

NORFOLK COUNTY COUNCIL
TOWN AND COUNTRY PLANNING ACT, 1947.

TOWN AND COUNTRY PLANNING GENERAL DEVELOPMENT ORDER, 1950.
DIRECTION RESTRICTING PERMITTED DEVELOPMENT..2.1

WOLPAC .1 (5ga)

WHEREAS the Norfolk County Council being the Local Planning

Authority for the Urban District of Hunstanton are satisfied that it is

expedient that the development hereinafter referred to should not be undertaken on the piece of land between South Beach Road and the King's Lynn to Hunstanton Railway line in the Urban District of Hunstanton in the County of Norfolk coloured pink on the plan annexed hereto unless permission therefor is granted on application made under the Town and Country Planning General Development Order, 1950.

NOW THEREFORE the said Council in pursuance of the powers conferred upon them by Article 4 of the Town and Country Planning General Development Order, 1950, hereby direct that the permission granted by Article 3 of the said Order shall not apply to development on the said land of Classes IV (2) and V of Part I of the First Schedule to the said Order.

DATED this twenty second day of February 1956.

The Common Seal of the
Norfolk County Council
was hereunto affixed in
pursuance of a resolution
dated the 7th day of
January, 1956, in the
presence of :-

WILFRED J. BURMAN
H.W. FOX.

Two Members of the Council.

P.3528.

The Minister of Housing and Local Government hereby approves the above Direction.

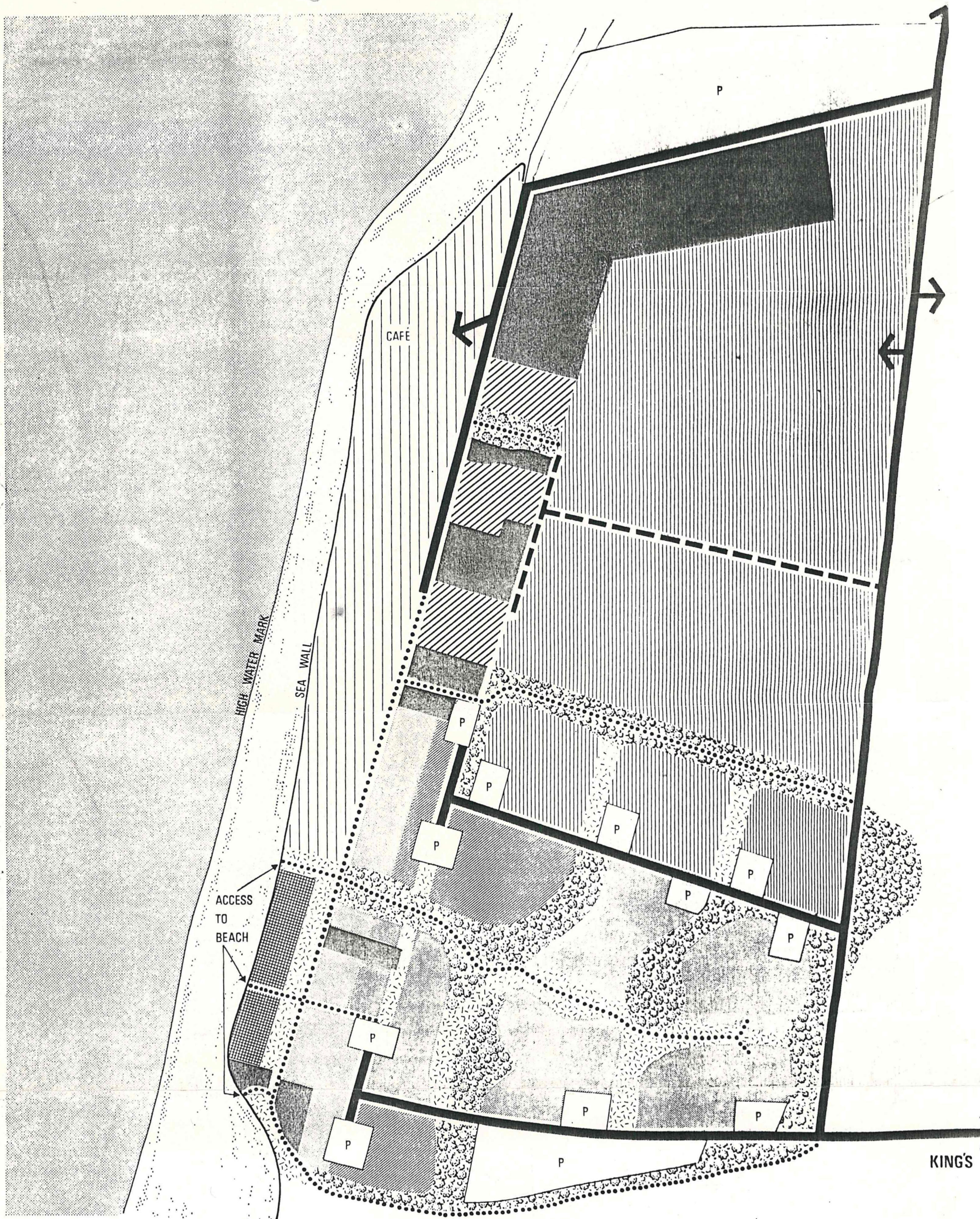
GIVEN under the official seal of the Minister of Housing and Local Government this first day of May nineteen hundred and fifty-six.

(sgd) J. CATLOW

Assistant Secretary,

Ministry of Housing and Local Government.

WILLIAM J. GIBLIN
H.W. FOX



SOUTH BEACH ROAD PLAN. (NON-STATUTORY)

ROADS		FOOTPATHS		EXISTING PERMANENT BUILDINGS - no immediate redevelopment		PROPOSED CHALET PRECINCTS (1 storey)
FUTURE ACCESS ROAD		TREE PLANTING		EXISTING TEMPORARY BUILDINGS - development recommended		PROPOSED FLAT PRECINCTS (2 or 3 storey)
VEHICULAR ACCESS POINTS		OTHER OPEN SPACE		SITES CAPABLE OF MORE INTENSE DEVELOPMENT		CONVERSION OF CARAVAN SITE TO CHALET
CAR PARKS		HARD SURFACE TERRACES		CARAVAN SITE - future conversion to open space		CONVERSION OF CARAVAN SITE TO FLAT

HUNSTANTON URBAN DISTRICT

**HUNSTANTON
SOUTH BEACH
ROAD.**

South Beach Road.

At their meeting on the 11th April, 1969, the Committee requested a further report on their policy in relation to future development at South Beach Road, Hunstanton, in the light of their decision to permit the erection of a block of four holiday flats at No. 43.

The present policy relating to South Beach Road was approved by the Committee in 1967, when they confirmed a policy adopted by the Urban District Council in 1963. That policy can be summarised as follows:-

1. That the South Beach Road area should be allocated for "holiday residential use", which was defined to include holiday accommodation of a permanent nature, and to exclude, specifically, the standing of caravans, whether singly or in groups, and the winter storage of caravans.
2. Permanent permission should be granted only to buildings where the Committee were satisfied that, in view of the type of building and the nature of the materials proposed to be used, they would have granted permanent approval if the application had been received in another locality.
3. Temporary approvals should be designed to expire at a pre-determined date when a comprehensive review of the land occupied by temporary buildings could be undertaken. (mostly expiring about December 1971)
4. There should be an intensification of the use of land in the area, partly by redevelopment, but partly by the siting of additional accommodation to the rear of existing ones, subject to the following three provisos:-
 - (i) Standards for space about buildings should be laid down by the two authorities acting together.
 - (ii) Any dwellings erected at the rear of sites should be single-storey only.
 - (iii) Additional dwellings should be occupied during the summer months only.

The draft West Coast Plan and the draft Outline Plan for Hunstanton accept the use of the South Beach Road area for holiday accommodation, and the policy restricting the occupation of new dwellings to the summer months only is consistent with these plans. In the long-term, access to the whole area between the railway and the beach could be provided from a new distributor road on or alongside the line of the railway. By this means, safe and direct access between holiday accommodation and the beach could be provided in the same way as is now being implemented through the approved West Coast Plan, at Hemsby and elsewhere. In the shorter-term, access will continue to be provided from South Beach Road, but the layout on any plot should allow for access from the east at some future date.

Since the Urban District Council adopted their policy in 1963, three schemes have been approved which anticipate an improved and more intensive use of land. One scheme has been completed, and one other has been carried out in part. In one scheme in particular, at the southern extremity of the road, a small new development has been carried out which takes advantage of views out to sea by developing at two storeys. Elsewhere along South Beach Road, there has been little change in the basic structure of land-use or ownership, although some buildings have been replaced to a higher standard.

The potential for further comprehensive development and redevelopment is limited by the fragmented ownership of land, and attempts which have been made in the past to bring owners together have not been successful.

Blocks 1, 2, 3, 4, 5 and 6 contain reasonably permanent structures and no immediate redevelopment can be anticipated. Blocks 2, 4, 5 and 6 are either being developed, or are capable of being developed more intensively, within the framework of the present boundaries. Block 8, which has been defined to include land with planning permission for caravan development to the rear of the South Beach Road properties, contains buildings of less permanent structure and open land which could be developed with holiday bungalows or chalets on a comprehensive layout, and in this area schemes for redevelopment of individual plots should be required to conform to a comprehensive plan. Initially, access can be taken from South Beach Road, but the plan should anticipate future access being provided from the new road to the east.

The decision of the Committee to permit a two-storey building at No. 43 South Beach Road, raises the question of the future height of buildings in various parts of the area. The policy adopted by the Urban District Council states specifically that dwellings erected at the rear of sites should be single-storey only. By implication, dwellings erected at the front of the sites could be more than single-storey, provided they do not detrimentally affect adjoining buildings. There is a case for permitting two-storey buildings, so that full advantage can be taken of the views across The Wash. On the other hand, a scatter of two-storey buildings amongst the present bungalows would not look attractive, and care should be taken to prevent any pepper-potting effect, particularly at the northern end of the road, in blocks 1-7. However, in block 8, a scheme of comprehensive development could contain a high proportion of two-storey buildings with some considerable advantage, especially if these were laid out to take full advantage of a westerly or south-westerly orientation.

RECOMMENDATION:- that the policy adopted by the Urban District Council in 1963, and confirmed by the Committee in 1967, be re-affirmed in principle, but that a plan be prepared for the land defined as block No. 8, indicating a scheme of comprehensive development and redevelopment. Within this area it is further proposed that:-

- (i) A high proportion of new development shall be of two storeys height.
- (ii) So far as possible, development can continue within the existing pattern of ownerships, where this can be made to fit into the overall scheme.
- (iii) An access road shall be provided from South Beach Road to the backland to be used until such time as access from the proposed new road to the east of the site can be obtained.
- (iv) Adequate space shall be provided for the standing of vehicles relating to the occupation of the accommodation provided on the site.

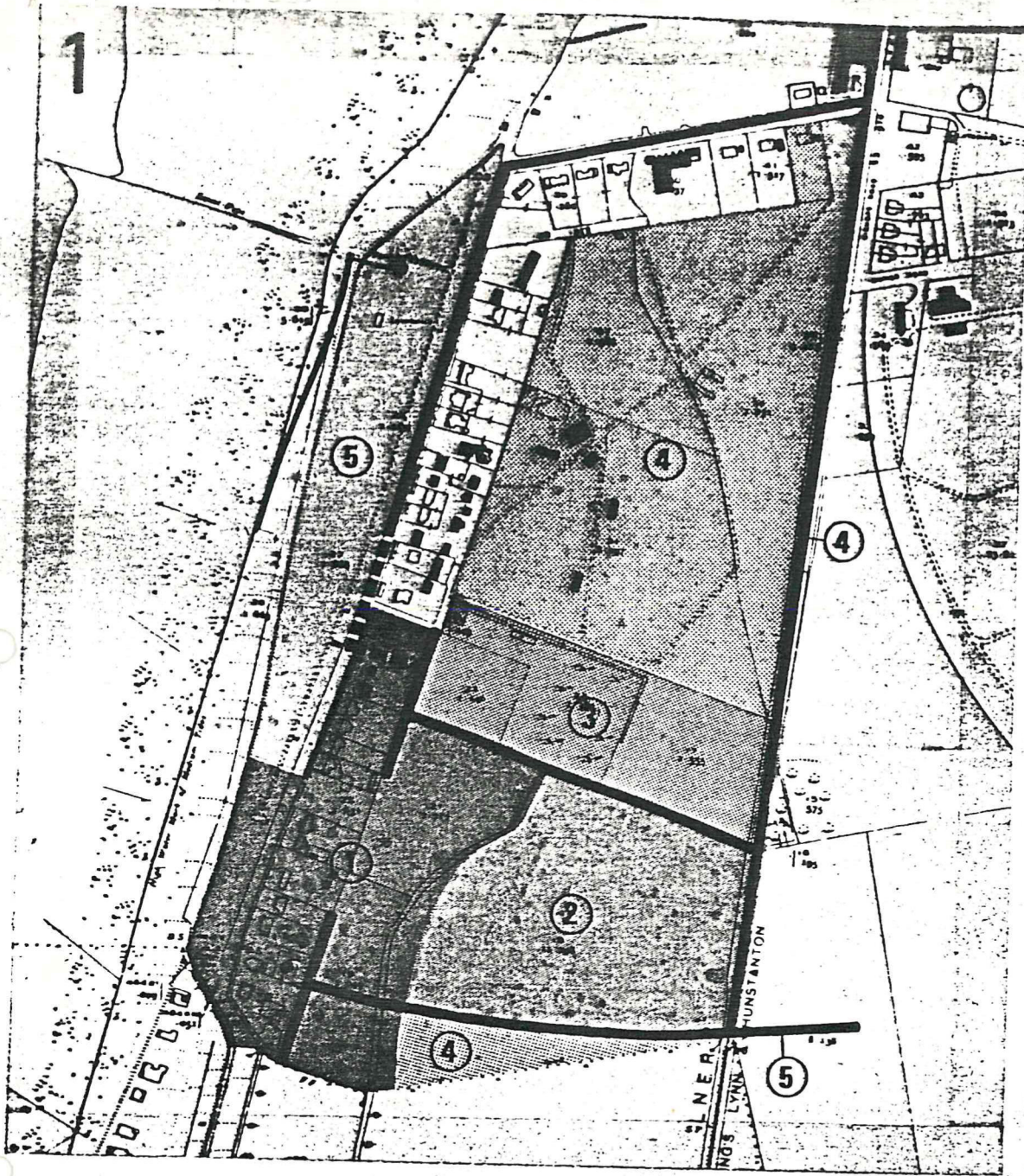
So far as the remainder is concerned the existing policy should continue to be used for the control and guidance of development in the area.

Early consultations should be carried out with the District Council, with reference to the modification of the policy, as above.

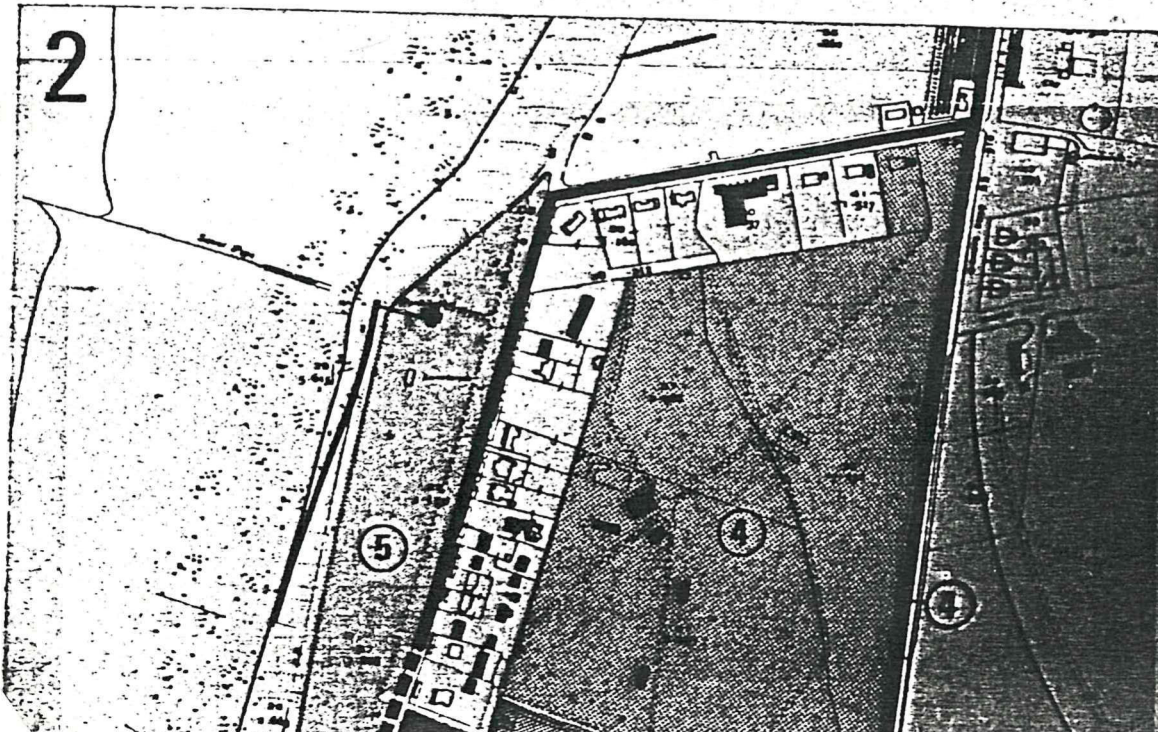
The Committee's instructions are requested, please.

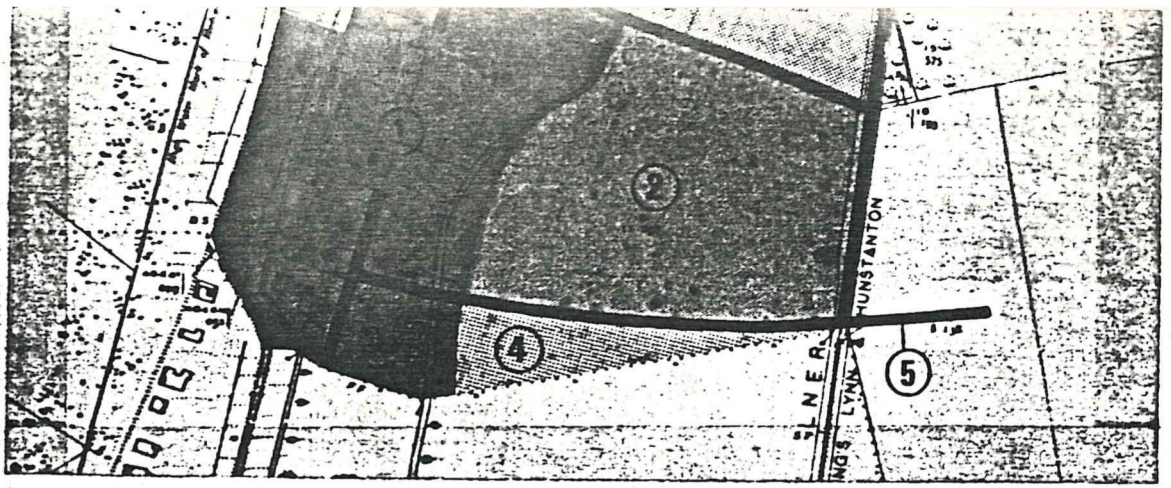
RESOLVED AS RECOMMENDED

1st August, 1969.

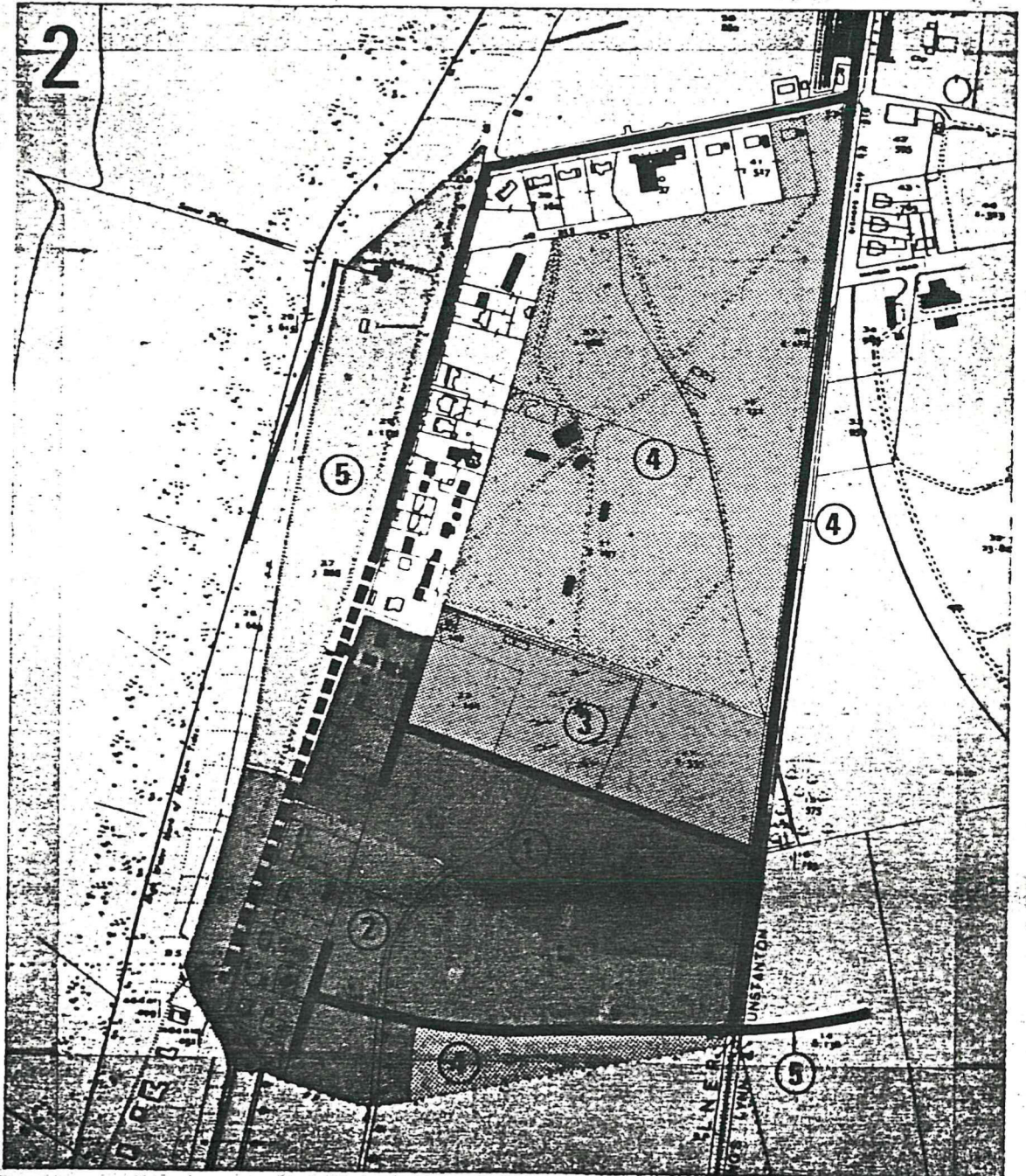


ALTERNATIVE PHASING OF DEVELOPMENT





ALTERNATIVE PHASING OF DEVELOPMENT



HUNSTANTON :

SOUTH BEACH ROAD AREA

R I Maxwell FRICS MTPI FIMunE County Planning Officer, County I

scale 1:2500

date April. 1970