

Broads Local Plan January Bite Size Pieces
Report by Planning Policy Officer

Summary: This report introduces the following topic for the Publication version of the Local Plan: Land at Potter Heigham Bridge.

Recommendation: That Members' views are requested.

1 Introduction

- 1.1 This report introduces the following topic for the Publication version of the Local Plan: Land at Potter Heigham Bridge.
- 1.2 Members' views are requested to inform the draft policy approach in the Publication version of the Local plan.
- 1.3 It is important to note that this is not necessarily the final text or approach, but is part of the development of the final text. There could be other considerations that come to light between now and the final version being presented to Planning Committee in April 2017.

2 Potter Heigham Bridge Area: Policy PUBPOT1

- 2.1 The area around Potter Heigham Bridge, as identified on the Adopted Policies Map will be further developed and enhanced as a location for river related leisure and tourism. Further details are included in Appendix A.

3 Financial Implications

- 3.1 Generally officer time in producing these policies and any associated guidance as well as in using the policies to determining planning applications.

Background papers: None

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Appendices APPENDIX A – Policy PUBPOT 1: Bridge Area

Policy PUBPOT 1: Bridge Area

Inset Maps 12e & 12f

The area around Potter Heigham Bridge, as identified on the Adopted Policies Map, will be further developed and enhanced as a location for river related leisure and tourism.

Within this area identified on the Adopted Policies Map

- i) Public realm and landscaping improvements are welcomed;
- ii) new residential development will not be permitted; and
- iii) the amenity of existing residential occupiers will be protected.

New development should not impact negatively on the Potter Heigham bridge or its setting as ~~it is~~ a Scheduled Monument and Grade II* listed building.

Proposals will also be designed to avoid contributions to light pollution as well as address existing sources of light pollution.

In addition the relevant policies of the Development Management Policies DPD Local Plan will apply with the following provisos:

At the Staithe

- a) Particular care will be taken to achieve improvements to the appearance and public realm of the area;
- b) Development which provides facilities supporting recreation and tourism will be ~~encouraged~~supported; and
- c) Care will be taken to generally limit loss of existing car parking provision, and to ensure adequate car and cycle parking is provided to serve new facilities.

At the former Bridge Hotel site

- d) Particular care will be taken to achieve improvements to the appearance and public realm of the area;
- e) Development which provides facilities supporting recreation and tourism will be ~~encouraged~~supported; and
- f) New holiday accommodation will only be permitted as part of a ~~wider scheme which provides for such recreation and tourism facilities~~comprehensive scheme for the site which includes other appropriate recreation and tourism related provisions.

At ~~Latham~~the large retail outlet

- g) The retail use of this site will be protected;
- h) Appropriate and well-designed improvements or changes to the site will be supported;
- i) Care will be taken to avoid loss of existing levels of car parking provision, and to ensure adequate car and cycle parking is provided to serve these facilities.

CONSTRAINTS & FEATURES

- Potter Heigham Bridge is a scheduled ancient monument and Listed Grade II* building.

- Area close to SAC, SPA, SSSI.
- Flood risk (zones 2 & 3 by EA 2012 mapping; zones 1, 2 & 3 by SFRA 2007 mapping).
- Potential archaeological interest.

Reasoned Justification

The area around Potter Heigham Bridge is one of the most popular areas for visitors in the Broads. A range of attractions, including boatyard, cafe, public house, restaurant, shops, moorings and slipway, combined with direct access to and views of the River Thurne, contribute to the appeal.

Car parking in the area is privately controlled. With the ~~and, with~~ the number of visitors, boat hirers, workers and chalet occupiers wishing to park in the area, there is potential for the parking provision to comes under significant pressure, particularly at peak times. Provision of further car parking is problematic given the sensitivity of the area. It is therefore important to ensure none of the existing capacity is lost. The policy also seeks the provision of improved cycle parking of a useful design in accessible locations to aid visitors by means other than motor cars.

While environmental improvements and some upgrading of premises have occurred in recent years, there remains scope for further improvements and development. In particular the site of the former Bridge Hotel, at the southern end of the bridge, would benefit from a more attractive and permanent redevelopment.

Parts of the area are at risk of flooding. The relevant Development Management Local Plan and National Planning Policy Framework Policies will apply, and a site flood risk assessment may be required to establish the degree of risk.

The large retail outlet is an important visitor attraction in the area, drawing visitors from around the county and beyond. The policy seeks to protect this land use and allow appropriate and well-designed improvements or changes to the business.

Bridge Green is designated as Local Green Space. See policy xxx.

The Policy provides encouragement and guidance for further improvements and facilities for the area.

Proposals will need to meet the requirements of policy PODM22 as the Potter Heigham Bridge area generally has good dark skies and is near to the area of darkest skies in the Broads.

Alternative Options and Sustainability Appraisal Summary

- Preferred Option.
- No policy

Evidence used to inform this section

Monitoring Indicators

Broads Local Plan - April 2017

Potter Heigham Bridge

Scale 1:4,000

