

Local Plan Review Pre-Submission Stage 2021

10 Main Towns

Main Towns

10.0.1 There are two Main Towns within the Borough. These are Downham Market, in the south, and Hunstanton, in the north. Here the focus will be on maintaining and enhancing the roles of the towns providing essential convenience, service and/or tourist facilities. Please see Policies LP01 (Spatial Strategy), LP39 (Downham Market), and LP40 (Hunstanton) for further detail.

Main Towns (2)	
Downham Market	Hunstanton

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10.1 Downham Market

Main Town

Description

10.1.1 Downham Market stands on elevated ground on the eastern edge of the Great Ouse valley around 13 miles south of King's Lynn. It is the Borough's second largest town, with a population of around 10,000. The 2011 Census recorded the population at 9,994 and the ONS based 2017 mid-year estimates provide a figure of 10,984. The town grew up as an agricultural and trading centre and has a good range of services serving both the local population and a wider rural area.

10.1.2 Downham Market lies at the junction of the A10 King's Lynn to London road and the A1122 Wisbech to Swaffham road, and has direct railway services to King's Lynn, Cambridge and London. An extensive bus service links the town to its hinterland and nearby towns.

10.1.3 There are a range of local employment opportunities. The town's historic industrial and trading links based on the River Great Ouse and the Relief Channel have declined, but now these watercourses support some leisure uses.

10.1.4 The town has a wealth of historic buildings and other heritage assets, reflected in an extensive Conservation Area and numerous listed buildings. The distinctive Victorian Clock Tower provides a focal point in the handsome Town Square.

10.1.5 The town lies mainly on the Lower Greensand and Kimmeridge Clay belts which form the western boundary of the chalk upland area of High Norfolk. Many of the town's quality buildings are constructed in the distinctive brown of the local carstone. As this stone is not suited to being dressed into regular blocks it is normally used in conjunction with brick piers, and this contributes to the local building style.

Strategic Context

10.1.6 Downham Market will continue its role as a Main Town within the Borough. The Town is located within the Local Plan review's Strategic Growth Corridor, which is located around the A10 and Main Rail Line from King's Lynn to Cambridge and London King's Cross.

10.1.7 The Town is located within the Local Plan review's Strategic Growth Corridor, which is located around the A10 and Main Rail Line from King's Lynn to Cambridge and London King's Cross.

10.1.8 The growth of Downham Market will be supported through the provision of land for housing and employment and through the development of services and facilities. This growth will be carefully balanced to meet the needs of the existing and future population.

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10.1.9 The SADMP (2016) made provision for:

- at least 390 new homes;
- at least 17 ha in land for a balanced mix of employment uses. Support will also be given to the for the development of a business park at Bexwell (to the east of the town) as per the extant planning permission.

10.1.10 These significant development sites are defined within the Local Plan review and indicated on the Policies Map.

10.1.11 There will be an over-arching approach to support improvements to the King's Lynn – Downham Market - Ely - Cambridge – London King's Cross rail-link. In addition, an integrated transport system will be encouraged.

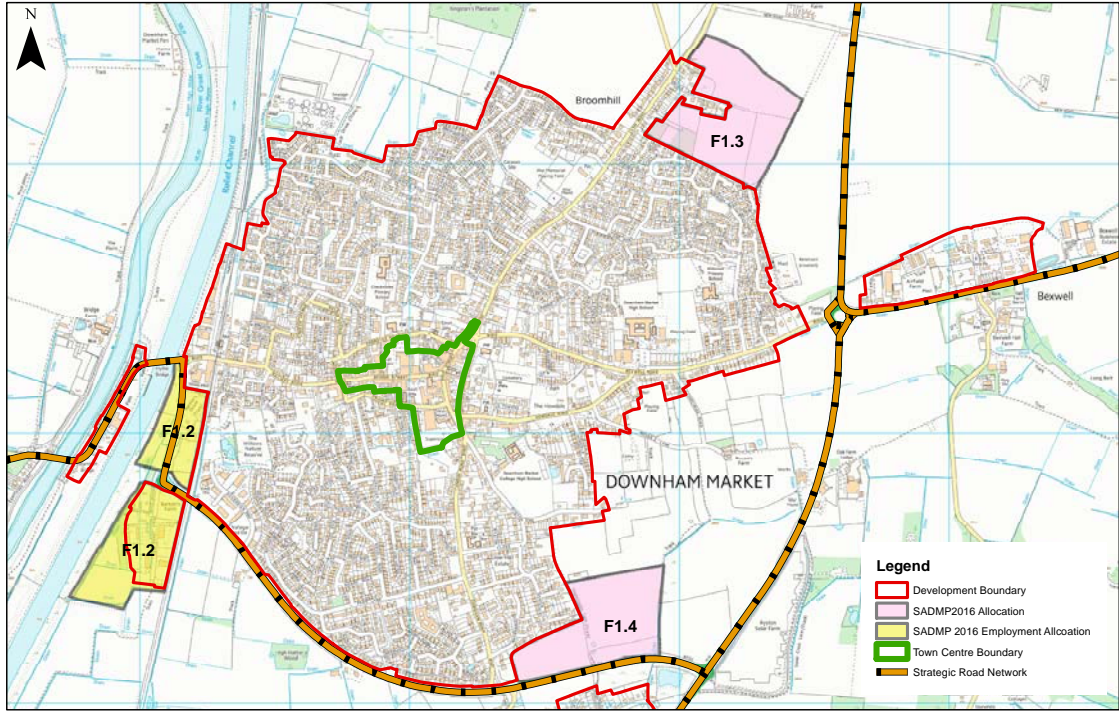
Downham Market Neighbourhood Plan

10.1.12 The Borough Council supports those Town/Parish Councils and local communities who wish to prepare a Neighbourhood Plan for their Area. Downham Market Town Council is in the process of preparing a Neighbourhood Plan. The Neighbourhood Plan Area was formally designated by the Borough Council 27/01/2016 and corresponds with the boundaries of Downham Market Parish.

10.1.13 The Town Council is currently preparing a draft version of their Neighbourhood Plan for consultation. Their Neighbourhood Plan, whilst conforming to the basic conditions, will have the ability to set a policy framework for the Area that will be used to guide planning and development of Downham Market going forward. This could cover areas such conservation, regeneration, protection, and the assessment and allocation of sites to meets the need for the Town.

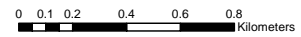
10.1.14 Neighbourhood Plan will form part of the Local Development Framework and be used alongside the National Planning Policy Framework (NPPF) and the Local Plan review in the determination of planning applications.

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Downham Market



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10.1.1 LP39- Downham Market Policy

LP39 Downham Market Policy

10.1.1.1 Strategic Policy

Policy LP39- Downham Market

The growth of Downham Market will be supported through the provision of land for housing and employment and through the development of services and facilities. This growth will be carefully balanced to meet the needs of the existing and future population.

1. Focus in the town centre will be on:
 - a. enhancing a strong convenience and service offer;
 - b. strengthening the night-time economy by accommodating a balanced diversity of uses;
 - c. facilities and services which support the town's full demographic profile including young professionals, families and older people will be encouraged;
 - d. improving the arts and culture offer;
 - e. promoting the town's role as a wider visitor destination.
2. Seek to improve the pedestrian, cycling and public transport links throughout the urban area to enhance accessibility and connectivity throughout the settlement and in particular to the town centre and the railway station.
3. Seek to enhance green infrastructure in accordance with the Green Infrastructure Strategy. Maintain landscape and the quality of open space.
4. Seek to conserve and enhance the built, historic and natural environment in the town.
5. The growth of Downham Market will be supported through the provision of land for housing for at least 390 new homes across two allocations and employment through the provision of an allocation for at least 15ha for a balanced mix of employment uses, and through the development of services and facilities. This growth will be carefully balanced to meet the needs of the existing and future population.

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6. The Borough Council will support Downham Market Town Council and the local community in the preparation of their Neighbourhood Plan, and subsequent reviews.

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10.1.2 F1.1 - Downham Market Town Centre Area and Retailing Policy

Policy F1.1 - Downham Market Town Centre Area and Retailing

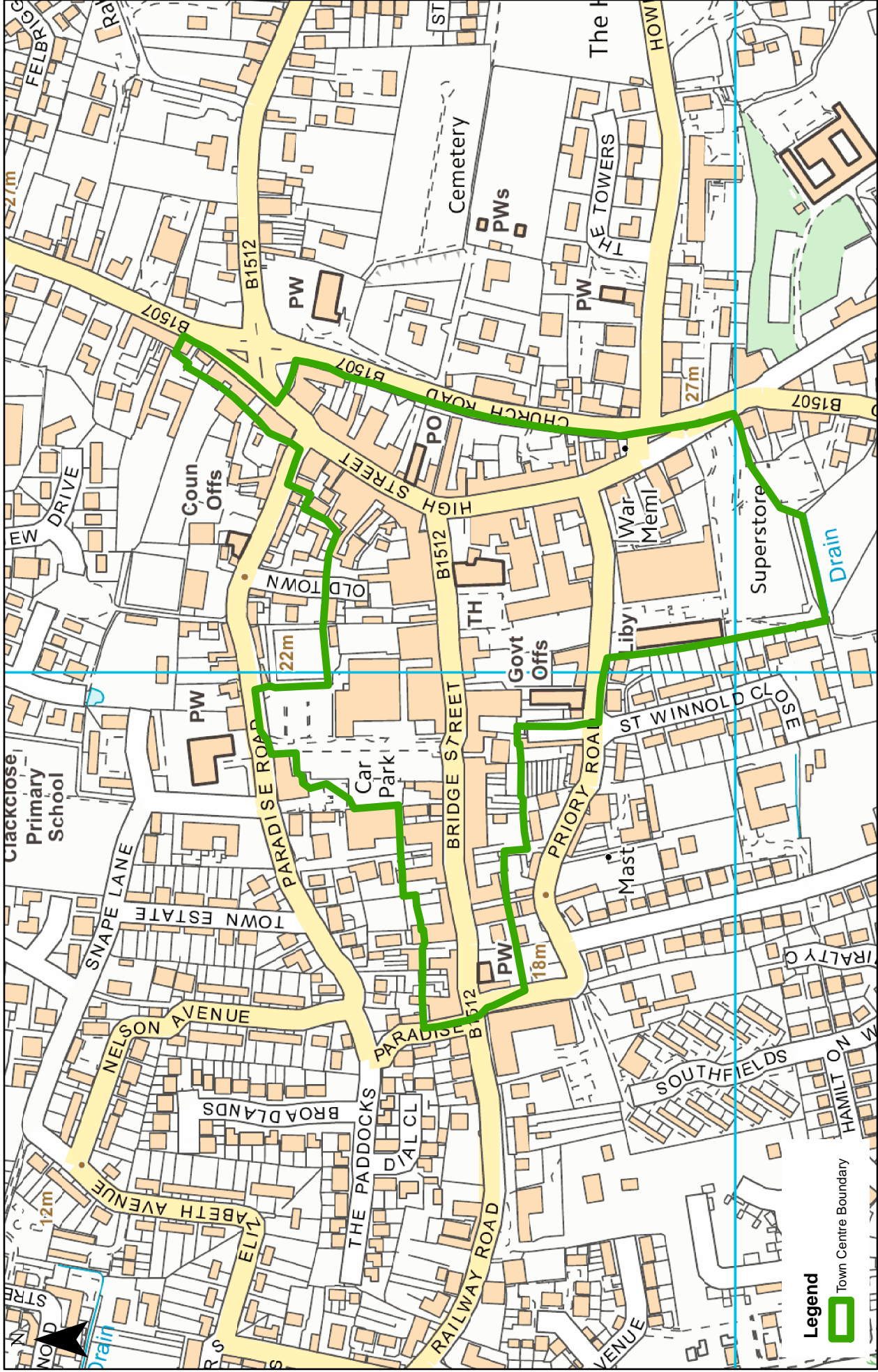
A town centre area for Downham Market is defined on the Policies Map.

1. This will be taken as the town centre for the purposes of retail development in and around Downham Market, and the application of the sequential test in the National Planning Policy framework.
2. The Borough Council will promote this area as the prime focus in the town for retail, community and professional services, leisure, culture and entertainment. The historic character, local distinctiveness, facilities, amenity and vibrancy of the area will be maintained and enhanced, both for their own sake and to strengthen the appeal of the town centre.
3. In order to achieve this, development of retail, offices serving visiting members of the public, hotels, assembly and leisure uses, and community and cultural facilities (e.g. Use Classes C1, D1, D2, E and sui generis theatres) will be particularly encouraged in the area.
4. Other uses which contribute to the character and vibrancy of the town centre will be encouraged, including residential (C3), and offices/light industry (B1). The development of high quality housing in the town centre would be particularly welcomed for its contribution to its architectural quality, social mix, and economic health.
5. Markets will be supported and enhanced.
6. Additional general industrial uses (B2) and warehousing and distribution (B8) will not be permitted in the town centre area unless it can be demonstrated that they will not have adverse impacts on the character, amenity and traffic of the town centre.
7. The retention of active frontages (i.e. window displays, entrances, and views of internal activity, etc.) will be encouraged in the retail heart of the Town Centre, as will the refurbishment or replacement of shop frontages where this secures an active frontage and strengthens the local distinctiveness of the town and its heritage, and the active use of upper storeys of buildings. However, this does not preclude the removal of retail frontages outside the retail heart of the town. The reinstatement of the original ground floor frontages of historic townhouses, for instance, will be particularly welcome for the contribution to the town's historic character, unless this has adverse impacts on the retail function of the town as a whole or on designated heritage assets.

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Justification

10.1.2.1 Town centres are changing, and regaining a richer mix of uses, including leisure uses. The policy is intended to support this mix of uses, and the physical and heritage assets of the town, while retaining the town centre as the primary focus for retailing in the town. The latter is in accordance with, and forms the reference area for, the town centre retail policies of the National Planning Policy Framework.



Downham Market Town Centre Area

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Legend
 Town Centre Boundary

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10.1.3 F1.2 - Downham Market Land off St. John's Way Policy

Employment Land

10.1.3.1 The Local Plan review aims to provide a sufficient and flexible supply of employment land during the plan period (Policy LP07: The Economy). This is to include the allocation of 16.5ha worth of employment land at Downham Market made by the SADMP (2016).

10.1.3.2 There is a range of employment land in use around the town, and there are no plans to reduce any of this by allocation for other uses at this time. There is also an existing planning permission for further employment uses on part of a 24-hectare (60 acre) site at Bexwell, to the east of the town.

10.1.3.3 The allocations and the existing employment land and planning permissions together provide the potential for further strengthening the area's employment base, and for employment within the town to evolve to provide more employment to match the housing growth of recent years and potentially reduce out-commuting.

Employment Site Allocation

10.1.3.4 The allocation was made by the SADMP (2016) and is in fulfilment of the requirement of the Core Strategy (2011). This stated that 'In supporting the town provision will be made at least 15ha in existing employment areas; combined support for an employment area along the east bank of the Relief Channel south of Hythe Bridge; and as part of a balanced mix of uses within areas of renewal and replacement'.

Policy F1.2 - Land off St. John's Way, Downham Market

Land in the vicinity of St. John's Way, as shown on the Policies Map, is allocated for employment uses (classes B1, B2 and B8).

1. Notwithstanding the existence of agricultural accesses to various parcels of the allocated employment land there will be a presumption against access direct off the A1122 to protect the strategic function of the Downham Market Bypass.
2. Access to the land west of the A1122 should be taken off the southern roundabout and the land east of the A1122 should be accessed from Station Road.
3. For access to be considered off the A1122 a ghost island right hand turn lane will have to be provided to mitigate the impacts of additional turning traffic on the A1122.
4. Development should conserve and where appropriate enhance heritage assets and their settings including the Downham Market Conservation Area and listed buildings.
5. A Site-Specific Flood Risk Assessment may be required for certain development in line with Policy LP25 - Sites in Areas of Flood Risk.

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Justification

10.1.3.5 The allocation is just over 16.5 ha, and is a continuation and extension of an existing industrial area.

10.1.3.6 The site is located so as to take advantage of accessibility from the A1122 Primary Route (which links directly to the A10 trunk road) and their proximity to the railway (giving the potential to be served by an alternative freight mode). It is also within walking distance of the town centre and the railway station, which is advantageous for access to employment by public transport or on foot or cycle.

10.1.3.7 Almost the whole of the two areas are at high risk of flooding (Zone 3), but the employment uses allocated are categorized as 'less vulnerable' and compatible with this degree of risk by the National Planning Policy Framework and associated Technical Guidance. The allocated area is also in the Flood Defence Breach Hazard Zone.

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10.1.4 F1.3 - Downham Market North-East: Land east of Lynn Road in vicinity of Bridle Lane Policy

Downham Market Housing Land

10.1.4.1 Two areas to the east of the town were allocated for housing development by the SADMP (2016), one to the south-east and the other to the north-east. The Local Plan review seeks to support these. The spread of the new housing across two sites will help provide a degree of choice and competition, reduce the impact upon existing residents and businesses in each locality, and mitigate the risk of the development of either area being held up by problems and help ensure timely delivery.

Housing Site Allocation

Policy F1.3 - Downham Market North-East: Land east of Lynn Road in vicinity of Bridle Lane

Land north-east of Downham Market of around 16.2 ha, as shown on the Policies Map, is allocated for a high quality, well landscaped development of at least 250 dwellings and associated facilities

Development is subject to the following:

1. Inclusion with any planning application of:
 - a. a masterplan for the whole allocated area showing how the various considerations and requirements (including those below) can be integrated and delivered.
 - b. a transport assessment to demonstrate how adequate road access and improved walking and cycling facilities and connections would be satisfactorily achieved.
 - c. an ecological study that establishes that either:
 - i. there would be no negative impact on flora and fauna;
 - ii. or, if any negative impacts are identified, establishes that these could be suitably mitigated.
 - d. a heritage assets assessment to identify such assets (including archaeology) and measures to conserve these as appropriate.

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- e. an assessment of any contamination of land on the site, and how this will be remediated if necessary.
- f. an assessment of the potential for extracting, either in advance of development or in the course of its development, any viable reserve of carrstone or silica sand on the site.

2. Incorporation in the development of:

- a. design, layout and landscape planting to form an attractive and firm northern boundary, incorporating a landscape buffer;
- b. a road access to Lynn Road;
- c. roads and layout to facilitate potential future development to the south and east of the site;
- d. local highway improvements to fully integrate the development in to the surrounding network;
- e. pedestrian and cycle ways within and beyond the site, including links to Downham Market town centre;
- f. a network of roads, and cycle and pedestrian routes, which would facilitate potential future development beyond the eastern boundary of the site;
- g. a landscape planting scheme to integrate the development within the local landscape, and provide visual amenity and biodiversity within the development;
- h. land for allotments, and path improvements, in line with the Borough's Green Infrastructure Strategy as it relates to Downham Market;
- i. a proportion of affordable housing provision in accordance with the Council's current standards;
- j. upgrading of the water supply and sewerage infrastructure to service the site by agreement with Anglian Water;
- k. financial contributions towards the provision of infrastructure including;
 - i. additional primary and secondary school places;
 - ii. strategic infrastructure for Downham Market, as set out in the Council's Infrastructure Study;

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- l. outdoor play space of at least 1.4 hectares of (based on a population of 582, assuming 2.33 persons per dwelling, and a requirement of 2.4 ha per 1,000 population);
 - m. protection and enhancement of public rights of way within or adjacent to the site;
 - n. retention of wooded area in the south-west corner of the site for its nature conservation and amenity value;
 - o. sustainable drainage systems to address surface-water run-off (including attenuation), flood risk, biodiversity and the avoidance of groundwater pollution;
3. inclusion within the development of neighbourhood shops and/or community facilities would be welcomed.

Site Description and Justification

10.1.4.2 This site is currently mainly un-serviced/agricultural land (Grade 3) bordered by existing farmland and residential development. The site includes part of the former (World War II) Downham Market airfield.

10.1.4.3 The site is well located in relation to the main highway network and is within easy reach of the Town Centre. The adjacent main road, Lynn Road, has a bus service and a petrol station/convenience store. The Core Strategy Inspector's Report supported growth to the east of the town, including this area, and the site was adopted as part of the SADMP (2016).

10.1.4.4 Traffic leaving the area to head out of town has ready access towards King's Lynn, and via A10 to south and east. Potential to link into and extend existing neighbourhood road network. A public bridleway runs along the eastern edge of the site, and another runs east-west through the site.

10.1.4.5 The locality is an attractive area of town for future residents, and hence readily marketable for new housing.

10.1.4.6 There appear no fundamental constraints to development, and there is the potential for future expansion to the east and south beyond at some point in the future (subject to future development plans). In the long term this could potentially help link to future employment and leisure development at Bexwell to the east.

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10.1.4.7 The Council's Green Infrastructure Study (Stage 2: Final Report, 2010) identifies enhancements to the footway network around the town and including through the area of the allocated site. The proposed development is intended both to benefit from and contribute to such enhancements.

10.1.4.8 The site is in Flood Zone 1 and is therefore at low risk of fluvial or tidal flooding.

10.1.4.9 The former WWII airfield use of the site gives rise to both archaeological interest and some potential for land contamination (understood to be minor), both of which warrant further examination.

10.1.4.10 The allocated site is considered suitable for development of at least 250 dwellings and any associated neighbourhood facilities. The intention is to provide a firm boundary to the north, preserving a separation between Downham Market and Wimbotsham, with appropriate landscape treatment to that boundary to integrate the development into the landscape and provide an attractive edge to the town. Together with allocation F2.4, the allocation reflects the Town Council's preference for new housing development to be split between different areas around the town.

10.1.4.11 The site is in multiple ownership, but commitment to develop has been expressed and discussions are said to have taken place between owners. The major landowner has undertaken substantial work already to establish development requirements and parameters. Indeed, approximately half of Site F1.3 has come forward with a planning proposal and benefits from an outline planning permission (16/00610/OM) for 240 new homes.

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10.1.5 F1.4 - Downham Market South-East: Land north of southern bypass in vicinity of Nightingale Lane Policy

Site Allocation

Policy F1.4 - Downham Market South-East: Land north of southern bypass in vicinity of Nightingale Lane

Land to the south east of Downham Market of around 13.9ha, as shown on the Policies Map, is allocated for a high quality, well designed development of at least 140 dwellings and associated facilities.

Development is subject to:

1. Prior submission of:
 - a. a masterplan for the whole showing how the various considerations and requirements (including those below) can be integrated and delivered.
 - b. a transport assessment to demonstrate how adequate road access and improved bus links together with walking and cycling facilities and connections would be satisfactorily achieved.
 - c. an ecological Study that establishes that either;
 - i. there would be no negative impact on flora and fauna
 - ii. or, if any negative impacts are identified, establishes that these could be suitably mitigated.
 - d. an archaeological assessment,
 - e. an assessment of the potential for extracting, either in advance of development or in the course of its development, any viable reserve of carr stone or silica sand on the site.
2. Provision of:
 - a. high quality local highway improvements to fully integrate the development in to the surrounding network, addressing;
 - i. a new road linking to the A1122 to provide access to the site;
 - ii. improved bus links to Downham Market town centre and associated infrastructure;

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- iii. pedestrian and cycle ways within and beyond the site, including links to Downham Market town centre and the existing byway on the site's western boundary;
 - iv. a network of roads, and cycle and pedestrian routes, which would facilitate potential future development beyond the boundaries of the current allocation (including to the north and east);
- b. a landscape planting scheme to integrate the development within the local landscape, and provide visual amenity and biodiversity within the development;
 - c. protection of the existing band of trees across the southern part of the site, subject of a Tree Preservation Order, and incorporation into the overall layout in a way that takes advantage of their potential contribution to the amenity of the area, and is likely to facilitate their long term protection and maintenance.
 - d. a proportion of affordable housing provision in accordance with the Council's current standards;
 - e. land for allotments, and path improvements, in line with the Borough's Green Infrastructure Strategy as it relates to Downham Market;
 - f. upgrading of the water supply and sewerage infrastructure to service the site by agreement with Anglian Water;
 - g. financial contributions towards the provision of infrastructure including: additional primary and secondary school places and strategic infrastructure for Downham Market, as set out in the Council's Infrastructure Study;
 - h. outdoor play space of at least 0.78 hectares of (based on a population of 326, assuming 2.33 persons per dwelling, and a requirement of 2.4 ha per 1,000 population);
 - i. protection and enhancement of public rights of way within the site;
 - j. sustainable drainage systems to address surface-water run-off (including attenuation), flood risk, biodiversity and the avoidance of groundwater pollution;
- 3. Inclusion within the development of neighbourhood shops and/or community facilities would be welcomed.

Site Description and Justification

10.1.5.1 The site is currently agricultural land (and a single dwelling), bordered by existing residential development to the west, farmland to the east, and the A1122 road to the south.

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10.1.5.2 The Core Strategy Inspector's Report supported growth to the east of the town, which includes this general area. The site has been subsequently allocated by the SADMP (2016). The specific allocated site is within easy reach of the town centre. The site is well related to the town's main highway network. A new access will be required onto the town's southern bypass (A1122). The site has cycling and pedestrian access, and this would provide a more direct route to the town centre, thus helping encourage non-car journeys. A restricted byway, Nightingale Lane, runs down the western edge of the site, giving access to a bridge across the A1122 and beyond to the south, and into the residential road network to the north-west.

10.1.5.3 The Council's Green Infrastructure Study (Stage 2: Final Report, 2010) identifies enhancements to the footway network around the town and including through the area of the allocated site. The proposed development is intended both to benefit from and contribute to such enhancements.

10.1.5.4 There is the potential for further development beyond the allocated site boundaries at some point in the future (subject to future development plans), but the Council considers that the at least 140 dwellings are an appropriate allocation during the current plan period, and together with allocation F1.3, reflects the Town Council's preference for new housing development to be split between different areas around the town.

10.1.5.5 The allocated land has been actively promoted by the owner's agent through the SADMP (2016) process and was said to be readily available for development. Indeed, Site F1.4 has come forward with a planning proposal and now benefits from an outline planning permission (16/01322/OM) for 300 new homes.

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10.2 Hunstanton

Main Town

Description

10.2.1 Hunstanton is the smallest of the three towns in the Borough with a population of 4,206. The town acts as a service centre for the surrounding rural area, a local employment centre and is also a successful seaside resort. It is situated on the Norfolk coast some 16 miles from King's Lynn and, to the east, the town of Wells-next-the-Sea is 17 miles away. Hunstanton is situated on the west coast of Norfolk at the mouth of the Wash and stands at the highest point on this geological shelf as the land slopes gently downwards to the north, east and south of the town.

10.2.2 Hunstanton evolved from the vision of Henry Styleman Le Strange for a planned coastal holiday village to be built on his own land, with the focal point to be a triangular green sloping down to the sea. The Golden Lion Hotel was the first building (1846) but development remained slow until the Great Eastern Counties Railway decided to build the line from King's Lynn to Hunstanton in 1862. Under the patronage of his son Hamon Le Strange and spurred on by the investment boom between 1850 and 1870, Hunstanton soon expanded beyond the original planned coastal village to become a fully-fledged Victorian seaside resort.

10.2.3 Hunstanton's main buildings are substantial but not over grand; its squares and open spaces are elegant yet informal. It is a comfortable, modest place, small in architectural scale with well-defined boundaries. Its character is spacious, breezy and green, where the effect of the open sea and sky has a strong impact on the light, views and settings of the buildings. As highlighted in the Conservation statement, Hunstanton has a variety of local materials which make up the built environment and the most commonly found in the new town is carstone. The Hunstanton Conservation Area was first designated in 1984 and its boundaries were extended in 2009.

10.2.4 The Wash is recognised internationally, nationally and locally as a critically important site for wildlife. A summary of relevant statutory designations on The Wash includes; Area of Outstanding Natural Beauty (AONB), National Nature Reserve (NNR), Ramsar Site, Site of Special Scientific Interest (SSSI), Special Protection Area, Special Area of Conservation, and European Marine Site.

10.2.5 The Strategic Flood Risk Assessment identifies that broadly the town is not constrained by flood risk, except for an area to the south of the town which is subject to flood zones 2 and 3 (medium and high risk).

10.2.6 The town has limited transport links, with road access to the town from the A149. However there is a daily bus service to King's Lynn, surrounding villages, and also along the Norfolk coast.

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10.2.7 Policy LP40 states that the town will provide for at least 333 new homes (existing allocations), with new allocations of at least 40 new dwellings and approximately 1 ha of employment land (existing allocation).

Neighbourhood Plan

10.2.8 The Borough Council supports those Town/Parish Councils and local communities who wish to prepare a Neighbourhood Plan for their Area. Hunstanton Town Council is in the process of preparing a Neighbourhood Plan for their area. The Hunstanton Neighbourhood Plan Area was formally designated by the Borough Council on 5 February 2013 and corresponds with the boundaries of Hunstanton Parish.

10.2.9 The Hunstanton Town Council and local community have prepared a draft version of their Neighbourhood Plan which went to consultation under the Regulation 16 stage between March and May 2021. The plan is now at the examination stage. Once made their Neighbourhood Plan will form part of the Local Development Plan and will sit alongside the Local Plan. It will assist in guiding development within the Neighbourhood Plan Area through local policies.

Policies

10.2.10 Strategic Policy LP40 outlines our policy approach for the town, providing further information and guidance on its role as a service hub for the local area, and a tourist destination with a range of facilities/activities. The following pages detail the policies for Hunstanton town centre area and retailing and set out the existing site allocations including housing and employment land.

Supporting East Marine Plan Policies are:

10.2.11 In summary the policies bullet pointed below support policy LP40, to find out more information on the supporting policies the hyperlink is active over the policy number.

- Health and social well-being and access to the coast and marine area - [SOC1](#) and [SOC3](#)
- Economic- [EC2](#)
- Fisheries- [FISH1](#)
- Tourism and Recreation Areas - [TR1](#), [TR2](#), [TR3](#)

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10.2.1 LP40- Hunstanton Policy

Introduction

10.2.1.1 Hunstanton will continue to provide necessary services for residents within and around the town. Diversification of employment opportunities to provide all year employment will be encouraged as will proposals which seek to improve year-round tourist activities

Strategic Policy

Policy LP40- Hunstanton Policy

1. The focus for Hunstanton will be on ensuring that as a main town it develops its position as a successful service hub for the local area, while strengthening the role as a tourist destination with year-round activities. This will utilise evidence within the previous masterplan and the Hunstanton Prospectus, Southern Seafront Masterplan and Neighbourhood Plan.
2. **The strategy for the town is to:**
 - a. retain and strengthen the role of Hunstanton as a main town in the north of the borough and a service centre supporting retail, culture and social infrastructure;
 - b. build upon the relationship between Hunstanton and King's Lynn so the town is able to benefit from growth proposals for King's Lynn.
3. Provision will be made for at least 333 new homes with new allocations of at least 40 houses.
4. Limited locations in Hunstanton are available to accommodate new development
5. **The aim is to:**
 - a. provide modest and balanced employment growth to create jobs and opportunities to meet the needs of existing and new residents. This should be quality year-round employment, with less reliance on seasonal/tourist activity; while acknowledging and being sympathetic to the valuable natural assets of the town and surrounding area;

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- b. promote opportunities for residential development within the town centre, particularly for affordable housing, if suitable it could occur as mixed use, with a commercial use on the ground floor;
- c. strengthen the town's role as a visitor destination. Support will be given to additional sustainable tourist facilities and leisure development which extends the season by providing diverse year-round activities, as well as high-grade seasonal activities and facilities, while acknowledging and being sympathetic to the valuable natural assets of the town and surrounding area;

6. Ensure that the transport and movement strategy for the town includes:

- a. securing the provision of adequate levels of parking in the town as a whole, particularly during the summer months.
- b. improvements to public transport; increasing the frequency and reducing journey times of services to King's Lynn; supporting more frequent services along the coast; and strengthening public transport links within rural areas;
- c. improvements to routes, signage and facilities for walking and cycling, enhance the local character of the town, promoting high quality design of the local environment and the public realm. In particular to:
 - i. respect the heritage of Hunstanton while promoting the vibrancy of the town centre and The Green;
 - ii. ensure that new development meets modern requirements while respecting the historic environment in the conservation area;
 - iii. promote a new style of design for the Southern Seafront area, creating a new identity that reflects modern and high quality architecture.

- 7. Seek to enhance green infrastructure in the town in accordance with the Green Infrastructure Strategy in particular Oasis Way; and links to Heacham and Hunstanton Park.

Neighbourhood Plan

A draft Hunstanton Neighbourhood Plan was published for consultation in accordance with the Regulation 14 stage in November 2018. The Neighbourhood Plan is still in the process of being prepared accordingly.

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Southern Seafront Master Plan

10.2.1.2 A Southern Seafront Master Plan is being prepared for an area of the seafront between The Green and the Power Boat Ramp.

10.2.1.3 Policy LP40 contributes to Strategic Objectives 1-5 Economy, 6-10 Society, 11-15 Environment and 23 to 27 for Hunstanton.

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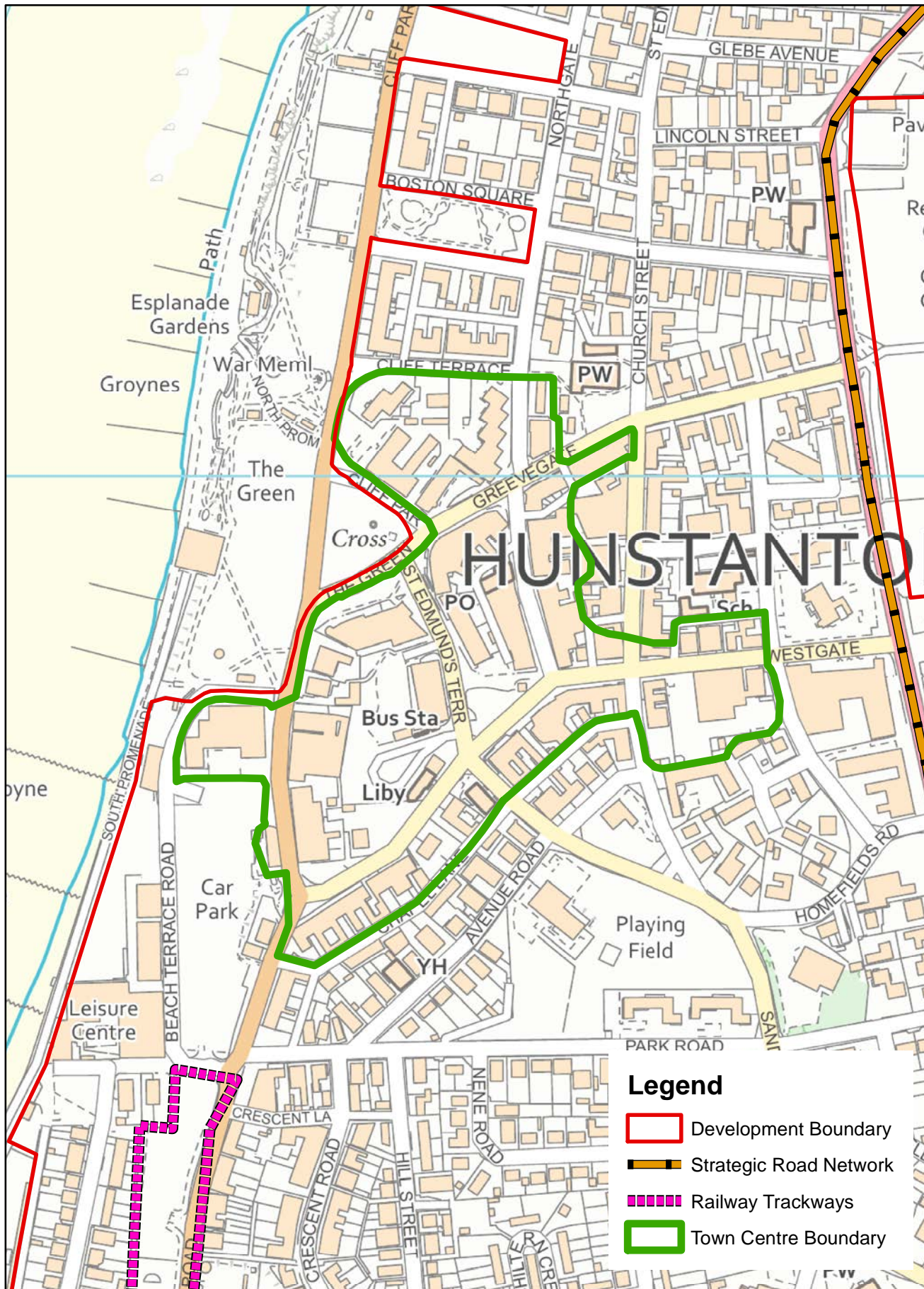
10.2.2 F2.1 - Hunstanton Town Centre Area and Retailing Policy

Site Allocation

Policy F2.1 Hunstanton - Town Centre Area and Retailing

A town centre area for Hunstanton is defined on the Policies Map.

1. This will be taken as the town centre for the purposes of retail development in and around Hunstanton, and the application of the sequential test in the National Planning Policy Framework.
2. The Borough Council will promote this area as the prime focus in the town for retail, community and professional services, leisure, culture and entertainment. The historic character, local distinctiveness, facilities, amenity and vibrancy of the area will be maintained and enhanced, to strengthen the appeal of the town centre.
3. In order to achieve this, proposals for retail, offices serving visiting members of the public, hotels, assembly and leisure uses, and community and cultural facilities (e.g. Use Classes C1, D1, D2, E and sui generis theatres) will be particularly encouraged in the area and will be assessed against their compliance with Policy LP34.
4. Other uses which contribute to the character and vibrancy of the town centre will be encouraged, including residential (C3), and offices/light industry (B1). The development of high quality housing in the town centre would be particularly welcomed for its contribution to its architectural quality, social mix, and economic health.
5. Markets will be supported and enhanced.
6. Additional general industrial uses (B2) and warehousing and distribution (B8) will not be permitted in the town centre area unless it can be demonstrated that they will not have adverse impacts on the character, amenity and traffic of the town centre.
7. The retention of active frontages (i.e. window displays, entrances, and views of internal activity, etc.) will be encouraged in the main streets of the Town Centre, as will the refurbishment or replacement of shop frontages where this secures an active frontage and strengthens the local distinctiveness of the town and its heritage, and the active use of upper storeys of buildings. However, this does not preclude the removal of retail frontages outside the main retail streets of the town.



Hunstanton Town Centre Area Zoomed

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10.2.3 F2.2 - Hunstanton Land to the east of Cromer Road Policy

Site Allocation

Policy F2.2 Hunstanton - Land to the East of Cromer Road

Land amounting to 6.2 hectares is allocated for residential development of at least 120 dwellings.

Development will be subject to compliance with all of the following:

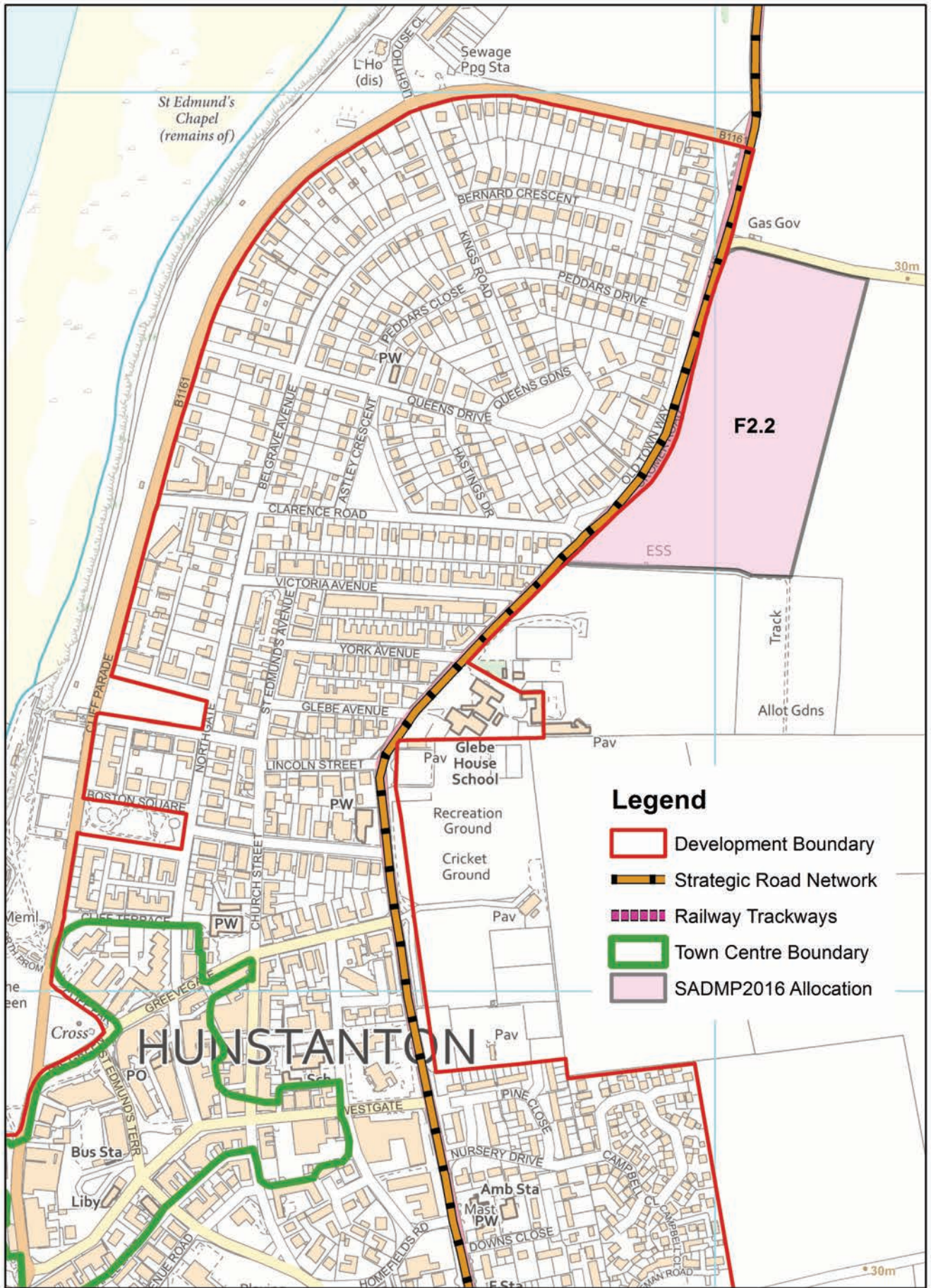
1. Provision of safe vehicular and pedestrian access (to be from the A149) including a new crossing point and access to sustainable transport links;
2. Provision of affordable housing in line with current standards;
3. Submission of details of layout, phasing, and appearance;
4. Submission of details showing how sustainable drainage measures will integrate with the design of the development and how the drainage system will contribute to the amenity and biodiversity of the development. A suitable plan for the future management and maintenance of the SUDS should be included with the submission;
5. Incorporation of a high quality landscaping scheme including the retention and enhancement of established hedgerow and the planting of new shelter belts and woodland to the north and east boundaries to minimise the impact of the development on the setting of Old Hunstanton Conservation Area, the Grade I Listed Hunstanton Hall as well as the Hall's park and gardens which are listed as Grade II and the North Norfolk Coast Area of Outstanding Natural Beauty (AONB);
6. Submission of a Heritage Asset Statement that establishes that there will be no negative impact on Heritage Assets in the locality;
7. Outdoor play/recreation space of at least 0.67 ha (based on a population of 280, assuming 2.33 persons per dwelling, and a requirement of 2.4ha per 1,000 persons);
8. Enhanced informal recreational provision on, or in the vicinity of the allocated site to limit the likelihood of additional recreational pressure (particularly in relation to exercising dogs) on Habitats Regulations protected nature conservation sites in the wider area. This may require open space provision over and above the Council's normal standards for play space detailed in the previous clause, and may consist of some combination of:
 - a. informal open space (over and above the Council's normal standards for play space);
 - b. pedestrian routes which provide a variety of terrain, routes and links to greenspace and/or the wider footpath network;
 - c. a contribution to implementation of the Borough's Green Infrastructure Strategy as it relates to Hunstanton, or other greenspace provision or management in the wider area within which the site is located.

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9. Provision of a programme of publicity aimed at both occupants of the development and other residents of Hunstanton, highlighting the opportunities for recreation (especially dog walking) in the vicinity avoiding areas within the Wash Special Protection Area and the North Norfolk Coast Protection Area, and the sensitivity of those areas to dog walking and other recreation.
10. Submission of a project level habitats regulations assessment, with particular regard to the potential for indirect impacts through recreational disturbance on the Wash Special Protection Area and the North Norfolk Coast Special Protection Area.
11. The site overlies a Groundwater Vulnerability Zone. Accordingly, the developer should address any risks to controlled waters from contamination at the site, following the requirements of the National Planning Policy Framework (NPPF) and the Environment Agency's 'Guiding Principles for Land Contamination';
12. A financial contribution for any upgrades or additional provision in terms of water supply, sewerage, schools, highways etc. necessary to serve the development.

Site Description

10.2.3.1 The site has been granted reserved matters (18/00418/RMM) for 120 new homes, the site has commenced.



Hunstanton (F2.2) Zoomed

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10.2.4 F2.3 - Hunstanton Land South of Hunstanton Commercial Park Policy

Site Allocation

Policy F2.3 Land south of Hunstanton Commercial Park

Land south of Hunstanton Commercial Park amounting to 5 hectares, as identified on the Policies Map, is allocated principally for housing with care, with a supplementary allocation of general purpose market housing to aid viability.⁽³⁵⁾

1. The mixed uses comprising –
 - a. at least 60 housing with care units ;
 - b. approximately 50 general housing units;
 - c. affordable housing requirements as per Strategic Policy LP28. This will apply across the whole site.⁽³⁶⁾
2. Development of the site must be as part of a comprehensive scheme, which must be shown to bring forward the housing with care units. The final housing numbers are to be determined at the planning application stage and be informed by a design-led master planned approach.
3. The proximity of the employment allocation F2.5, and the potential for a care home on part (or all) of that allocation could support an interdependency between this and the housing with care element.
4. Development will be subject to compliance with all of the following:
 - a. provision of safe vehicular and pedestrian access (to be from the A149) including a new crossing point (to serve proposals F2.3 and F2.5) and access to sustainable transport links;
 - b. submission of details of layout, phasing, and appearance;
 - c. incorporation of a high quality landscaping scheme including the retention and enhancement of established hedgerow and the planting of new shelter belts to the north, east and southern boundaries to minimise the impact of the

35 Housing with care is purpose built self-contained housing with facilities and services such as 24/7 on site care and facilities, that assists residents to live independently. There is an expectation that in line with good practice the scheme will include the provision of community facilities i.e. restaurant, retail (hairdressers/corner shop) and opportunities for social interaction.

36 The affordable housing requirement will apply to the housing with care and the general purpose market housing, all dwellings that fall within the C3 use class of the Town and Country Planning (Use Classes) Order 1987.

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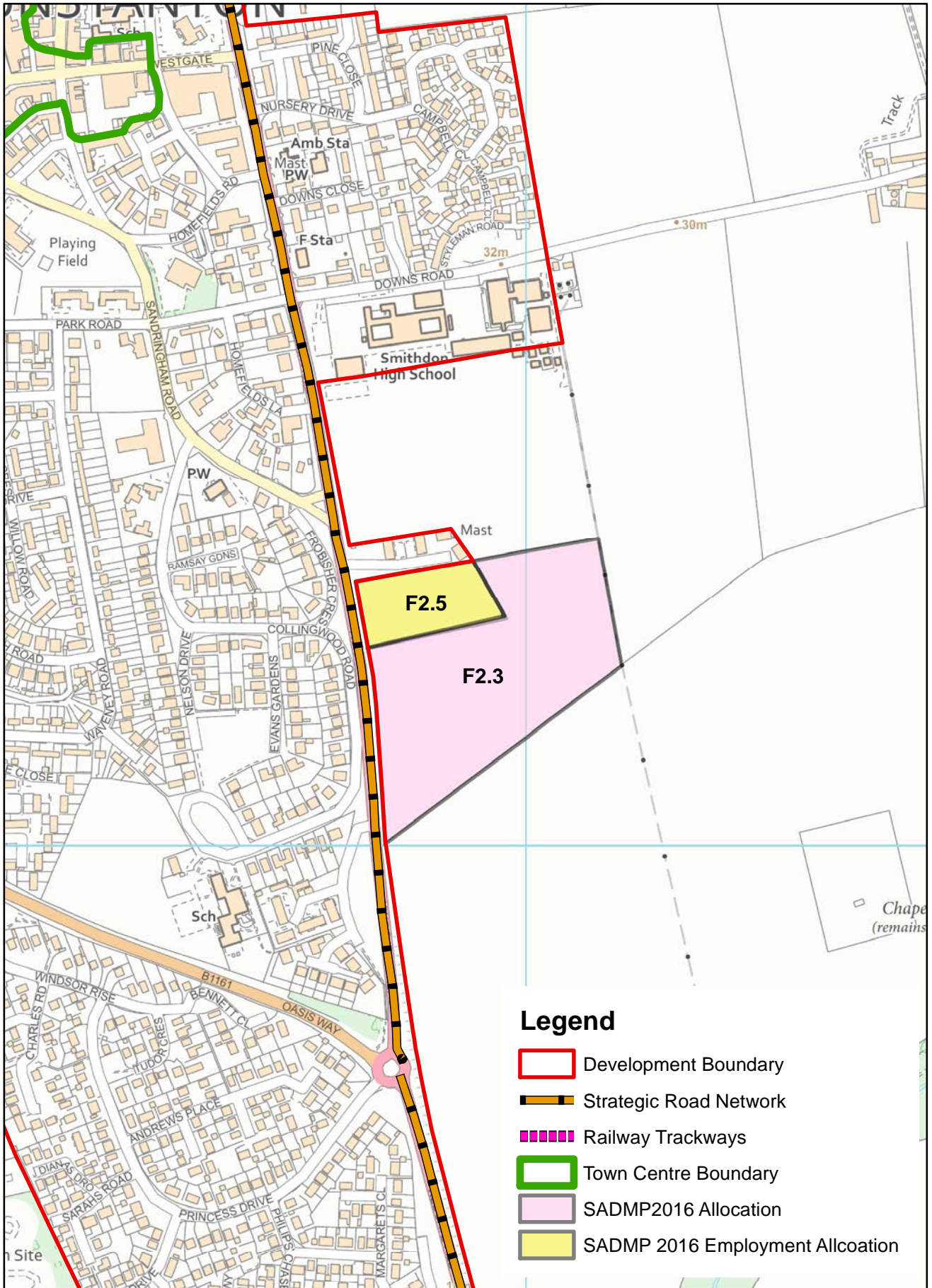
- development on the setting of Grade II* listed Smithdon High School and gym, Grade II* listed and scheduled remains of St Andrew's Chapel and the North Norfolk Coast Area of Outstanding Natural Beauty;
- d. submission of details showing how sustainable drainage measures will integrate with the design of the development and how the drainage system will contribute to the amenity and biodiversity of the development. A suitable plan for the future management and maintenance of the SUDS should be included with the submission;
 - e. submission of a Heritage Asset Statement that establishes that there will be no negative impact on Heritage Assets in the locality, accompanied by an Archaeological Field Evaluation of the site, if required;
 - f. provision of affordable housing on site, or an equivalent financial contribution, to meet current standards.
 - g. Outdoor play/recreation space of at least 0.28 ha (based on a population of 233, assuming 2.33 persons per dwelling, and a requirement of 2.4ha per 1,000 persons);
5. Enhanced informal recreational provision on, or in the vicinity of the allocated site to limit the likelihood of additional recreational pressure (particularly in relation to exercising dogs) on Habitats Regulations protected nature conservation sites in the wider area. This provision may consist of some combination of:
- a. informal open space (over and above the Council's normal standards for play space);
 - b. pedestrian routes which provide a variety of terrain, routes and links to greenspace and/or the wider footpath network;
 - c. a contribution to implementation of the Borough's Green Infrastructure Strategy as it relates to Hunstanton, or other greenspace provision or management in the wider area within which the site is located.
6. Provision of a programme of publicity aimed at both occupants of the development and other residents of Hunstanton, highlighting the opportunities for recreation (especially dog walking) in the vicinity avoiding areas within the Wash Special Protection Area and the North Norfolk Coast Special Protection Area, and the sensitivity of those areas to dog walking and other recreation.

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7. Submission of a project level habitats regulations assessment, with particular regard to the potential for indirect impacts through recreational disturbance on the Wash Special Protection Area and the North Norfolk Coast Special Protection Area.
8. The allocation site could include or be close to supporting habitat for birds associated with the North Norfolk Coast SPA/Ramsar. The site will need to demonstrate compliance to Policy LP27 and project level HRA will need to be informed by survey work and any necessary mitigation to rule out adverse effects on integrity from the loss of supporting habitat or disturbance to birds associated with supporting habitat.
9. A financial contribution for any upgrades or additional provision in terms of water supply, sewerage, schools, highways etc. necessary to serve the development.

Site Description

10.2.4.1 Outline planning permission (16/00084/OM) for 60-unit care home and 60 new dwellings.



Hunsterton (F2,3 & F2.5) Zoomed

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10.2.5 F2.4 - Hunstanton Land north of Hunstanton Road Policy

Site Allocation

Policy F2.4 Land North of Hunstanton Road

Land north of Hunstanton Road amounting to 12.6 hectares is allocated for development of 163 dwellings on 6.2 ha of the site, and open space on 6.4 ha of the site.

Development will be subject to:

1. Submission of a final masterplan for the site incorporating details of layout, phasing and conceptual appearance;
2. Provision of affordable housing in line with current standards;
3. Provision of safe vehicular and pedestrian access;
4. Local highway improvements to fully integrate the development into the surrounding network.
5. Details of plans for the proposed open space with regards to public access, recreational and ecological opportunities, potential hard and soft landscaping including play space(s) and arrangements for the ongoing management of the space;
6. Enhanced informal recreational provision on, or in the vicinity of the allocated site to limit the likelihood of additional recreational pressure (particularly in relation to exercising dogs) on Habitats Regulations protected nature conservation sites in the wider area.
7. This provision may consist of some combination of:
 - a. informal open space (over and above the Council's normal standards for play space);
 - b. pedestrian routes which provide a variety of terrain, routes and links to greenspace and/or the wider footpath network;
 - c. a contribution to implementation of the Borough's Green Infrastructure Strategy as it relates to Hunstanton, or other greenspace provision or management in the wider area within which the site is located.

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8. Provision of a programme of publicity aimed at both occupants of the development and other residents of Hunstanton, highlighting the opportunities for recreation (especially dog walking) in the vicinity avoiding areas within the Wash Special Protection Area and the North Norfolk Coast Protection Area, and the sensitivity of those areas to dog walking and other recreation;
9. Submission of a project level habitats regulations assessment, with particular regard to the potential for indirect impacts through recreational disturbance on the Wash Special Protection Area and the North Norfolk Coast Special Protection Area;
10. Submission of a site specific Flood Risk Assessment, and accompanying topographical information, to be prepared in order to ensure that development is designed appropriately and built in those areas of the site least at risk of flooding;
11. Incorporation of a high quality landscaping scheme to limit the visual impact of proposed development on the countryside and on the southern approach to Hunstanton;
12. Submission of details of sustainable drainage measures and how they will integrate with the design of the development and how they will contribute to the amenity and biodiversity of the development. A suitable plan for the future management and maintenance of the SUDS should be included with the submission;
13. An Archaeological Field Evaluation of the site should be undertaken following on from the results of the desk based Archaeological Assessment. This should be undertaken prior to consideration of extraction of minerals from the site;
14. A financial contribution to existing infrastructure and/or services or provision of new infrastructure necessary to serve the development to be determined upon submission of the planning application.

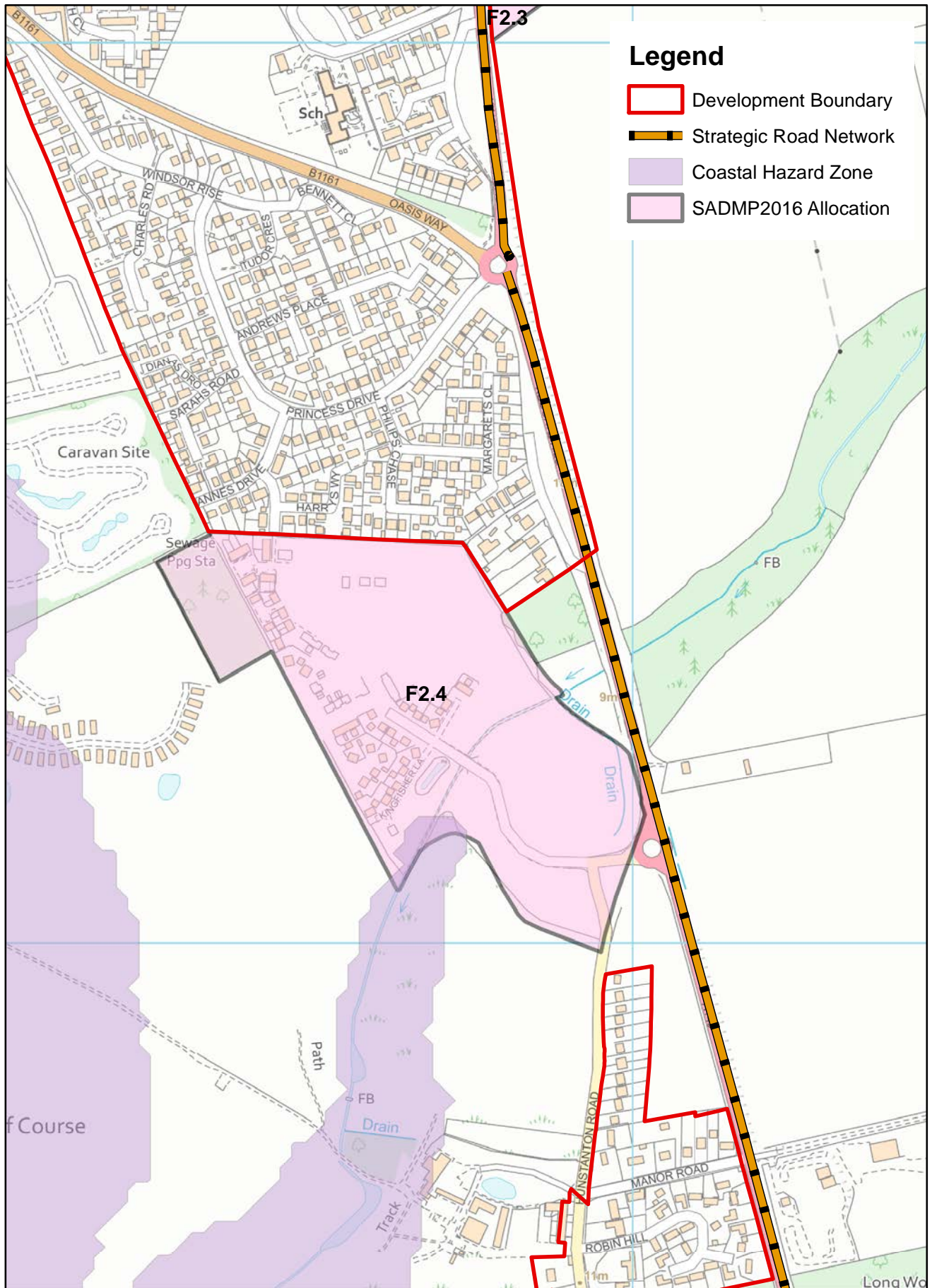
Site Description

10.2.5.1 Full planning permission (14/01022/FM) for 166 new homes. Construction of the site is underway with a significant number of the homes being completed and now lived in.

10.2.5.2 The allocation Policy F2.4 contained a requirement for: *“Submission of an Environmental Statement that satisfies Norfolk County Council that: the applicant has carried out investigations to identify whether the resource (sand, gravel, carstone) is viable for mineral extraction; and if the mineral resource is viable, that: the applicant has considered whether it could be extracted economically prior to development taking place; and if the mineral resource can be extracted economically, whether (or not): there are opportunities to use the onsite resource during the construction phase of development.”* A mineral assessment was

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submitted to the Mineral Planning Authority as part of the application. Intrusive site investigations that took place across the site were able to prove to the satisfaction of the Mineral Planning Authority that viable mineral did not occur on site, and that 'needless sterilisation' would not occur.



Hunstanton (F2.4) Zoomed

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10.2.6 F2.5 - Hunstanton Employment Land south of Hunstanton Commercial Park Land Policy

Employment Allocation

Policy F2.5 Hunstanton - Land south of Hunstanton Commercial Park

Land south of Hunstanton Commercial Park Land amounting to 1 hectare identified on the Polices Map is allocated for employment use.

Development will be subject to the following:

1. A financial contribution for any upgrades or additional provision in terms of water supply, sewerage, highways etc. necessary to serve the development;
2. The site overlies a Groundwater Vulnerability Zone. Accordingly, the developer should address any risks to controlled waters from contamination at the site, following the requirements of the National Planning Policy Framework (NPPF) and the Environment Agency's 'Guiding Principles for Land Contamination'.
3. Submission of a Heritage Asset Statement that establishes that development would:
 - a. enhance and preserve the setting of the nearby Listed Building Grade II* Smithdon High School;
 - b. will have no negative impact on Heritage Assets in the locality;
 - c. careful design ensuring no adverse impact on the Conservation Area close by, and to strengthen local distinctiveness;
 - d. accompanied by an Archaeological Field Evaluation of the site, if required;

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10.3 Wisbech Fringes (inc.Walsoken)

Settlements adjacent to Wisbech

Description

10.3.1 The Core Strategy acknowledged that for Wisbech (which is in Fenland District) to cater for growth within its catchment some of the growth would need to take place in the adjacent district of King's Lynn and West Norfolk. Wisbech is located at the edge of King's Lynn and West Norfolk and taking into account constraints to development in other parts of the Wisbech area it was likely that some development would need to be accommodated in the Borough. Wisbech, with a population of some 24,100 (2015 estimate) is the largest settlement in Fenland and has a significant range of services and facilities. It is an important destination for the surrounding rural settlements (including some of those in King's Lynn and West Norfolk). However, the growth of Wisbech is constrained by the capacity of the highway network both internal (i.e. within the town) and external (i.e. the A47) and flood risk issues in some sectors. This makes the area adjacent to the town in King's Lynn and West Norfolk a significant opportunity for sustainable growth.

Strategic Background

10.3.2 The boundary with Fenland is close or adjacent to the north and east of the town. Development in these areas has been subject to joint working with Fenland District Council, Cambridgeshire County Council and Norfolk County Council. Of particular importance was the need to ensure that development proposed for Wisbech in the Fenland Local Plan successfully complemented existing and/or new development proposed at Wisbech which falls within the Borough Council area.

10.3.3 The Borough's Local Plan provides for a minimum of 550 houses on the edge of Wisbech up to 2036. Strategic directions of growth are indicated towards Walsoken and West Walton as well as Emneth.

10.3.4 The area to the east of Wisbech is a suitable and sustainable location for growth, and joint planning with Fenland District Council has taken place to establish the ultimate form of the planned expansion for Wisbech.

10.3.5 The resulting development will comprise (in Fenland) the whole of the land to the east of Wisbech as identified in the Fenland Local Plan and shown on the accompanying plan, plus additional adjoining land to the east and/or south of that land falling in the Borough Council's administrative area within Walsoken parish.

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Settlements adjacent to Wisbech

Description

10.3.6 The village of Walsoken is situated on the outskirts of Wisbech to the northeast of the town. There is little, if any, visible separation between Wisbech and Walsoken. The population of Walsoken is approximately 1,560 (2016 estimate).

10.3.7 In terms of flood risk only a small part of the built area of the village is constrained with this being at medium risk of flooding (Flood Zone 2);

10.3.8 The settlement hierarchy identifies Walsoken as a 'Settlement Adjacent to a Main Town', because although it has a range of services within the village itself, its proximity to Wisbech means that the settlement benefits from the range of services, facilities and employment opportunities in the town.

10.3.9 A development boundary has been defined for Walsoken as shown on the Wisbech Fringe (including Walsoken Map (Policy LP04 applies to this area).

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10.3.1 F3.1 Wisbech Fringe - Land east of Wisbech (west of Burrettgate Road) Policy

Site Allocation

Policy F3.1 Wisbech Fringe - Land east of Wisbech (west of Burrettgate Road)

Land to the east of Wisbech (approximately 25.3 hectares), as shown on the Policies Map, is allocated for 550 dwellings

Development will be subject to:

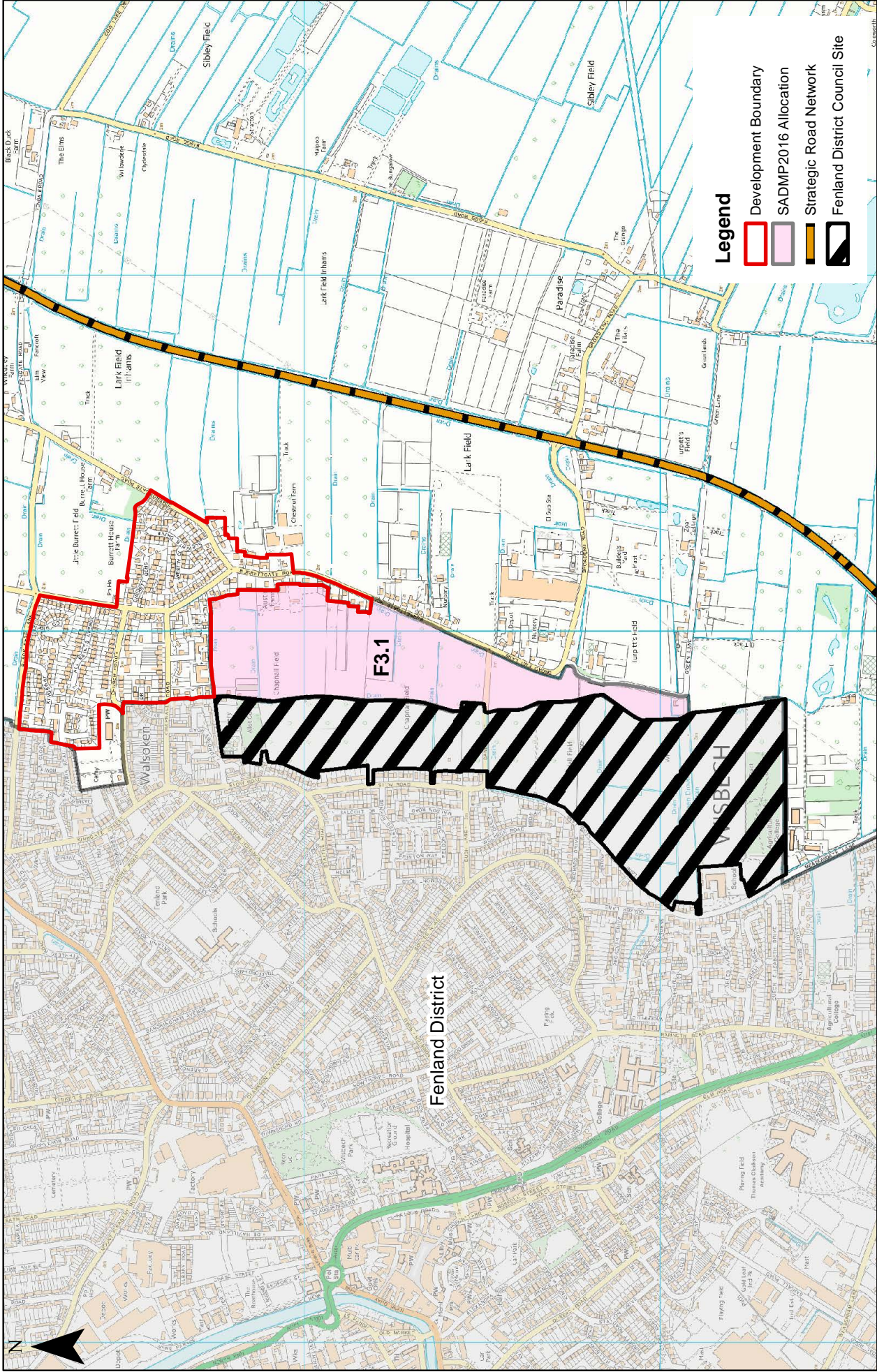
1. Prior to the submission of a detailed planning application, the applicant should provide:
 - a. an ecological study that establishes either there would be no negative impact on flora and fauna; or if any negative impacts are identified, establishes that these could be suitably mitigated.
 - b. an archaeological assessment;
 - c. a landscape assessment to determine whether or not existing areas of mature orchards, could be retained and enhanced to serve as multi-functional public open space areas with amenity and biodiversity value;
 - d. submission of a site-specific Flood Risk Assessment, and accompanying topographical information, to be prepared in order to ensure that development is designed appropriately and built in those areas of the site least at risk of flooding.
 - e. a drainage strategy for the whole site;
 - f. a Broad Concept Plan (BCP) for the wider development area (including the adjacent Fenland allocations) showing how the various considerations and requirements (including those below) can be integrated and delivered. This has been agreed jointly by both Fenland District Council and the Borough Council. In bringing the site forward through planning applications there will need to be significant and early on-going co-operation between the two councils.
2. An application should show how it incorporates the provisions of the BCP into the application including the provision of:

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- a. the proposed access(es) to serve the development ensuring that there is no unacceptably net adverse impact on the local and strategic highway network and on existing residential amenity. Access towards the A47 will be via a new/upgraded junction, with the arrangements for delivering such upgrade being agreed as part of the comprehensive delivery scheme for the allocation. This must include a new A47/Broadend Road Roundabout, as required by the Wisbech Access Study:
- b. local highway improvements to fully integrate the development into the surrounding network;
- c. improved bus links to Wisbech town centre and associated infrastructure;
- d. pedestrian and cycle ways within and beyond the site, including links to Wisbech town centre;
- e. additional primary and secondary school places, including a new primary school on part of the jointly allocated area;
- f. strategic infrastructure for the wider area proportionate to the size of the development (CIL is not required for developments within the BCKLWN BCP area but S.106 is to be the main vehicle for providing the necessary infrastructure for the site);
- g. the provision of a site for a new local centre/community focus to serve the wider allocation, at the location determined in the BCP.
- h. protection and enhancement of public rights of way within the site;
- i. the preservation of the adjacent Grade II listed building and its setting (Austin House, 4 Burrett Gate Road, Walsoken) to the NE of the site;
- j. the provision of multi-functional open space throughout the site with open space standards jointly agreed with Fenland through the BCP process. Planning applications will need to be mindful of the wider open space requirements (including for SuDS) for the whole area as set out in the approved BCP (or any successor);
- k. sustainable drainage systems to address surface-water run-off, flood risk, biodiversity and the avoidance of groundwater pollution and a drainage strategy for the site;

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- l. provision of affordable housing in line with the agreement between KLWN and FDC (23%);
- m. the provision of a site (either within KLWN or FDC allocations) for a new local centre/ community focus to serve the wider allocation, at a location to be determined in the masterplan.



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The East Wisbech Broad Concept Plan (BCP) (2018)

10.3.1.1 Fenland District Council and the Borough Council, alongside landowners and other stakeholders, prepared a Broad Concept Plan (BCP) as required by the policy. This is a high level development masterplan for the area. The BCP provides a template to help shape the East Wisbech development. This will deliver around 1,500 new homes, a new primary school and local centre, and associated infrastructure. The BCP was approved by the two councils in May 2018.

10.3.1.2 The development is expected to be completed within the next 15 years. It is completely separate from the Wisbech Garden Town proposal, which is a much longer-term proposal. A planning application covering the majority of the BCP area is being prepared. The main features of the BCP include:

Transport

- The Highways Authorities in Cambridgeshire and Norfolk together with Highways England consider that adequate arrangements for the scale of traffic likely to be generated can be designed.
- Improvements to the Broadend Road junction with the A47.

Design

- A landscape, ecology and arboricultural evidence report was prepared in support of the BCP accompanied by a Preliminary Ecological Appraisal (PEA) and an arboricultural survey.
- Careful consideration of the historic landscape using local factors to influence new designs.
- Incorporation of Sustainable Drainage Systems, reflecting the existing drainage patterns. A Surface Water Drainage Options Report accompanied the BCP.

Infrastructure

- Further development will need to fund improvements to existing infrastructure, particularly expansion to existing/provision of new schools.
- Green Infrastructure – there is capacity to create new publicly accessible green space with reference to existing local features.

Community facilities

- Integrating the new community with the existing community will be required, but there are existing structures in Wisbech to build on and enhance.

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- Health – expansion of facilities is required especially when the total scale of development in Wisbech is taken into account.
- In considering the total allocation (for 1,450 dwellings) there is a need for a community focus /neighbourhood centre. A suitable site was identified in the BCP to meet this need.

Affordable Housing

- Provision of new housing will increase the local housing stock which should improve local choice and affordability (in addition to the provision of some affordable housing).

Flood Risk Mitigation

- Avoiding development on the small portion of the site which falls in flood zone 2 and a smaller portion in flood zone 3.

Other Strategic Considerations

Cambridgeshire and Peterborough Strategic Spatial Framework Phase 2

10.3.1.3 The Cambridgeshire and Peterborough Strategic Spatial Framework brings together the growth ambitions of the area. The Framework will support the early delivery of developments set out in existing Local Plans whilst also defining the Cambridgeshire and Peterborough Combined Authority's (CPCA) ambitions, particularly in relation to jobs and housing growth, infrastructure needs and inclusive growth. The Framework will provide significant additionality to the existing local planning framework and will support the case to Government for further reforms and freedoms / flexibilities to support growth to 2050.

10.3.1.4 The Phase 1 Report was approved by the CPCA's Board in March 2018. It set out:

- How the CPCA will support the implementation of development strategies and growth in Local Plans to 2036, so that jobs and homes ambitions are met. It also identified 13 strategic objectives where the Combined Authority can add value to the delivery of that growth, including tackling disadvantage, housing affordability and the disparities of our local economies.
- The opportunities for longer-term strategic planning between the CPCA and Planning Authorities from 2036 to 2050 including through ongoing stakeholder engagement.
- The intention for Cambridgeshire and Peterborough's authorities and other public and private sector partners to continue to work together collaboratively and strategically to achieve growth – in line with the direction set out in Government's current planning reforms.

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10.3.1.5 Planning horizon - Phase 2 of the Strategic Spatial Framework will consider growth ambitions and infrastructure needs beyond that currently addressed in Local Plans extending to 2050. Future growth ambitions will be presented in time blocks (e.g. 2025, 2030...to 2050), to take into account existing Local Plans and the practicalities of reviewing policies. The Phase 2 report is due to be considered by the CPCA Board in January 2019.

10.3.1.6 The CPCA recently commissioned and published the Cambridge and Peterborough Independent Economic Review (CPIER) an economic study which sets the scene for the wider context, and aspirations in the area.

Wisbech Garden Town

10.3.1.7 Proposals for a Garden Town for Wisbech, going beyond the existing allocated areas around the town, were submitted to Government in November 2018. The proposal is for between 10-12,000 additional homes delivered over a 25 year period from 2020 (beyond the 3,550 homes already allocated in the Fenland and King's Lynn and West Norfolk Local Plans) effectively doubling the size of the town. The CPCA has committed £6.5million to assess the feasibility for such a proposal.

10.3.1.8 Potentially some of these additional homes could be located within West Norfolk.

Wisbech 2020 Vision

10.3.1.9 The Wisbech 2020 Vision is a joint initiative led by the Leaders of Fenland District Council, Cambridgeshire County Council and the local MP. This evolving vision aims to bring together all stakeholders with a passion for Wisbech to define a long term vision for the town and help, through partnership working and public participation, to get us there. The vision includes key social, environmental and economic projects to further enhance Wisbech as a great place to live, work and visit.

10.3.1.10 All partners have a long term ambition for the future of the Wisbech 2020 Vision with the support of the local community, local Members, stakeholders and private sector partners such as key sponsors, Anglian Water, Wisbech.

10.3.1.11 Following the 3rd Wisbech 2020 Vision Summit (March 2015), partners agreed to focus on delivering four strategic priorities for the town up to the year 2020:

- **INFRASTRUCTURE & GROWTH** – lobbying for and delivering key transport improvements as well as bringing forward key growth sites such as the Enterprise Park and Nene Waterfront
- **TOWN CENTRE** – improving the High Street for residents and businesses through improving derelict buildings and environmental enhancements

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- **SKILLS & EDUCATION** – providing access to learning and job opportunities for all, supporting business to grow
- **HEALTH & WELLBEING** – helping residents to lead healthy lifestyles, access health services in the community and supporting residents to help each other

10.3.1.12 Projects in these areas will help to build stronger, healthier communities that are well equipped to meet the future needs of a town with increased economic stability and a demand for an expanding skills base.

Strategic Transport

10.3.1.13 In June 2017 the CPCA commissioned a study into dualling options for the A47 between Peterborough and West Walton. The study area covers the A47 corridor between the A16 Junction at Peterborough and Walton Highway in Norfolk. It is a wide-ranging study that provides clarity on the quantitative and qualitative evidence of wider economic and social benefits that improvements to the A47 will bring based on the current growth assumptions set out in local plans. Deliverables for the study include:

- A Strategic Outline Business Case (SOBC) for dualling of the A47, and
- An Options Appraisal Report (OAR) that identifies which interventions provide the best business case for a dualled A47 which was reported back to the Board in October 2018.

10.3.1.14 The study recommends that three options be taken forward for inclusion in the Highways England Roads Investment Strategy (RIS) 2 period for design, development and consultation, with construction commencing early in RIS 3 (2025). Two involve dualling the existing Wisbech bypass; the other would take a new route to the north of the town.

Wisbech Access Study

10.3.1.15 The Wisbech Access Strategy was developed jointly by Cambridgeshire County Council, Fenland District Council and Wisbech Town Council, with input from the Borough Council and Norfolk County Council given the cross county issues.

10.3.1.16 The Wisbech Access Strategy is a package of individual transport schemes that aim to improve the transport network in Wisbech. They have been tested to make sure that they are the best solutions to address the current problems on the transport network. They will also support future housing and job growth as set out in the Fenland Local Plan.

10.3.1.17 The strategy is made up of a short, medium and long term approaches. The short term package, for construction by Spring 2021, with £10.5 million of funding from Growth Deal Funding from the Cambridgeshire and Peterborough Combined Authority Business Board, comprises schemes at New Bridge Lane/Cromwell Road Signals; the Southern Access Road Phased Approach; a new A47 South Junction; an Elm High Road/Weasenham Lane Roundabout; modifications to the A47/Elm High Road Roundabout; and a new A47/Broadend Road Roundabout.

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Reopening of the March - Wisbech Railway Line

10.3.1.18 The Cambridgeshire and Peterborough Combined Authority is committed to the development of the Wisbech Garden Town and it has been long recognised that a vital enabler of this is the provision of a rail link initially to March and then on to Cambridge and Peterborough.

10.3.1.19 It is also recognised that a town the size of Wisbech should have rail connection to the mainline to enable regular and efficient public transport provision to the wider region economic centre and beyond to the rest of the country via the mainline rail links.

10.3.1.20 The Cambridgeshire and Peterborough Combined Authority is funding and sponsoring a study into the March – Wisbech Transport Corridor. This is a major new study to develop a business case and single option design for reinstating rail services between March and Wisbech which should consider onward connections and connectivity to Cambridge and Peterborough.

10.3.1.21 The study will also consider lower cost, non-heavy rail alternatives. There is also a requirement for this piece of work to investigate delivery and funding options for both the capital construction and operation of the scheme.