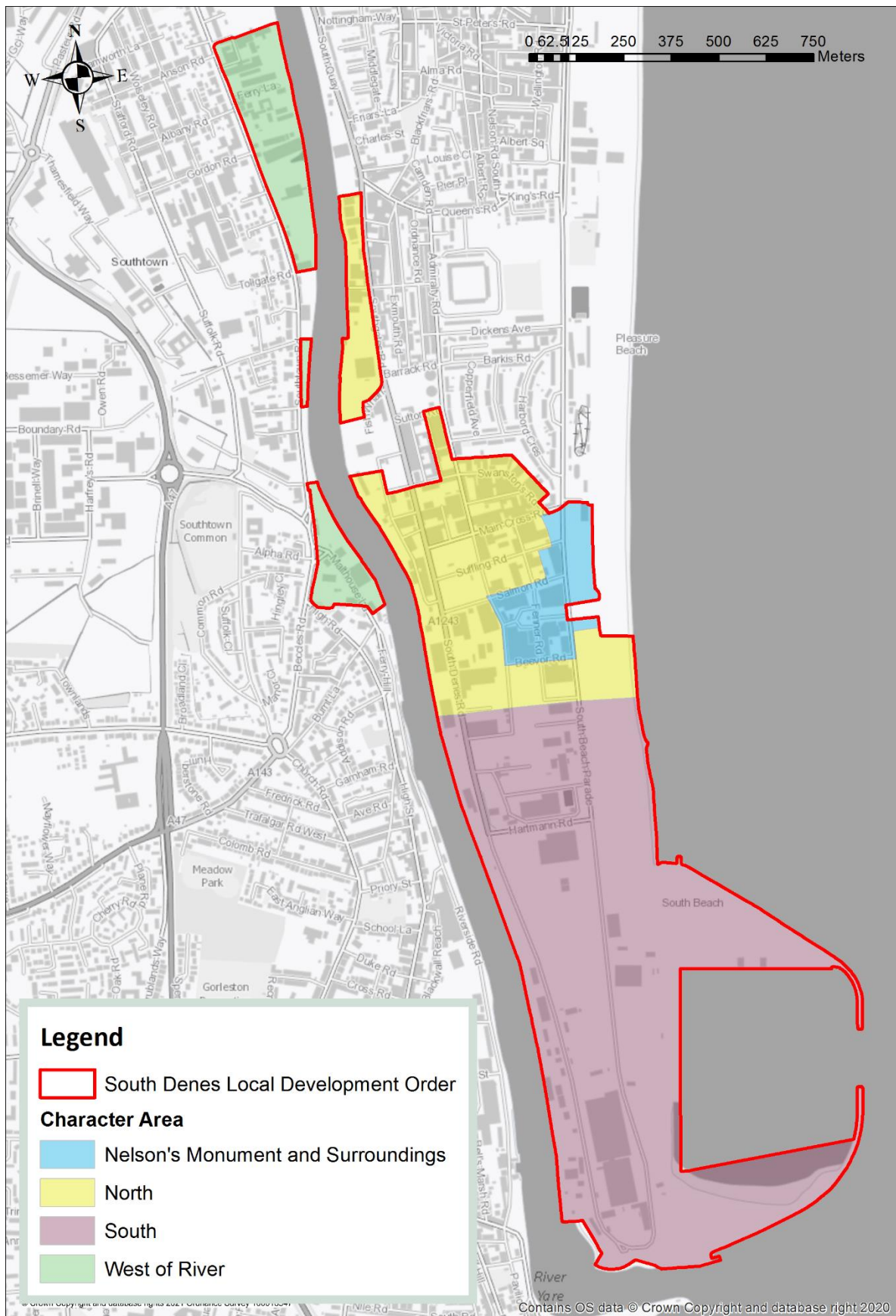


Figure 1 - Character Areas

South Character Area

- 2.5. The Southern area of the South Denes LDO is located at the end of a spit, with the river port to the West and the outer harbour to the East. The mouth of the River Yare (the entrance to the river port) lies to the South. The area is dominated by port activities with frequent ship movements and the storage, loading and unloading of goods.
- 2.6. There are no notable residential areas within the 'South' character area, but opposite the port, on the west side of the River Yare, the area of Gorleston contains a mix of uses including residential properties that face towards the harbour. Some of these residential properties are in elevated positions with views over the port area.
- 2.7. The area of Gorleston also contains two Conservation Areas from which properties overlook this character area. In assessing the appropriate scale of development for this character area, the LDO and Design Code have had regard to the amenities of these residential properties and the setting of the conservation area. However, in doing so the historic context of the relationship between these residential areas and this active port area must be acknowledged; furthermore, the need to develop the area in the interests of the local and national economy and the requirement to service proposed offshore energy developments is also considered to carry significant weight.
- 2.8. The existing character of the area is defined by large warehouses, areas of open storage, storage tanks and a range of cranes and other tall plant. The largest existing building in the character area is the gas fired power station. This building has a lower roof which is 30m above ground level and a higher roof that is 39m above ground level. The power station chimney is 70m high.

North Character Area

- 2.9. The Northern area of the South Denes LDO contains a varied mixture of businesses and port related activities. The area is bounded on the West side by the River Yare, (which in this area is part of the river port) and on the East side predominantly by terraced two storey housing.
- 2.10. The amenities of these residential properties needs to be taken into account, in defining the character of permissible development in the LDO and Design Code, but in doing so it is important to recognise that there is a historic context to the relationship of these residential dwellings to this commercial area.
- 2.11. Existing buildings in this character area vary in both height and design with a mixture of brick built buildings up to three or four storeys in height and steel framed and clad warehouse buildings and storage tanks alongside the river port.

West of the River Character Area

- 2.12. The area west of the river has historically been used primarily as a dockside area, occupied by businesses involved in the storage loading and unloading of goods and other maritime activities such as ship building and repair.
- 2.13. On its Eastern side, the area is bounded by the River Yare with commercial properties on the opposing river bank, however, to the West; there is a predominance of two storey residential properties which face towards the area on the opposite side of Southtown Road. The amenities of these residential properties needs to be taken into account, in defining the character of permissible development in the LDO and Design Code, but in doing so it is

important to recognise that there is a historic context to the relationship of these residential dwellings to this commercial area.

- 2.14. In the 'West of the River character area' the proximity of areas of housing to dockside activities is closer than in any of the other areas within the South Denes LDO. Developers will therefore have to pay particular attention to the potential impacts of noise, light, fumes and dust on residential occupiers and should seek to design sites to minimise the effects of these impacts.

Nelson's Monument and Surroundings Character Area

- 2.15. 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.
- 2.16. Originally the monument was built standing in the open, on a sand spit, but over the intervening years this location has been developed and the context of the monument is now radically altered.



Figure 2 - Change in Setting of Nelson's Monument

- 2.17. Views of the monument are considered to make a significant contribution to the monuments character. However, while the monument can be seen from many surrounding locations (due to its impressive height), development in the surrounding area has historically paid little attention to the location of the monument and, with the exception of Monument Road itself, no roads in the locality are orientated to align with the monument. Consequently, although the monument is seen through gaps in the built environment, or at greater distance over the roofs of the town, most views of the monument are incidental or fleeting rather than being part of a wider planned setting.
- 2.18. Even within the immediate environment of the monument, the roads are not precisely aligned to the structure, however the street pattern and the buildings to the east are aligned to provide an open aspect to the sea and this open aspect is considered to be the most important feature of the monument's wider setting, respecting both the location of the historic anchorage off the beach and the maritime heritage connections of the monument. To respect this setting it is considered to be important to maintain views to and from the sea. The area of the foreshore in between Monument Road and the sea has been excluded from the LDO to ensure that this open aspect to the sea is maintained.
- 2.19. Generally, in the area immediately surrounding the monument, the existing context and setting is considered to be unsatisfactory and a greater level of design control is therefore required to ensure that new developments will improve the immediate setting of the monument.
- 2.20. To the north-east of the monument lies Great Yarmouth's Golden Mile. This is a tourist area dominated by funfairs, amusements and other traditional 'seaside' activities. The current relationship between the industrial area of South Denes and the tourist environment of the Golden Mile is poorly defined. Planning permission exists for a new casino and hotel on the east side of South Beach Parade, which (if it is built) would bring tourism activities even closer to the industrial environment of South Denes.

Historical Context

- 2.21. In addition to the Monument described above there are a number of other heritage assets within and adjacent to the LDO area.
- 2.22. To the west of the river, within the LDO area there are a group of grade II listed buildings at 244 and 244b Southtown Road comprising: A storekeeper's house (South lodge) and a 'Clerk of the Cheques' House' (North lodge), along with a group of buildings that were a naval arsenal.



Figure 3 - 244 and 244b Southtown Road

- 2.23. The mediaeval town wall is a scheduled ancient monument, the path of the wall is not visible above ground where it crosses South Quay, but remnants may exist below ground. A continuation of the line of the visible wall indicates the position of the monument as crossing South Quay immediately to the north of 132 South Quay.
- 2.24. At the Fish Warf the grade II listed Dolphin public house (also known as: Fish Wharf Refreshment Rooms) lies immediately adjacent to the edge of the LDO area.



Figure 4 – Dolphin Public House (Fish Wharf Refreshments Rooms)

- 2.25. On Admiralty Road there is a Grade II listed cast iron and steel gas holder frame which lies immediately adjacent to the edge of the LDO area.



Figure 5 - Gas Holder

- 2.26. The LDO does not give consent for any works which would require listed building consent or scheduled monument consent. Development within the setting of the above referenced listed buildings and monuments must have regard to the setting of these assets. Compliance with the Design Code will help ensure any harm is minimised, however, developers are encouraged to contact the Conservation Section at the Council and seek advice regarding the design of buildings in these locations.
- 2.27. Most of the built area at the southern end of the South Denes peninsula was not developed until the inter war period or after World War II and therefore significant archaeological remains of buildings are unlikely to occur in the South Denes LDO area. Smaller archaeological finds may however still be found on the peninsula, as throughout history there has been considerable human activity in the area of South Denes, including horse racing, shipping and various military activities in defence of the town.
- 2.28. Archaeological finds made in the course of construction are important because they can shed light on past human use of the landscape, sea and seabed. The information that such discoveries bring to light can help archaeologists better understand society and human endeavour in the past, and better protect significant aspects of our history on behalf of future generations.
- 2.29. Development proposals not subject to condition x of Class 1 of the LDO should follow the Archaeology protocol found in Appendix 1.

Movement

Streets

- 2.30. Any new streets through undeveloped plots should be constructed to the standards contained within Norfolk County Council's "Safe Sustainable Development"¹ or any superseding guidance issued by Norfolk County Council.

Critical Highway Routes

- 2.31. Occasionally, a developer may have a desire to combine a group of buildings and the highway into a larger site. In such circumstances a public highway could be closed, following approval of an application for a closure order. The map below in Figure 5 indicates those routes that are considered to be critical to the movement of vehicles and pedestrians in the area of the South Denes LDO.

¹ See: <https://www.norfolk.gov.uk/rubbish-recycling-and-planning/planning-applications/highway-guidance-for-development/publications>

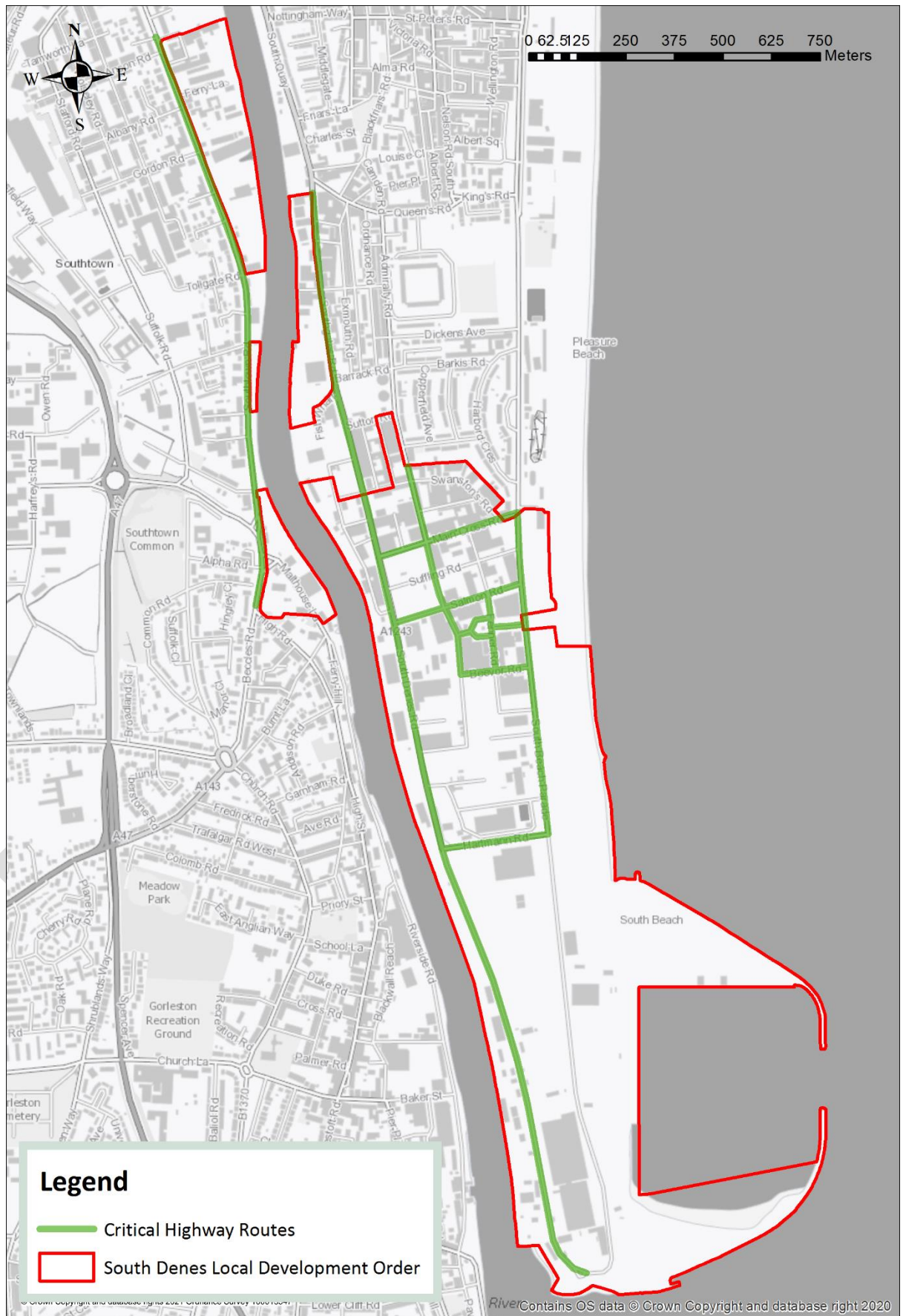


Figure 6 - Critical Highway Routes

- 2.32. To ensure the effective circulation of traffic, no development permitted by the order shall obstruct or divert any of the critical routes indicated on the map in Figure 5.
- 2.33. Where highways are not identified as critical routes the existing width of roads and pavements that are to remain in use after a development should not be reduced.
- 2.34. Development that requires the closure of any highway that serves an existing premises or a neighbouring development is not permitted, unless an alternative access arrangement can be provided that meets the existing and planned needs of existing occupiers or developers.

Site Lines and Turning

- 2.35. In order to ensure a satisfactory and safe access and egress from the highway, developments shall be completed in accordance with the standards for sight lines set out in Norfolk County Council's document 'Safe sustainable Development' or any superseding guidance issued by Norfolk County Council.
- 2.36. In order to ensure satisfactory and safe turning facilities, developments shall be completed in accordance with the standards set out in Freight Transport Association (FTA) publication 'Designing for Deliveries'

Parking

Car Parking

- 2.37. As much of the South Denes LDO area is on a spit of land confined on three sides by water, inadequate provision of on-site parking within the area could potentially lead to congestion within the area, or may lead to an overflow of parking in to the adjacent land area to the north. The land area to the north is one of the primary tourist areas of Great Yarmouth (including the Golden Mile) and it is considered important to ensure that overflow parking from the industrial area does not impact on tourist parking facilities or residential on street parking. For this reason it is considered to be essential that adequate parking provision is provided for new developments in the South Denes LDO area.
- 2.38. Minimum car parking standards are set out below. These standards must be adhered to unless the developer is able to demonstrate an effective means of providing off site car parking and/or transport arrangements that can be securely tied to the site activities for the lifetime of the development. One means of securing off site car parking and transport arrangements might be through the means of a unilateral undertaking under section 106 of the Town and Country Planning Act 1990.

- **Office developments** – 1 car parking space per 35sqm of floorspace
- **Industrial, manufacturing and assembly developments** – 1 car parking space per 75sqm of floorspace
- **External manufacturing and assembly areas** – 1 car parking space per 400sqm of external area
- **Warehouse developments** - 1 car parking space per 75sqm of floorspace
- **External Storage** - 1 car parking space per 400sqm of external area

- **Education and training** - 1 car parking space per 20sqm of floorspace that is dedicated to training purposes.
- 2.39. Car parking spaces suitable for disabled people must be provided to a level equivalent to 5% of the car parking spaces provided as per the above standards.
- 2.40. 1 space per 20 car parking spaces should be suitable for motorcycle parking with a minimum of 1 space for the development.
- 2.41. All building floor spaces specified by the standards in this section shall be calculated as gross external floor space. Numbers derived from the standards set out above should be rounded down to the nearest whole number. If an extension is proposed the standard applies to the area of the extension. If the extension results in the loss of any car parking spaces such spaces shall be replaced elsewhere on the site on a one for one basis.
- 2.42. Parking spaces should be set out in accordance with the dimensions indicated within 'Parking Standards for Norfolk 2007 or any superseding guidance. Parking spaces for disabled people should accord with the standards in part M of the building regulations.
- 2.43. Car parking spaces shall be clearly marked on the surface of a designated parking area and shall be kept free of other obstructions that might prevent the use of the area for parking.
- 2.44. Developers are encouraged to provide electrical car charging points.

Lorry Parking

- 2.45. The extent to which a business may need to park lorries can only be determined by that business. Accordingly, there are no specified requirements for the number of lorry parking spaces.
- 2.46. It is important to ensure that lorry parking does not result in the obstruction of the highway and accordingly developers must ensure that sufficient space is allocated within their site to facilitate off road parking and manoeuvring of lorries. Lorry parking spaces should be of dimensions that are adequate to accommodate the types of vehicles that the business proposes to use. In order to ensure satisfactory and safe turning facilities, developments should be completed in accordance with the standards set out in FTA publication "Designing for Deliveries"².

Cycle Parking

- 2.47. Minimum car parking standards are set out below. These standards must be adhered to:
- **Office developments** – 1 space per 100sqm of floorspace
 - **Industrial, manufacturing and assembly developments** – 1 space per 200sqm of floorspace
 - **External manufacturing and assembly areas** – 1 space per 700sqm of external area
 - **Warehouse developments** - 1 space per 200sqm of floorspace
 - **External Storage** - 1 space per 700sqm of external area

² See: <https://logistics.org.uk/>

- **Education and training** - 1 space per 40sqm of floorspace that is dedicated to training purposes.

- 2.48. All building floor spaces specified by the standards in this section shall be calculated as gross external floor space. Numbers derived from the standards set out above should be rounded down to the nearest whole number. If an extension is proposed the standard applies to the area of the extension. If the extension results in the loss of any spaces such spaces shall be replaced elsewhere on the site on a one for one basis.
- 2.49. Developers are encouraged to provide covered shelters for cycle parking where it is practicable to do so. Cycle spaces should be set out in accordance with the dimensions indicated within Parking Standards for Norfolk 2007 or any superseding guidance.

Nature and Amenity

Landscape and Biodiversity

- 2.50. The environment in the South Denes LDO area is relatively hostile to many types of plant, with salty sea air and sandy soils (some of which may be contaminated); furthermore there is little evidence of a tradition of landscaping within the area. Nevertheless, developers should make landscaping part of their design and include landscaped areas within development sites where practicable. Landscaping can be used to highlight entrances and can be used to create comfortable breakout areas for workers, within a safe area of the site. Planting can break up the expanse of parking areas and provide shade from the sun in summer months.
- 2.51. Buildings should be designed to provide nesting and roosting opportunities for birds and bats.

Water

Surface Water

- 2.52. Not all Sustainable Drainage Systems (SuDS) will be appropriate for use in South Denes. As infiltration SuDS are likely to be difficult to employ due to the ground conditions. It is therefore most likely that SuDS attenuation and flow features are most appropriate with discharge of surface water either to a watercourse, or to mains sewer at a restricted rate.
- 2.53. Note that South Denes is situated on a Principal Aquifer which is particularly sensitive to pollution. The Environment Agency provides guidance on pollution prevention which can be read here: <https://www.gov.uk/guidance/pollution-prevention-for-businesses>

Flood Risk

- 2.54. Parts of the South Denes LDO area are at risk from tidal flooding. Buildings within areas at risk from flooding must be designed with resilience measures designed to address the flood levels shown in Figure 7 below. Please note these are not the finished floor levels but rather the flood levels which need to be mitigated against. Guidance is included in Appendix 2 to the LDO which includes a form which needs to be submitted with notifications for development as required by condition viii of Class 1 of the LDO.

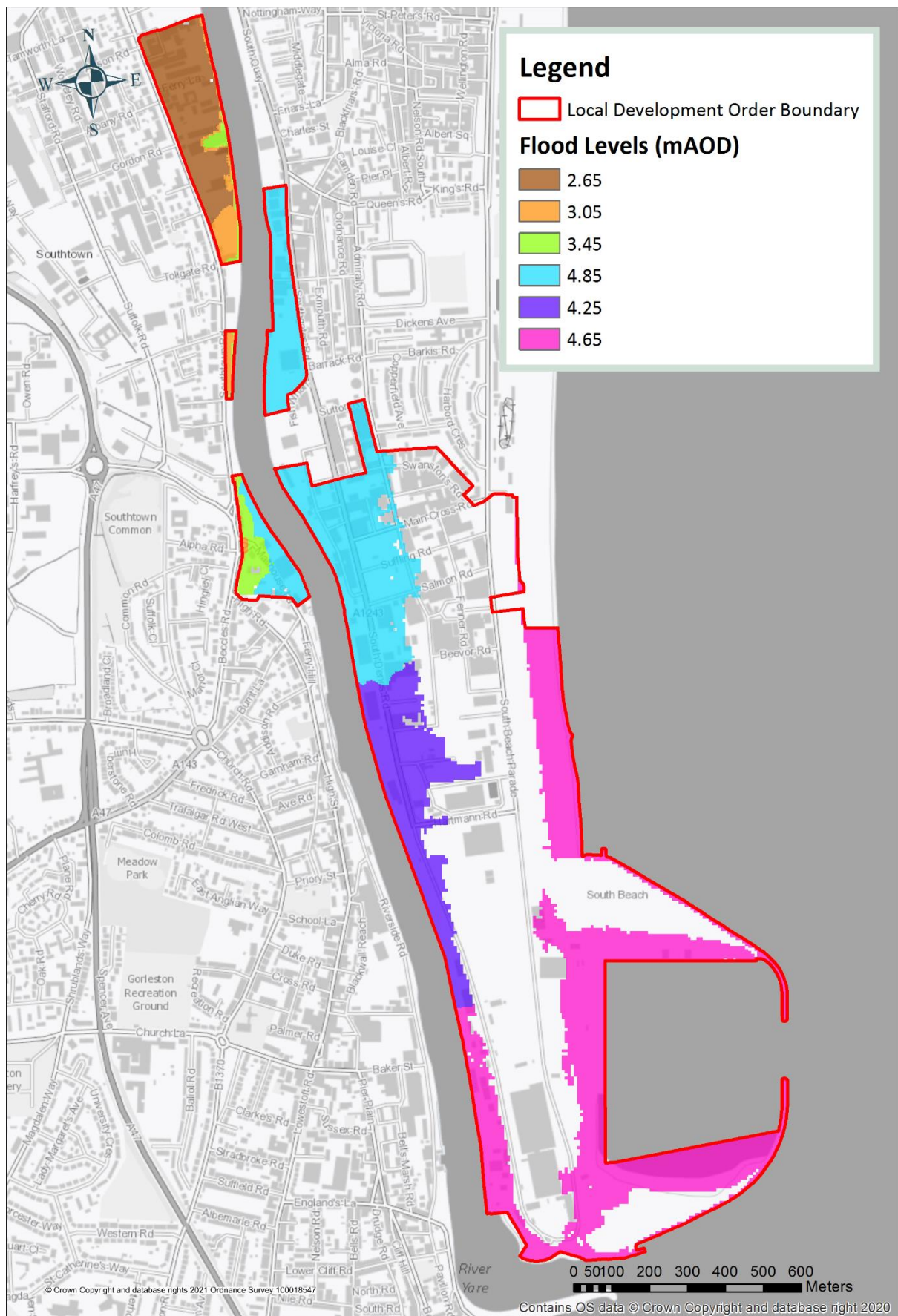


Figure 7 - Predicted Flood Levels (mAOD) for Defended 1 in 200 year (with Climate Change)

- 2.55. Gates, fences and walls (unless they are specifically designed as flood defences) should be designed and constructed so that they do not impede flood waters (openings in walls and fences should be at least up to the height of 'the predicted flood level', to allow the equalisation of flood water on both sides of the structure). Within areas immediately adjacent to flood defences it is recommended that fences with an open structure are used, which will allow for rapid inundation of flood water.
- 2.56. Where gates, fences or walls are specifically designed as flood defences they need to be of sufficient strength to resist the hydrostatic loads that are expected during conditions of 'the predicted flood level', including the additional hydrostatic loads that may exist in the circumstances of a breach in the flood defences.

Noise

- 2.57. As much of the South Denes LDO area is already in port or industrial use there is an existing level of noise that is "normal" in an historic context. Nevertheless, developers should pay close attention to how they can mitigate the effects of noisy activity, machinery or plant.
- 2.58. In order to avoid any harm to occupiers of nearby premises, developers should design developments to minimise the potential for noise pollution from the activities intended. Developers are advised to seek advice from the Council's Environmental Health Officer with respect to design measures to attenuate noise.
- 2.59. It is recommended that consideration be given to locating any noisy activities within buildings and ensuring that those buildings are suitably insulated to provide noise attenuation. Where possible, buildings should be designed so that doors and windows can remain closed during noisy activities.
- 2.60. Particular attention should be given to the attenuation of noise where 24 hour operations are expected. Ambient noise levels are likely to be significantly lower at night and noise generated will therefore have the potential to cause greater disturbance. Attention should also be paid to the potential noise impacts of air extraction and other plant located on the roofs of buildings and consideration should be given to their screening and noise attenuation.
- 2.61. Consideration should also be given to the potential impact of audible hazard warnings on reversing vehicles, or alarms on other mechanical equipment. While it is accepted that such features are important for health and safety reasons, the sensible location of turning areas and the use of built barriers could help to minimise disturbance for neighbours.

Air Quality

- 2.62. Many of the locations within the South Denes LDO area are exposed to the wind and consequently any loose material that is stored in the open could become a source of dust, which has the potential to be a nuisance to residents and other businesses in the locality.
- 2.63. Where loose materials such as aggregates are stored external to buildings, they must be stored within enclosures that will mitigate wind blown dust. The enclosures do not have to be roofed and can for example consist of a three walled storage bay.
- 2.64. Where necessary additional measures to suppress dust should be considered, such as water or foam sprays.

- 2.65. Spray painting and industrial processes can create fumes that may have detrimental effects on occupiers of adjacent property. The location of such processes relative to site boundaries should be considered in the design of developments to avoid detrimental effects. The location of appropriate extraction and air filtering equipment should be located in order to avoid any detrimental effects on neighbouring uses.
- 2.66. Developers are advised to seek advice from the Council's Environmental Health Officer with respect to any air quality issues.

Built Form

Building Heights

South Character Area

- 2.67. In the 'South character area', the maximum height of buildings or storage tanks permitted by the South Denes Local Development Order shall not exceed:
- 20m in the area between the River Yare and South Denes Road; and
 - 30m between South Denes Road and the coast.
- 2.68. The LDO Design Code does not impose any restriction on the height of materials or products stored externally in this character area. Developers and operators are reminded of their obligation to ensure that materials and products are stored safely.

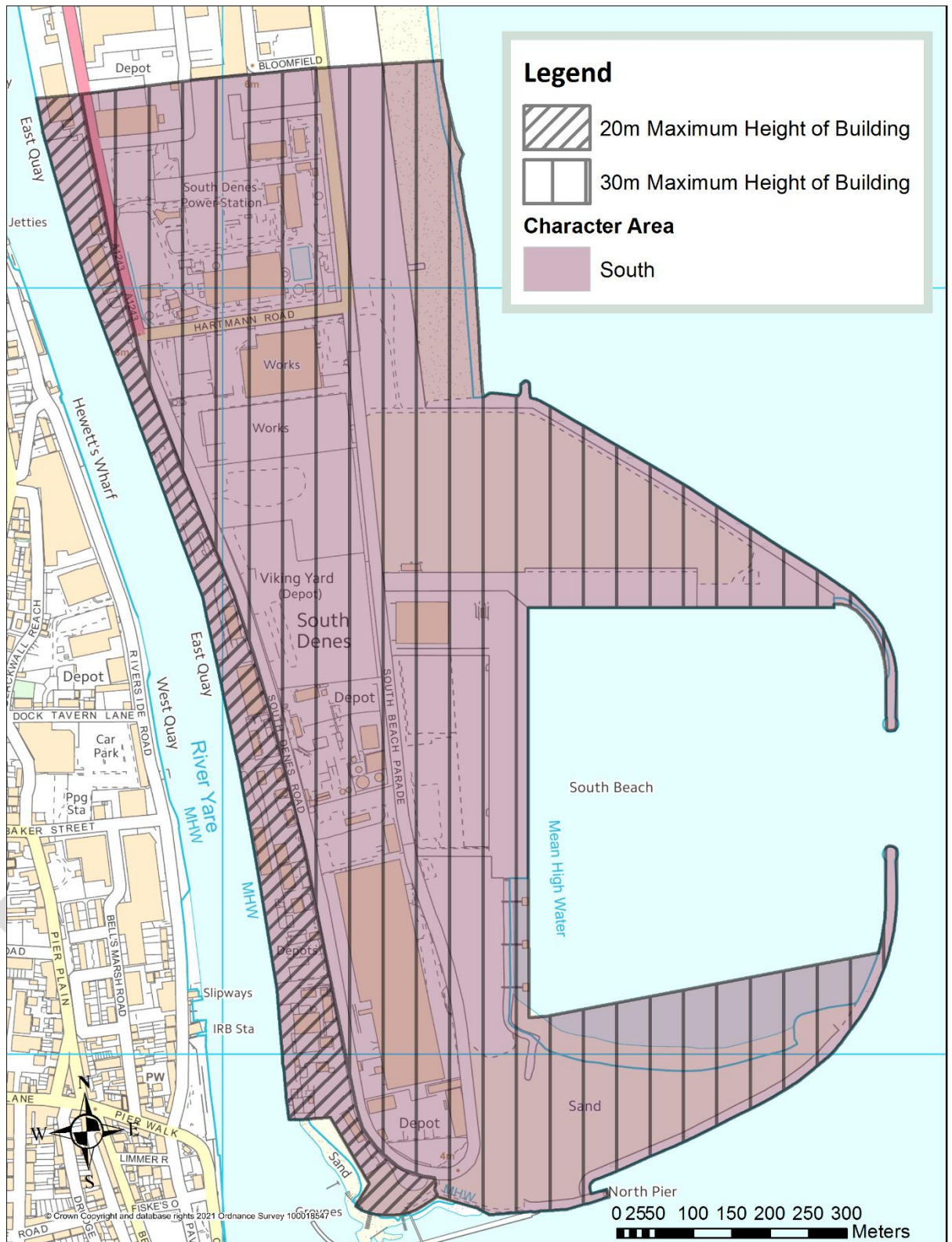


Figure 8 - Building Heights in South Character Area

North Character Area

- 2.69. The need to have regard to the close proximity of residential properties requires limitations on building heights to respect the existing relationships between commercial and residential sites. Those buildings nearest to residential properties need to be of a scale where they will not dominate residential outlook or severely overshadow residential gardens or windows.

Beyond the immediate environment of the residential areas, buildings can be taller, but in order to have regard to the existing character of the area and the setting of Nelson's monument building heights need to be lower than those in the Southern area.

2.70. In the 'North character area', the maximum height of buildings or storage tanks permitted by the South Denes LDO shall not exceed:

- 8m in area North of Swanston's Road and East of Admiralty Road;
- 12m within a rectangular parcel of land bounded by Middle Road East, Sutton Road and Admiralty Road that is bisected in line with Peggotty Road (See North Character Map)
- 17m across the remainder of the character area lying West of South Denes Road and, South of the parcel of land bisected in line with Peggotty Road.

2.71. The Design Code does not impose any restriction on the height of materials or products stored externally in this character area. Developers and operators are reminded of their obligation to ensure that materials and products are stored safely.

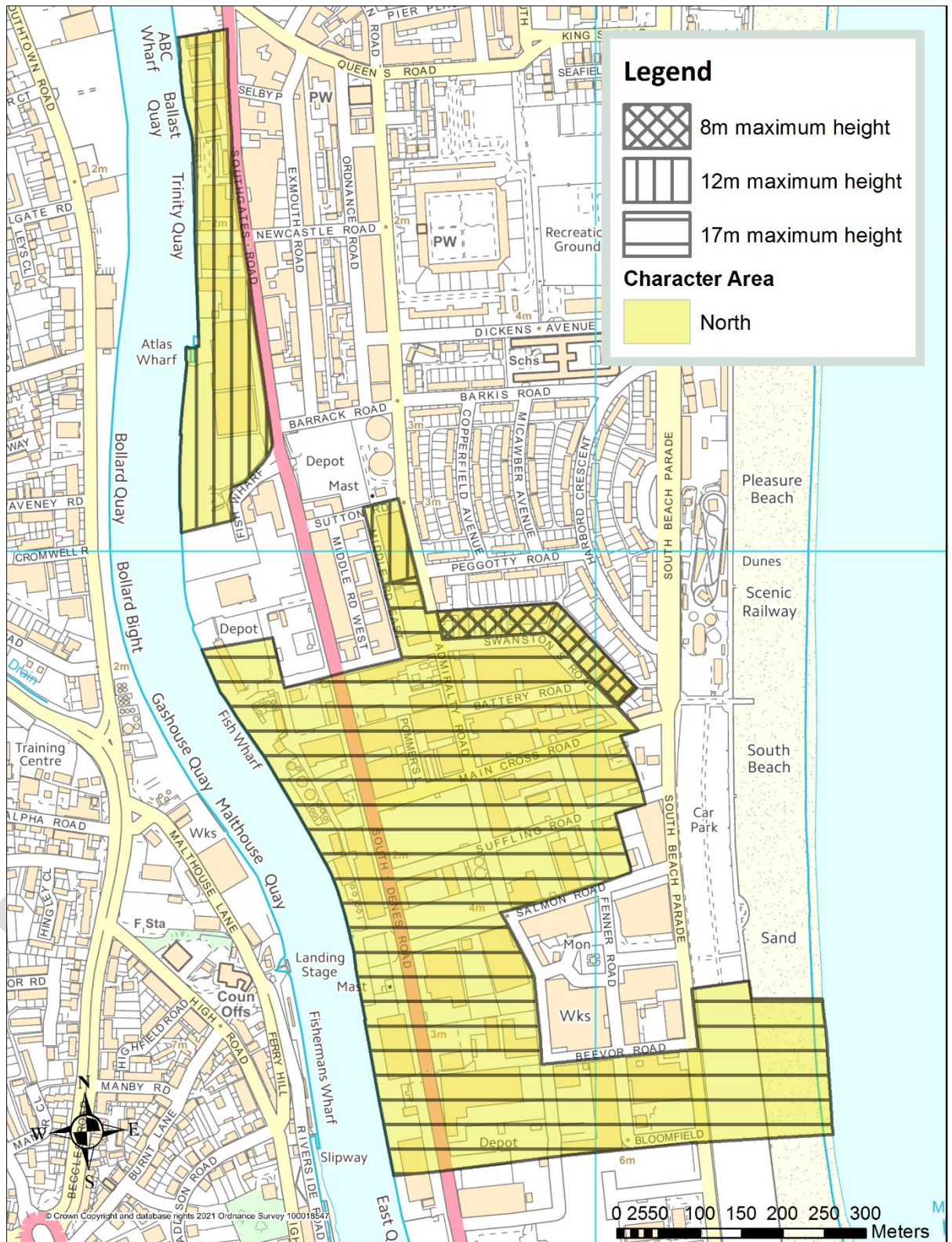


Figure 9 - Building Heights in North Character Area

West of the River Character Area

- 2.72. In the 'West of the River character area', the maximum height of buildings or storage tanks permitted by the South Denes Local Development Order shall not exceed:

- 10 m for any part of a building that lies within 10m of the eastern edge of Southtown Road/Beccles Road, except for a proportion of any individual building, equal to or less than 20% of the building footprint, which may be up to 13m high (in order to allow for articulation of the design);
- 17m for any part of a building that lies 10m or more away from the eastern edge of Southtown Road/Beccles Road.

2.73. The Design Code does not impose any restriction on the height of materials or products stored externally in this character area. Developers and operators are reminded of their obligation to ensure that materials and products are stored safely.

Nelsons Monument and Surroundings Character Area

- 2.74. The tallest structure in this character area is clearly Nelson's Monument, which is 44m high. It is considered essential that this landmark should remain a prominent feature of the townscape. Long distance views of the monument from the surrounding area are considered to be an important aspect of its setting.
- 2.75. Within the 'Nelson's Monument and Surroundings' character area the maximum height of the eaves or parapet of any buildings shall not exceed 10m (three storeys) and the overall height of any building shall not exceed 14m. Any new buildings erected within the square surrounding the monument, or on the west side of Fenner Road for a distance of at least 20m from the junction with Monument Road, must be built to a height equivalent to three storeys.

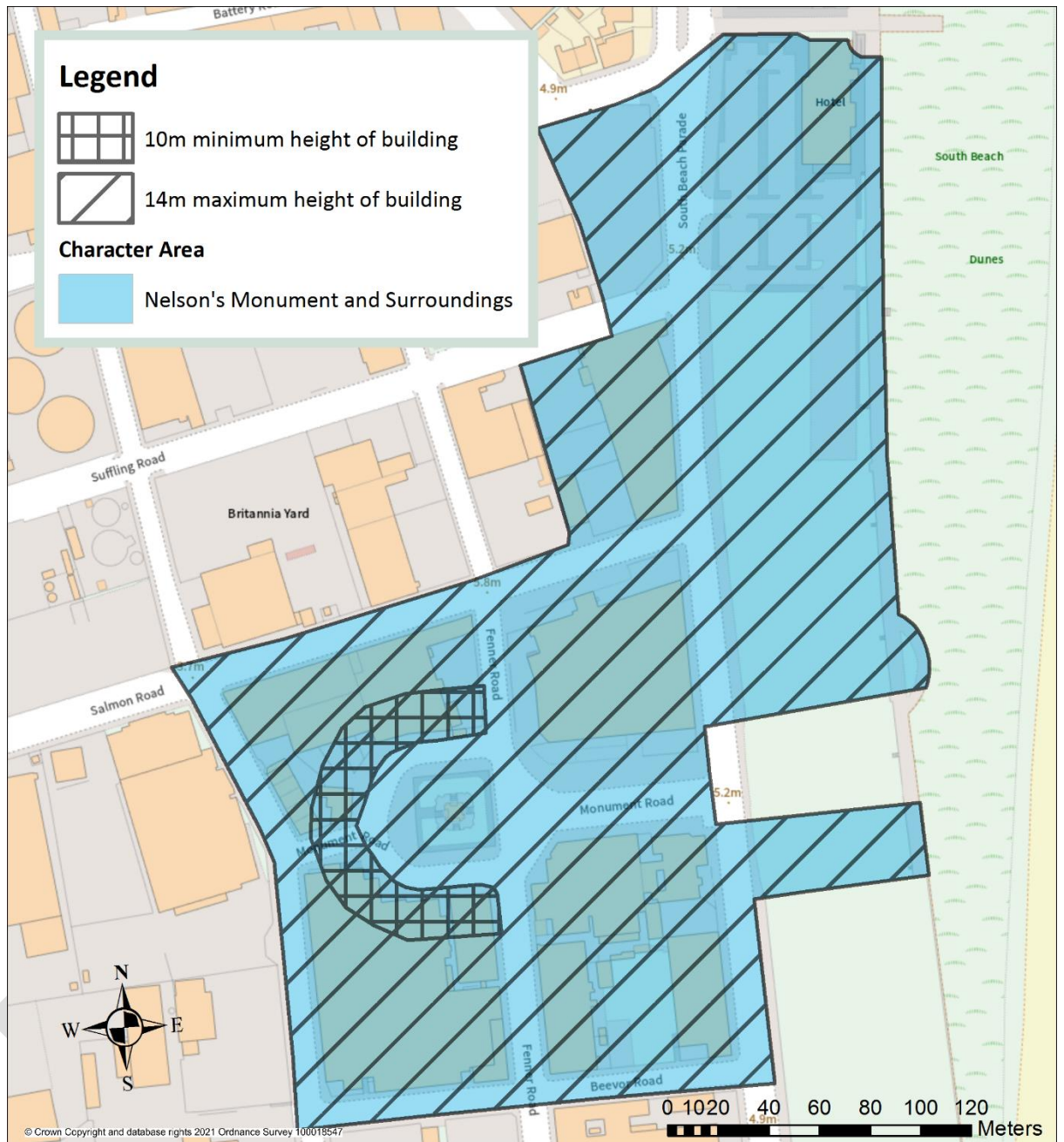


Figure 10 - Nelson's Monument and Surroundings Character Area

Form

2.76. Wherever it is practicable, developers should lay out developments so that buildings front onto the public realm and enclose 'private' external spaces, such as yards and car parks behind them. This approach has a number of benefits including:

- Minimising the need and length of fencing improving the public realm and security of the development.
- Providing security through increased overlooking
- Screening noise and other disturbances from yard activities.

- 2.77. Space between buildings, or between buildings and their relevant boundaries, could be influenced by the requirements of the building regulations. These would include the separation of buildings to avoid fire spread, and the provision of access for fire appliances.
- 2.78. Where adjacent sites are being developed concurrently, developers should seek to understand each other's proposals and make efforts to achieve designs that do not have unacceptable impacts. Particular regard should be given to the location of air intakes and extraction flues and the potential for loss of light that might arise from developments adjacent to boundaries.
- 2.79. Loading bays, bin stores, outdoor storage mechanical plant, and other operational requirements should be incorporated into the overall design of the building and its site. Developments should seek to avoid such facilities appearing as dominant features in the street scene.

West of the River Character Area

- 2.80. One historic response to the proximity of residential property in this area has been to use buildings as a barrier to shield residential properties from noisy activities. To some extent this solution is successful in terms of minimising nuisance, but in design terms the result has sometimes been less than satisfactory. The use of buildings to shield residential properties from noise and activity is still a recommended design technique within this character area, but this technique should be used alongside greater articulation of the façade facing the residential properties.
- 2.81. Developments along Southtown Road should include:
- Occasional setbacks in the building line;
 - Variation in building heights, materials, tone and colour;
 - The introduction of areas of landscaping between the buildings and Southtown Road to break up the continuous line of buildings and to provide variations in texture and scale;
 - The use of windows and doors to articulate the frontage of development facing Southtown Road may also be appropriate if activities within the building are not noisy, or if the windows and doors are suitably designed to attenuate noise.
- 2.82. No development should take place between Southtown Road and the highway facing elevations of the listed buildings at 244b Southtown Road, Victory House, 245 Southtown Road and 244 Southtown Road in order to protect the setting of these Listed Buildings and their visibility from the road.

Nelson's Monument and Surroundings Character Area

- 2.83. It would be desirable to achieve formal frontages on buildings facing the monument, to enhance and reinforce the sense of arrival and emphasise the importance of the space. Buildings that surround the monument square will be expected to have windows and doors within the elevation that face the monument.
- 2.84. The frontages of new buildings should be orientated towards the monument and significant gaps in the building line around the monument square should be avoided (with the exception of the existing gaps for roads to the north and south of the monument).

- 2.85. To reinforce the sense of place and enclosure, buildings surrounding the monument and along Monument Road shall be built on the alignment of the building line indicated on the map at Figure 10 below (to ensure an open aspect to the sea, developments along Monument Road must not encroach further forward than the building line of the existing buildings).
- 2.86. It is considered desirable to maintain the basic street pattern surrounding Nelson's Monument. The roads around the monument form a misshapen square with roads leading off to north, east, south and west. The pattern of these roads does not have a particular historic significance, the form having emerged during the inter-war period in the first half of the 20th century, however in order to ensure that the monument remains a focal point it is desirable to maintain the basic intersection and form of these roads. Realignment of the roads, to create a more symmetrical square around the monument and/or to align the east/west route with the monument would however be acceptable in principal.

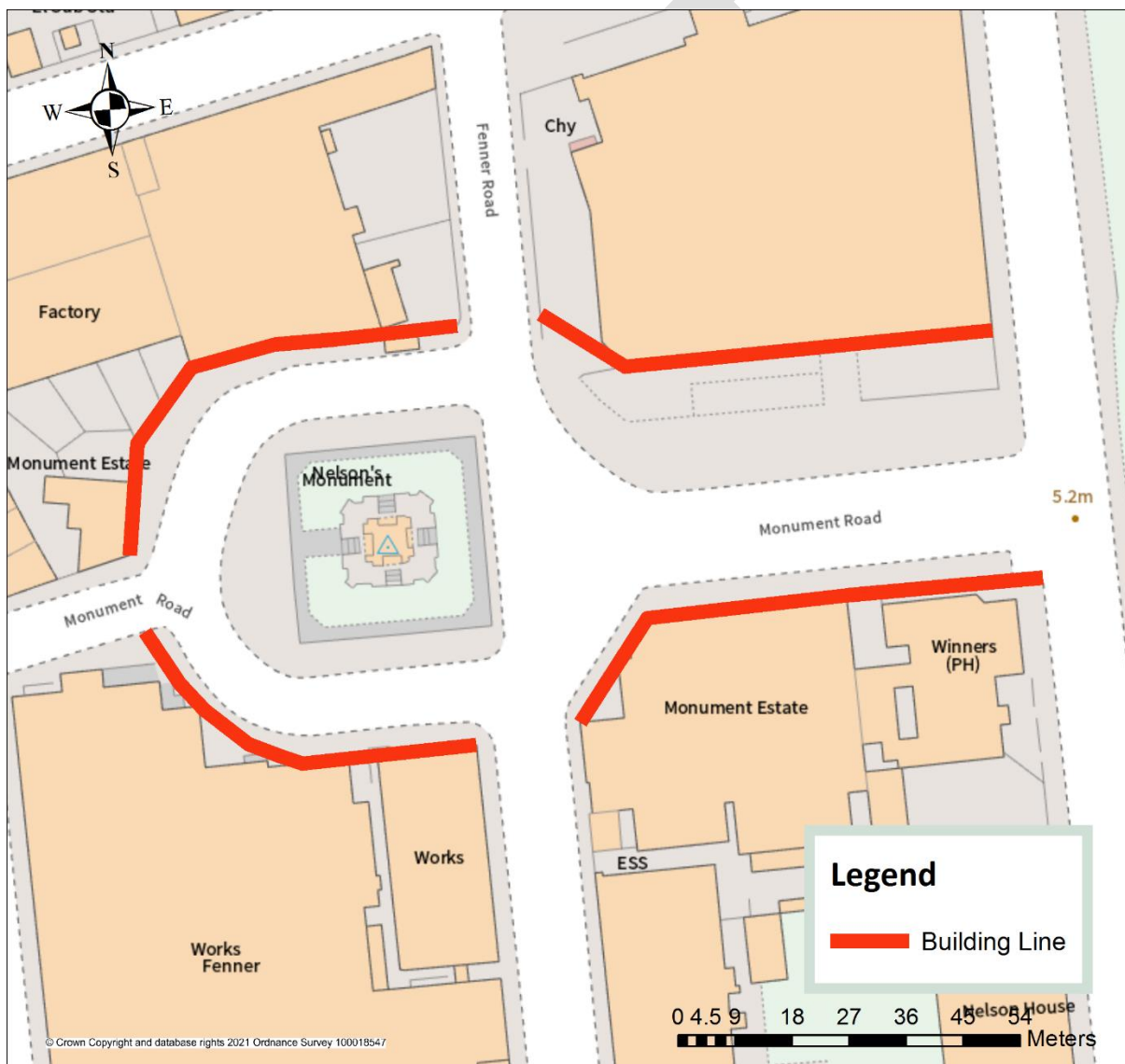


Figure 11 - Building Line around Monument

Walls and Fencing

- 2.87. With the exception of Nelson's Monument and Surroundings Character Area, there are no specific requirements with respect to materials and colours.

Nelson's Monument and Surroundings Character Area

- 2.88. Condition i of Class 4 restricts fencing height to 2m on Monument Road and Fenner Road. In the square surrounding the Monument (made up of plots facing Monument Road and Fenner Road) fences must be made of metal rod. Wire fencing, pressed steel/palisade fencing or wooden fencing is not permitted. Walls must be constructed of brick, render or stone or a combination of these materials and should complement the materials used in the façade of any new buildings.

Identity

- 2.89. The underlying objective for the architectural design of industrial and commercial buildings should be the same as for all new development, which is to make the public places in which they stand as attractive and welcoming as possible. The architectural treatment of industrial buildings should play its part in improving the image of new development in the Borough.
- 2.90. Contemporary building designs can fit well into an existing urban area, reinforcing the local townscape and creating new landmarks or focal points. Buildings should not resort to copying neighbouring building design but should give consideration to certain local characteristics (such as building lines, heights, scale, materials) in developing an appropriate design.
- 2.91. Frontages adjacent to pedestrian routes or public spaces should be designed to provide visual interest, activity and casual supervision at ground floor level. There are particular advantages in ensuring that office developments are orientated towards public space as the fenestration of such buildings can provide visual interest and articulation within the street scene. However, even industrial or warehouse buildings can be designed to break up the appearance of large areas of roof and walls and provide visual interest at ground level. For example, the use of different profiles of sheeting of the same colour, or articulated building footprints could be used to promote architectural definition and interest.

Nelson's Monument and Surroundings Character Area

- 2.92. The square around the monument and the frontages facing Monument Road are not considered to be an appropriate location for prefabricated industrial type buildings
- 2.93. New buildings that abut South Beach Parade should present a public face towards South Beach Parade, including windows and doors.

Materials and Colours

- 2.94. With the exception of Nelson's Monument and Surroundings Character Area, there are no specific requirements with respect to materials and colours. Buildings outside of this character area should include a mix of materials and provide contrast in colours in order to break-up the massing of facades. Generally more subdued and non-reflective finishes can reduce the overall impact of a building. Colour contrast and highly reflective materials may be used to highlight key features such as entrances, windows and structure, but must generally be avoided over large areas of buildings.



Figure 12 - Example of appropriate use of materials and colours

Nelson's Monument and Surroundings Character Area

- 2.95. High quality materials will be required for any new development in this character area. Façades facing the monument shall be built using following materials: brick, smooth render, stone or a combination of these materials. Some unity of materials will be expected across different developments within monument square.
- 2.96. Façades facing South Beach Parade shall be built using the following materials: brick, smooth render, stone, high quality cladding materials, glazing, or a combination of these materials.
- 2.97. Profile sheet metal is not considered to be an acceptable material for walls facing South Beach Parade or Monument Road.
- 2.98. The objective is to create a unified appearance to development around monument square, while this can be achieved by buildings that do not replicate each other's design, once the first new development has taken place, following buildings will be expected to respect the design, materials, heights and fenestration patterns of that development.

Resources

Recycling Facilities

- 2.99. In all development, refuse and materials recycling collection facilities must be protected from the weather and designed as an integral part of the built form of the development proposals.

Lighting

- 2.100. Lighting design should keep glare to a minimum by ensuring that the main beam angle of all lights directed towards any potential observer is not more than 70°. Higher mounting heights allow lower main beam angles, which can assist in reducing glare. Some activities may require the deliberate and careful use of upward light - to which these limits cannot apply. However, care should always be taken to minimise any light trespass by the proper application of suitably directional luminaires and light controlling attachments

2.101. With the exception of traffic signals, warning lights for the purpose of harbour/coastal navigation, or warning lights for the purpose of air navigation, all lighting (whether permanent or portable) on developments constructed under the Local Development Order shall:

- be so positioned and/or configured so as not to be an unacceptable distraction to road users
- be designed so exterior light fixtures are hooded, with lights directed downward or toward the area to be illuminated and so that backscatter to the night-time sky is minimized. The design of the lighting shall be such that the luminescence or light source is shielded to prevent light trespass outside the development boundary
- be of minimum necessary brightness consistent with worker safety and operational requirements

Appendix 1 – Archaeology Protocol

The Protocol anticipates discoveries being made by Project Staff, who report to a Site Champion on their site (usually the senior person on site), who then reports to a person (the Nominated Contact) who has been nominated by the developer to co-ordinate implementation of the Protocol. The developer may have appointed a Retained Archaeologist to provide archaeological advice and/or services to the development. In this case the Retained Archaeologist would be an appropriate person to take the role of the Nominated Contact. The nominated contact will in turn inform the Norfolk County Council Historic Environment Service (heritage@norfolk.gov.uk 01362 869275).

It is recognised that, for the Protocol to be effective, participants (such as Site Champions or project staff) may require appropriate training. The Norfolk County Council Historic Environment Service would be pleased to speak to developers about facilitating such training.

Where items of archaeological interest are recovered, Project Staff (under direction of the Site Champion) will:

- Handle all material with care.
- Any rust, sediment, concretion or marine growth should not be removed and 'groups' of items or sediments should not be separated.
- If possible photograph the item in the condition in which it was recovered.
- Record the position at which the artefact/sediments were recovered.
- Provide a unique reference number for each artefact, which is to be included on all recording and storage mediums.
- If the find is from a waterlogged or underwater environment, then Project Staff (under direction of the Site Champion) will arrange for the find to be immersed in seawater in a suitable clean container, which should be covered. It should be noted that 'time is of the essence' in terms of the recovery of waterlogged archaeological material. If waterlogged organic items are allowed to dry out this can cause irreparable damage. Care in handling items is paramount.

Where it is possible to identify the position from which the discovery originated, the Site Champion will arrange for a Temporary Exclusion Zone (TEZ) in which construction activities will cease temporarily (in the vicinity of the location), or move to an alternate location, until the advice of the County Council Historic Environment Service has been obtained.

The Nominated Contact should inform other teams engaged in potentially damaging activities in the same area, to ensure that they are aware of the position of the discovery so that further possible damage to the historic environment can be avoided.

The initial response of the Historic Environment Service will include an assessment of archaeological potential and a decision on the continuation or removal of the Temporary Exclusion Zone (TEZ).

The following types of discovery are likely to be of low potential:

- Reports of single, apparently isolated, finds that are not datable or are of modern (post-1800) or later date (with the exception of military remains).

The following types of discovery are likely to be of high potential:

- Reports of single finds that are of post-medieval or earlier date
- Reports of single finds that relate to military aircraft
- Reports of multiple finds from the same area
- Reports indicating the presence of a wreck or other structural remains

In the case of discoveries of low potential, the Historic Environment Service is likely to advise the Nominated Contact that the TEZ may be lifted and that construction activities in the vicinity of the discovery may recommence.

In the case of a discovery of high potential, the Historic Environment Service will advise the Nominated Contact of the implications of the discovery and of further actions that might be required. Further actions may include call-out investigations, the conversion of a TEZ to an Archaeological Exclusion Zone (AEZ), and/or the institution of a watching brief. The rationale for conclusions reached will be provided to the Nominated Contact.

If an AEZ is established a scheme of archaeological investigation will be required. Such investigation shall be undertaken in accordance with a written scheme which shall be submitted to and approved in writing by the Historic Environment Service. Work shall be carried out in accordance with that approved scheme and by a suitably qualified investigating body acceptable to the planning authority.

If the discovery is something to which specific legal provisions apply (treasure, human remains, wreck etc.), it will remain the responsibility of the developer to undertake such statutory reporting as is required.

The subsequent handling, retention or disposal of finds will be subject to applicable law and to arrangements between the developer and the institution receiving the archaeological archive arising from the scheme.

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