

**Consultation Documents Update and Proposed Responses
Great Yarmouth Town Centre Master Plan**

Report by Planning Policy Officer

Summary:	This report informs the Committee of the Officers' proposed response to planning policy consultations recently received, and invites any comments or guidance the Committee may have.
Recommendation:	That the report be noted and the nature of proposed response be endorsed.

1 Introduction

- 1.1 Appendix 1 shows selected planning policy consultation documents received by the Authority since the last Planning Committee meeting, together with the officer's proposed response.
- 1.2 The Committee's endorsement, comments or guidance are invited.

2 Financial Implications

- 2.1 There are no financial implications.

Background papers: None

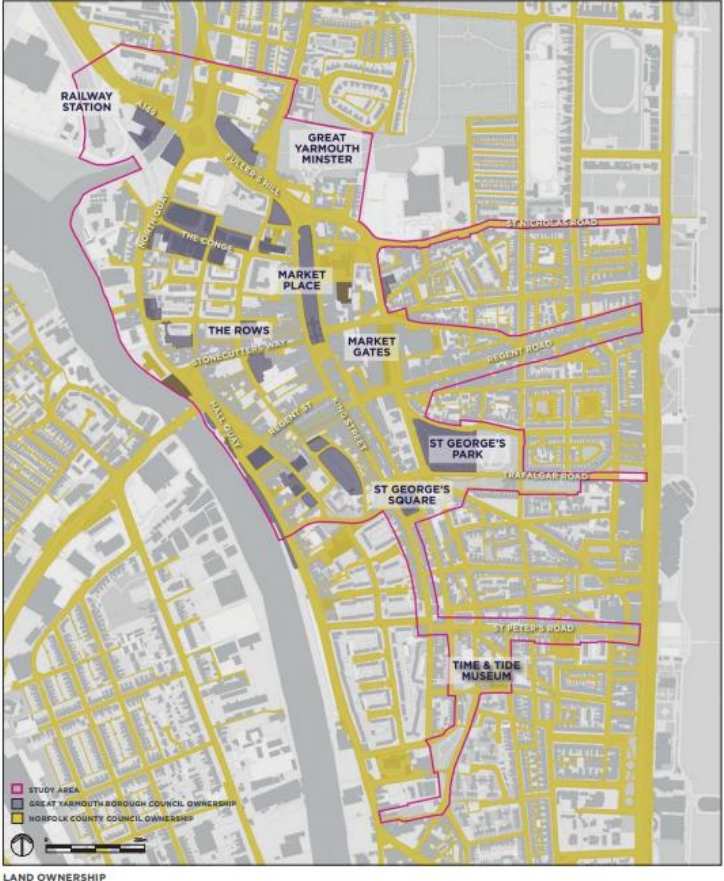
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Date of report: 19 January 2017

Appendices: APPENDIX 1 – Schedule of Planning Policy Consultations received

APPENDIX 1

Planning Policy Consultations Received

ORGANISATION:	Great Yarmouth Borough Council
DOCUMENT:	Great Yarmouth Town Centre Masterplan
LINK	https://www.great-yarmouth.gov.uk/article/3224/Forthcoming-consultation---Draft-Town-Centre-Masterplan
RECEIVED:	December 2016.
DUE DATE:	30 January 2017. We have an extension to cover this Planning Committee.
STATUS:	Consultation
PROPOSED LEVEL:	Planning Committee Endorsed
NOTES:	<p>The draft Town Centre Masterplan is a clear, coherent and compelling vision to transform Great Yarmouth's central area and make it more attractive for residents, visitors and investors.</p> <p>The masterplan has been developed in draft using valuable feedback from an initial public consultation last year and from key individuals and organisations, including retailers, market traders, developers, councillors and urban design specialists.</p> <p>Our vision for the town centre is that, by 2025, new investment and employment in the town centre is generating renewed pride in Great Yarmouth and building confidence for the future.</p> <p>Six main projects:</p> <ul style="list-style-type: none"> • Strengthening the Heart of the Town Centre • Improving the market and Market Place • Transforming the Conge • Creating a sense of arrival at the train station • Unlocking the potential of Hall Plain • Linking it all together

	
<p>PROPOSED RESPONSE:</p>	<p>Whilst perhaps a presentation issue, there are lots of maps or illustrations within the document with little or no context so it is hard to understand where they are or what is being referred to. Street names or landmarks are not annotated on most of the plans. For example, it is not clear what the illustration on page 22 is showing and the same with page 24, 26 38. This is quite confusing. That being said, the illustration on page 36 is useful – is there scope for more of those to make things clearer.</p> <p>Many images later on in the document seem to show what things could be like. Is there scope to show what things are like now and have a map to show where the change is proposed? For example, page 45 for the station, could show what it is like now and what it could be like.</p> <p>I see there is broad phasing, but it is not clear who is going to do what, by when and how? Is there an action plan that supports this masterplan for example? How will the community and wider stakeholders be involved in working up the specifics of the scheme?</p> <p>Some specific comments:</p> <p>Page 9, movement and transport. Is there scope to include use of the water as well?</p> <p>Page 11, rationale for investing in the town centre. The town centre is sandwiched between a national park equivalent (the Broads) and the sea which are both major attractions.</p> <p>Page 13, strategic location and good access. The Broads is a navigable waterway and</p>

	<p>brings people to the area so is there scope to reflect the use of water in a better way?</p> <p>Page 31, paving. You may wish to consider the following issues when it comes to surface treatments. People dropping greasy food on the ground and roadworks/utility works whereby paving is replaced by tarmac. So the initial effect of a particular surface may not last long.</p> <p>Page 45, train station. Is the station itself part of any improvements? Or is it deemed a good arrival point?</p> <p>Page 47, wayfinding. What are the main destinations which will be signed?</p>
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