

CS03 King's Lynn area

In support of the overall development strategy King's Lynn will continue to meet its obligations as a Growth Point and Key Centre for Development and Change and develop as a Sub-Regional Centre.

The strategy for growth is to:

- Provide at least 7,510 new dwellings within and around King's Lynn including:
 - West Lynn,
 - South Wootton,
 - North Wootton, and
 - West Winch.
- At least 1,000 of these dwellings will be provided as part of the regeneration of the central part of the town and the remaining number will be allocated within urban expansion areas to the north and south east of the town.
- The area south east of the town adjoining West Winch will contribute significantly both to current needs and also establishes a direction of future growth to meet anticipated need beyond the current plan period.
- Provide at least 3,000 new jobs in existing and new employment areas to the east and south of the town at Hardwick Estate Extension, Saddlebow Road, as part of a balanced mix of uses within areas of renewal and replacement.
- Provide at least 20,000m² of retail floor space as an extension to the existing town centre west of Railway Road.
- Continue protecting and enhancing the historic environment of King's Lynn in order to promote the town for its unique heritage and cultural offer.

To achieve these outcomes precedence will be given to the Urban Renaissance Strategy set out for:

- The Nar-Ouse Regeneration Area;
- The Waterfront Regeneration Area, which will combine to provide a balanced mix of housing; employment sites; educational facilities and local services; and the
- Town Centre Extension Development Framework which will promote the town's role as a sub-regional attraction with an expanded retail offer and improved accessibility to cultural, tourism and leisure uses.

Within the historic and commercial cores of the town, new development will be required to demonstrate a high quality of design which, without stifling innovation, respects and enhances the wider historic surroundings and reinforces a positive visitor experience to the town and consequently supports the local tourism, leisure and culture economies.

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Within the historic and commercial cores of the town, new development will be required to demonstrate a high quality of design which, without stifling innovation, respects and enhances the wider historic surroundings and reinforces a positive visitor experience to the town and consequently supports the local tourism, leisure and culture economies.

The expansion areas, and sites of significant redevelopment, are indicated within the Key Diagram and will be defined within the Site Allocations and Policies Development Plan Document.

Elsewhere throughout the urban area, schemes of renewal or replacement that positively contribute to the regeneration of the town will be encouraged where there is no detrimental impact upon:

- flood-protection strategies set out in CS01 and CS08;

- the transportation network, including the operation of the port as a strategic transport facility;
- local services and facilities;
- significant trees, wildlife or historic assets;
- enjoyment of the public realm;
- crime prevention.

In support of these policies the Council will continue to monitor and seek to influence improvements in the efficiency of the public transport network within the town, its links to main towns and villages within the borough, and major destinations beyond the borough. Improvements may require change to operational aspects of the services or appropriate improvements to the highways infrastructure including traffic management and car-parking strategies. The King's Lynn Area Transportation Strategy will address detailed proposals.

Open space and recreational facilities will be provided within and around the town to serve the needs of the existing residents and to meet the needs of the growing population.

The Council will seek to enhance green infrastructure in the town in accordance with the Green Infrastructure Strategy. In particular enhancing the area around the Gaywood Valley to the east of the town and Nar Ouse Riverside Park to the west.

Alternative links within the town for walking and cycling will be maintained and extended to meet the future needs of the residents notably within the areas of regeneration and expansion.

The Council will work with its strategic partners to:

- ensure the continued presence of a general hospital at King's Lynn to serve the needs of its growing population, the broader population of West Norfolk and the relevant catchment areas from Breckland, Cambridgeshire and Lincolnshire;
- develop a major new educational enterprise campus by relocating all, or parts, of the College of West Anglia, and attracting both the Anglia Ruskin University and relocating the Academy School to develop King's Lynn as an educational and enterprise centre.

Policy CS03 contributes to Core Strategy objectives 1-15 Economy, Society and Environment and 16-20 King's Lynn.

Items to consider-

- Heritage aspects in redevelopments in town area
- Further edge expansion areas?
- Landmark sites
- Further enhancement of green infrastructure
- Transport issues

CS04 Downham Market

The role of Downham Market will continue as a main town providing and supporting employment and essential services for the southern part of the borough. In supporting the function of the town, provision will be made for:

- At least 15 ha in existing employment areas; combined support for an employment area alongside 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;
- At least 2,710 new homes including at least 390 new houses on greenfield site(s) adjoining the eastern half of the town.

The broad location for expansion and sites of significant redevelopment are indicated within the Key Diagram and will be defined within the Site Allocations and Policies Development Plan Document.

The provision of new housing will be carefully balanced with the need to provide additional services and local facilities both to meet the needs of the future population and also to redress present inadequacies within the existing level of services within the town.

Focus in the town centre will be on:

- Maintaining and enhancing a strong local convenience and service offer;
- Accommodating a balanced diversity of uses to strengthen the evening economy;
- Improving the local arts and culture offer;
- Promoting the town's role as a wider visitor centre.

Seek to respect and enhance the built, historic and natural environment in the town. Maintain the landscape and the quality of open space in Downham Market.

In addition opportunities will be investigated to develop a leisure and tourism attraction within the proposed employment site adjacent the Relief Channel.

Pedestrian and cycling links will be improved throughout the urban area to enhance accessibility to the town centre, the railway station and employment areas.

In addition to an over-arching approach to seek improvements to the King's Lynn / Cambridge / London rail-link and the A10, public transport links to King's Lynn, Ely and Cambridge and the surrounding villages will be improved.

Seek to enhance green infrastructure in the town in accordance with the Green Infrastructure Strategy. In particular enhancing the Wissey Valley Landscape Project, Cock Drove and Kingston Plantation.

Policy CS04 contributes to Core Strategy objectives 1-15 Economy, Society and Environment and 21, 22 Downham Market.

Items to consider-

- Housing and facilities balance
- Mention of location on a 'strategic corridor' south of King's Lynn
- Retain countryside setting

CS05 Hunstanton

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 Town Centre and Southern Seafront Masterplan.

The strategy for the town is to:

- retain and strengthen the role of Hunstanton as a main town in the borough, a service centre supporting retail, culture and social infrastructure;
 - 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;
 - promote opportunities for residential development within the town centre, particularly for affordable housing;
 - allocating at least 220 new dwellings to the east and / or south of the town.
- 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, while acknowledging and being sympathetic to the valuable natural assets of the town and surrounding area;
- develop a transport and movement strategy for the town, to expand upon the information in the Town Centre and Southern Seafront Masterplan. This should include:
 - a parking strategy. The provision of adequate levels of parking in the town as a whole is key, particularly during the summer months. For the town centre area particularly, there is a demand for parking at all times of the year, stemming from retail uses;
 - 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;
 - improvements to routes, signage and facilities for walking and cycling.
- build upon the relationship between Hunstanton and King's Lynn so the town is able to benefit from growth proposals for King's Lynn;
- enhance the local character of the town, promoting high quality design of the local environment and the public realm. In particular to:
 - respect the heritage of Hunstanton while promoting the vibrancy of the town centre and The Green. New development should meet modern requirements while respecting the historic environment in the conservation area.

- promote a new style of design for the Southern Seafront area, creating a new identity that reflects modern and high quality architecture rather than replicating the past. The public realm should be enhanced with a consistent approach to design and layout helping to forge the new character of this area.
- seek to enhance green infrastructure in the town in accordance with the Green Infrastructure Strategy and Delivery Plan in particular enhancing:
 - the green assets in the town particularly Oasis Way; and
 - links to Heacham and Hunstanton Park.

Policy CS05 contributes to Core Strategy objectives 1-15 Economy, Society and Environment and 23-27 Hunstanton.

Items to consider-

- More reference to heritage issues / opportunities
- Balancing the social structure
- Emphasis the visitor contribution to the economy
- Role as a key settlement in the north of the Borough

CS06 Development in Rural Areas

The strategy for rural areas is to:

- promote sustainable communities and sustainable patterns of development to ensure strong, diverse, economic activity;
- maintain local character and a high quality environment;
- focus most new development in key rural service centres selected from the Settlement Hierarchy Policy CS02;
- ensure employment, housing (including affordable housing), services and other facilities are provided in close proximity.

Provision will be made for a total of at least **2,880** new homes within or adjacent to selected Key Rural Service Centres.

In the Rural Villages, Smaller Villages and Hamlets, more modest levels of development, as detailed in Policy CS09, will be permitted to meet local needs and maintain the vitality of these communities where this can be achieved in a sustainable manner, particularly with regard to accessibility to housing, employment, services and markets, and without detriment to the character of the surrounding area or landscape. Sites may be allocated for affordable housing or exception housing in accordance with criteria to support the housing strategy.

Within all centres and villages, priority will be given to retaining local business sites unless it can be clearly demonstrated that continued use for employment (including tourism or leisure) of the site is economically unviable, or cannot overcome an overriding environmental objection, or a mixed use can continue to provide local employment opportunities and also meet other local needs.

Beyond the villages and in the countryside, the strategy will be to protect the countryside for its intrinsic character and beauty, the diversity of its landscapes, heritage and wildlife, and its natural resources to be enjoyed by all. The development of greenfield sites will be resisted unless essential for agricultural or forestry needs.

The strategy will be supportive of farm diversification schemes and conversion of existing buildings for business purposes in accordance with Policy CS10 providing any proposal:

- meets sustainable development objectives and helps to sustain the agricultural enterprise;
- is consistent in its scale with its rural location;
- is beneficial to local economic and social needs;
- does not adversely affect the building and the surrounding area or detract from residential amenity.

Conversion to residential use will only be considered where:

- the existing building makes a positive contribution to the landscape;

- a non-residential use is proven to be unviable;
- the accommodation to be provided is commensurate to the site's relationship to the settlement pattern; and
- the building is easily accessible to existing housing, employment and services.

In terms of transport there will be a focus on improving accessibility between towns and villages so helping to reduce social exclusion, isolation and rural deprivation as set out in Policy CS11.

Policy CS06 contributes to Core Strategy Objectives 6, 7, 9 Society, 14, 15 Environment, 28, 29, 30, 31 Rural Areas 34 Coast.

Items to consider-

- Role of Neighbourhood Plans
- Less restrictive locational policies?
- Advantage to having different mix of housing types town / rural?

CS07 Development in Coastal Areas

The Council will seek to balance the sensitive nature of the coastal area of West Norfolk with the national and international designations including the Area of Outstanding Natural Beauty for wildlife, landscape and heritage with the need for economic and social development of the area and the effects of climate change.

In this context the Council will:

- protect and enhance the historic environment qualities of the coast including designated and undesignated archaeological assets;
- support and develop services which attract visitors throughout the year and provide for the local community to increase economic sustainability for businesses and services;
- promote visitor access in coastal areas of the borough, whilst considering any necessary measures to meet the requirements of the Habitats Regulations and protect the integrity of the coastal European sites, working with partners and neighbouring authorities as appropriate;
- work with partners including the Environment Agency and local communities to limit any detrimental impacts of coastal change and take account and implement the policies of the Shoreline Management Plans;
- resist new and replacement dwellings and the extensive alteration of dwellings and relaxation of occupancy limitations unless the outcome of the Shoreline Management Plans acknowledge the absence of risk or promotes the retention and/or improvement of local sea defences;
- ensure that any development on the coast is sustainable and able to withstand the effects of climate change;
- ensure that any new development enhances the distinctive local character of coastal areas as well as helps to support and enhance services and facilities for local people and visitors alike;
- work in partnership with organisations such as Natural England and the Norfolk Coast Partnership and other conservation bodies to ensure that protected species and habitats on the coast are adequately protected;
- where appropriate, ensure mitigation or compensation measures are put in place where management strategies change or coastal habitats and the species using them may change in light of changes in climate;
- support the recommendations of the AONB Management Plan and continue to play a role as a key partner in the Norfolk Coast Partnership;

- use the Green Infrastructure Strategy and the West Norfolk Econet Map to identify possible areas for biodiversity enhancement on the coast (Wash and North Coast) and deliver this through decisions on planning application and partnership working.

Policy CS07 contributes to Core Strategy Objectives 2, 5, Economy 7, 8, 9 Society, 11, 12, 13, 14, 15 Environment, 32, 33, 34 Coast.

Items to consider-

- **Emphasis role of AONB Norfolk Coast Project**

CS08 Sustainable Development

All new development in the borough should be of high quality design. New development will be required to demonstrate its ability to:

- protect and enhance the historic environment;
- enrich the attraction of the borough as an exceptional place to live, work and visit;
- respond to the context and character of places in West Norfolk by ensuring that the scale, density, layout and access will enhance the quality of the environment;
- optimise site potential, making the best use of land including the use of brownfield land;
- enhance community wellbeing by being accessible, inclusive, locally distinctive, safe and by promoting healthy lifestyles (see Policy CS14 Community & culture);
- achieve high standards of sustainable design.

To promote and encourage opportunities to achieve high standards of sustainability and energy efficiency, measures should include:

- construction techniques, layout, orientation, internal design and appropriate insulation maximised to improve efficiency;
- innovative use of re-used or recycled materials of local and traditional materials to decrease waste and maintain local character;
- reduction of on site emissions by generation of cleaner energy;
- provision of green space to safeguard wildlife, provide recreation opportunities and improve the quality of life for people living in the area;
- good access links for walking and cycling;
- integration of water saving devices and Sustainable Drainage Systems;
- designs that exceed the present standards set by Building Regulations and achieve higher levels of the Code for Sustainable Homes will be encouraged;
- at the design stage, attention should be had to the CABI 'Building for Life' national standard for well-designed homes and neighbourhoods and all new schemes should be assessed against the Building for Life Criteria, or successor documents as appropriate;
- new development of more than 10 dwellings (new build or conversions) or 1000m² of non residential floor space should reduce their predicted CO₂ emissions by at least 10% (by using decentralised and renewable and low carbon sources) as compared to the Standard Assessment Methodology Standard Assessment Procedure for Energy Rating of Dwellings. For developments over 100 dwellings a 20% reduction of CO₂ emissions will be encouraged.

The Council will take account of the impact of achieving these targets on the viability of a scheme and where appropriate agree a lower or nil target provided:

- the development of the site is in the wider public interest; and
- the developer is prepared to share information on development costs and margins with the Council prior to consent being granted.

Density of development

In seeking to make the most efficient use of land, the Council will scrutinise Design and Access Statements to confirm that the proposal optimises the density of development in the light of local factors such as: the setting of the development; the form and character of existing development; and the requirement for any on site infrastructure including amenity space.

Flood Risk and Climate Change

The Council's Strategic Flood Risk Assessment outlines potential flood risk throughout the borough. In order to ensure future growth within the borough is sustainable:

- the findings of the Strategic Flood Risk Assessment will be used to guide planned growth and future developments away from areas of high flood risk;
- the Council will work in conjunction with the Environment Agency and ensure that decisions take into account coastal flooding and climate change adaptation issues.

The emerging Shoreline Management Plans will also serve to highlight the future needs and changes that may affect coastal communities arising from changes in climate. The adopted Shoreline Management Plans will be material considerations in planning applications.

Policy CS01 acknowledges that some development may be required in flood risk areas to meet regeneration objectives and maintain the sustainability of local communities. Development proposals in high flood risk areas will need to demonstrate that:

- the type of development is appropriate to the level of flood risk identified in the Strategic Flood Risk Assessment, or;
- if the development vulnerability type is not compatible with the flood zone as set out in PPS25, proposals will need to demonstrate that the development contributes to the regeneration objectives of King's Lynn or the wider sustainability needs of rural communities;
- the development is on previously developed land, or, where proposals are for development of greenfield sites, the development must demonstrate a contribution to the regeneration objectives of Kings Lynn or the wider sustainability needs of rural communities;
- flood risk is fully mitigated through appropriate design and engineering solutions.

Renewable Energy

The Council and its partners will support and encourage the generation of energy from renewable sources. These will be permitted unless there are unacceptable locational or other impacts that could not be outweighed by wider environmental, social, economic and other benefits.

Renewable projects should be assessed accordingly (where necessary by project level Habitat Regulation Assessment) to ensure minimal ecological impact, and should undergo a detailed cumulative impact assessment.

Policy CS08 contributes to Core Strategy Objectives 5, Economy, 11, 12, 13, 15, Environment, 18, King's Lynn, 32, Coast.

Items to consider-

- Simplify
- Take out climate change / 'standards' approach, reflect National Planning Guidance

CS09 Housing Distribution

The plan will identify sufficient land for a minimum of 16,500 new dwellings across the Borough over the period 2001 to 2026, (12,000 to 2021 and an additional 3,000 to maintain a 15 year supply from adoption date of the Core Strategy, anticipated 2011. The total also allows 10% for flexibility and non-completion of commitments etc.) This will be distributed broadly as follows:

King's Lynn – Provision for at least 7,510 dwellings in total (with allocations for at least 5,070 new homes) will be made in King's Lynn through development at strategic locations identified on the proposals map and through other smaller sites, both will be allocated through the Site Allocation DPD. Encouragement will be given to brownfield sites which come forward in contributing to the overall total to support the regeneration emphasis in King's Lynn. An allocation of at least 1,600 new homes south east of the town will contribute both to current needs and also establish a direction of future growth to meet anticipated need beyond the current plan period .

Downham Market – Provision will be made for at least 2,710 dwellings in total (with allocations for at least 390 new homes) in Downham Market over the plan period, which will require new allocations in the town and will be identified through the Site Allocations DPD.

Hunstanton – Provision will be made for at least 580 new dwellings in total (with allocations for at least 220 new homes) in Hunstanton, which will require the identification of new allocations within the town. Where possible new allocations should support the aims and objectives in the Hunstanton regeneration plan and involve the redevelopment of previously developed land in the centre of the town. New greenfield allocations will be restricted to land to the east and / or south of the town and will be identified through the Site Allocations DPD.

Wisbech fringe (Emneth / Walsoken) - Provision will be made for at least 550 new dwellings to support the service centre function of Wisbech.

Key Rural Service Centres – Provision will be made for at least 2,880 new dwellings in total (with allocations for at least 660 new homes) in the Key Rural Service Centres identified by the Settlement Hierarchy (see Policy CS02). Most of this provision will be met through existing completions and commitments, with new housing allocations of an appropriate scale reflecting location and function, to be identified through the Site Allocations DPD.

Rural Villages – Provision will be made for at least 1,280 new dwellings in total (with allocations for at least 215 new homes) in the rural villages. New housing allocations will be restricted solely to the provision of small scale infilling or affordable housing allocations or potential exceptions housing to meet the identified needs of the local community, and will be identified through the Site Allocations DPD.

In total new allocations amount to 7,105.

Housing – type, size, tenure

Proposals for housing must take appropriate account of need identified in the most up to date strategic housing market assessment with particular regard to size, type and tenure of dwellings.

(These needs will include appropriate provision for all sectors of the community, for example including the needs of elderly people or people with disabilities).

Affordable Housing

The Council will work with partner organisations to maximise the delivery of affordable housing to respond to identified housing need throughout the borough. This will be achieved by having regard to up to date strategic housing market assessments and affordable housing needs viability studies.

The overall target for affordable housing in the Borough during the plan period will be related to the ability to deliver in the market conditions that prevail at the time a planning application is made. At the present time the percentage which will be sought for affordable housing provision on qualifying sites is:

15% within the built up area of Kings Lynn

20% in all other areas

The thresholds over which affordable housing provision will be sought are:

King's Lynn, Downham Market and Hunstanton - Sites of 0.33 ha or 10 or more dwellings

Rural areas - Sites of 0.165 of ha or 5 or more dwellings

The Borough Council will vary this percentage and / or threshold(s) in line with a model of dynamic viability. The levels will be reviewed annually in consultation with a stakeholder group informed by the following factors:

Market land values

House prices

Level of contributions sought overall

Index of build costs

(The detailed mechanisms for assessing the factors will be considered as part of the Supplementary Planning Document referred to in Policy CS14 the policy relating to developer contributions for infrastructure, which is also to be reviewed annually).

The expectation is that affordable housing will be delivered on site other than in exceptional circumstances when a financial contribution will be sought.

A flexible approach on both thresholds and proportions will be taken to ensure scheme viability and balance housing need, negotiated scheme-by-scheme, subject to open book approach by developers.

Tenure mix - 70:30 Rented to 'shared ownership', adjusted where necessary to balance housing need and make schemes viable, subject to negotiation. 30% 'shared ownership' to include other forms of intermediate tenure, including intermediate rented.

In negotiating the proportions and tenures of affordable housing account will be taken of the site characteristics and effects on the economic viability of the development through open book explanations. Provision will be 'on-site' unless demonstrated that this is not feasible.

It is appropriate to consider the exceptional provision of affordable housing (maintained in 'perpetuity') are within the Rural Villages classification in Policy CS02.

Gypsies and Travellers and Travelling Showpeople

Provision will be made for a minimum of 146 permanent pitches identified in the Regional Spatial Strategy as being needed in the borough between 2006 and 2011 for gypsies and travellers.

Any deficit will be addressed through working with Registered Social Landlords and additionally with the gypsy and traveller community to bring forward applications on suitable sites.

In addition the Borough Council will review by survey the need for additional pitches on an annual basis and judge this against the 3% annual compound increase indicated in Regional policy for the period 2011 - 2021

Provision for transit sites and additional provision of permanent sites for gypsies and travellers above the 146 pitches will be considered where additional need is demonstrated.

Sites for gypsies, travellers (or travelling show people) will be given permission where they:

are capable of being serviced by basic utilities;

meet an identified need;

avoid environmentally sensitive areas and areas at risk from flooding;

afford good access to main routes (including the A47(T); A17; A10; A148/9; and A134); and

are located within a reasonable distance of facilities and supporting services (such as schools or health provision).

The Borough Council will work with partners in county groupings to establish a network of transit sites and appropriate provision for travelling showpeople across the county.

Policy CS09 contributes to Core Strategy Objectives 1, 3, Economy, 6, 7, 9, Society, 11, 13, 15, Environment, 16, 17, 18, King's Lynn, 28, 29, 30, 31 Rural Areas.

Items to consider-

- Revision to gypsy and traveller approach (New national guidance).
- Numbers

CS10 The Economy

The local economy will be developed sustainably:

- to facilitate job growth in the local economy, delivering the RSS target of 5,000 additional jobs by 2021. Job growth will be achieved through the provision of employment land as well as policies for tourism, leisure, retail and the rural economy;
- to increase the proportion of higher skilled jobs while ensuring that opportunities are available for the development of all sectors of the economy and workforce;

Some 66 hectares of employment land will be allocated between 2010 and 2025 to provide for business, industrial and distribution uses. This will achieve a mix and range of sites consistent with the Settlement Hierarchy to meet identified and future needs and to provide for choice. At least 75% of employment land will be located in King's Lynn, in line with Policy CS01.

In the employment areas indicated on the Proposals Map, only high quality development which generates employment will be permitted. The distribution of employment land will be approximately as follows:

Area	Approx. Total land
King's Lynn	50ha
Downham Market	15ha
Hunstanton	1ha
Total	66ha

The Core Strategy and subsequent documents will ensure that a readily available supply of land is maintained throughout the plan period (at least a five year supply of readily available land is maintained, with a further 10 years that is developable and allocated.) Development Briefs (SPDs) will be prepared to focus on overcoming constraints to key sites. The quantity and range of available employment sites will be monitored and the amount of land allocated for employment purposes reviewed in future DPDs.

Infrastructure networks in some areas will need to be expanded and improved to facilitate the growth planned. The Implementation Chapter addresses the way in which we intend to facilitate these improvements.

Tourism, Leisure and Town Centre Uses

Retail, tourism, leisure, and cultural industries are key elements of the economic and social vibrancy of our borough, and contribute to the regeneration and growth of the area. The policy approach to retail development is addressed within the Settlement Hierarchy policy.

The Council will promote opportunities to improve and enhance the visitor economy:

- Supporting tourism opportunities throughout the borough.
- Promoting the expansion of the tourism (including leisure and culture) offer in Hunstanton to create a year-round economy.
- Smaller scale tourism opportunities will also be supported in rural areas to sustain the local economy, providing these are in sustainable locations and are not detrimental to our valuable natural environment.

The Council will permit the development of new tourism accommodation in rural areas subject to the following criteria being met:

- It should be located in or adjacent to our villages and towns;
- It should be of a high standard of design in line with national guidance;
- Will not be detrimental to the landscape;
- Mechanisms will be in place to permanently retain the tourism related use.

New development to promote and enhance tourism should consider the historic character and setting of our towns, and proposals should aim to preserve and enhance this unique environment. In the Countryside, preservation of the natural and historic environment should be a priority (also refer to Environmental Assets). Promotion of tourism and leisure industries will be assisted by implementation of the Green Infrastructure Management Plan.

Rural Employment Exception Sites

The Council will support the rural economy and diversification through a rural exception approach to new development within the countryside; and through a criteria based approach to retaining employment land and premises.

Permission may be granted on land which would not otherwise be appropriate for development for an employment generating use which meets a local business need. Any development must satisfy the following criteria:

- It should be appropriate in size and scale to the local area;
- It should be adjacent to the settlement;
- The proposed development and use will not be detrimental to the local environment or local residents.

Retention of Employment Land

The Council will seek to retain land or premises currently or last used for employment purposes (including agricultural uses) unless it can be demonstrated that:

- continued use of the site for employment purposes is no longer viable, taking into account the site's characteristics, quality of buildings, and existing or potential market demand; or
- use of the site for employment purposes gives rise to unacceptable environmental or accessibility problems particularly for sustainable modes of transport; or
- an alternative use or mix of uses offers greater potential benefits to the community in meeting local business and employment needs, or in delivering the Council's regeneration agenda.

Skills and Aspirations

Opportunities for innovation, skills and training will be expanded through:

- facilitating the expansion of, and access to, further and higher education provision. The aspiration for a new higher education college has been outlined within the Spatial Strategy and the Implementation Chapter;
- encouraging links between training and education provision and relevant business concentrations;
- supporting primary and secondary schools, throughout the borough, to improve facilities for the provision of a good range of vocational and academic education for the whole community. We will seek to ensure any new growth will be accompanied by the appropriate level of infrastructure to meet the needs of our communities. The Implementation Chapter provides more information on this.

Policy CS10 contributes to Core Strategy Objectives 1, 2, 3, 4, 5, Economy.

Items to consider-

- More reference to LEP and strategic Economic Plan
- More about town centres (is there a need for a retail study?)

CS11 Transport

Strategic issues

The Council will work with partner organisations (including the Regional Transport Board, Highways Agency, public transport operators, Network Rail, Norfolk County Council and neighbouring authorities) to deliver a sustainable transport network which improves connectivity within and beyond the borough, and reinforcing the role of King's Lynn as a regional transport node, so as to:

- facilitate and support the regeneration and development priorities as identified in Policy CS01 Spatial Strategy;
- foster economic growth and investment;
- improve accessibility for all.

Priority will be given to:

- Improving the strategic networks serving passenger and freight movements to, from and through the borough (including via the port) and including the introduction of measures to reduce congestion, and improve reliability and safety of travel within the A10, A17, A134, and A47(T)/A148/9 corridors. This will include seeking:
 - Bypasses for Middleton and East Winch, and West Winch; and junction improvements at key interchanges including A47(T)/A149;
 - Improvements to rail infrastructure, facilities, and services on the King's Lynn to Cambridge/King's Cross rail line, aimed at achieving better frequency and quality of travel (potential environmental impacts will be assessed as part of the development of any scheme).
- Implementing the KLATS schemes, including delivering a package of transport improvements within King's Lynn arising from the KLATS. This will involve balancing ease of access, and car parking, with flows, highway safety and alternatives such as park and ride and a second parkway station.
- Achieving improvements within the towns of King's Lynn, Downham Market and Hunstanton, particularly where there are air quality issues.
- Achieving a balanced package of highway, traffic management (including car parking) and public transport improvements.
- Maximising the use of alternative modes of freight movement via rail and the port.
- Improving accessibility and connections between (and within) towns and villages; so helping to reduce social exclusion, isolation and rural deprivation. To do this the Council and its partners will seek to:
 - Improve the quality of the bus network;

- Extend the choice of transport available for communities;
- Work with commercial providers of broadband to increase the accessibility of high speed connections within the borough;
- Provide integrated and safe routes for pedestrians and cyclists;
- Recognise that in the rural areas the private car will remain an important means of travel.

Dealing with transport issues in new development

Development proposals should demonstrate that they have been designed to:

- Reduce the need to travel.
- Promote sustainable forms of transport appropriate to their particular location and related to the uses and users of the development. In order of preference this should consider:
 - Walking
 - Cycling
 - Public transport
 - Private car (development proposals which are likely to have significant transport implications will need to be accompanied by a transport assessment and travel plan to show how car based travel can be minimised)
- Provide for safe and convenient access for all modes.

The Council will seek appropriate contributions to necessary transport improvements.

Policy CS11 contributes to Core Strategy Objectives 12, 13, 14, Environment, 19, King's Lynn, 22, Downham Market, 31 Rural Areas, 33 Coast.

Items to consider-

- More emphasis on A47 corridor improvements
- Role of cars in rural areas

CS12 Environmental Assets

Green Infrastructure, Historic Environment, Landscape Character, Biodiversity and Geodiversity

Proposals to protect and enhance our historic environment and landscape character, biodiversity and geodiversity will be encouraged and supported.

The Borough Council will work with partners to ensure an integrated network of green infrastructure throughout the urban and rural areas (identified through the Green Infrastructure Management Plan and Econet map) is successfully created and managed to:

- meet the environmental, social and economic needs of local communities and the wider borough;
- create a high quality environment for biodiversity and geodiversity to flourish;
- provide opportunities for species to adapt to the impacts of climate change;
- contribute to an improved quality of life for current and future residents and visitors;
- areas identified as being deficient in multi-functional green space will be targeted;
- the incorporation of Sustainable Drainage Systems with new development will also be promoted to encourage new habitats.

The historic and built environment play a crucial role in delivering environmental quality and well-being. Therefore the Council will preserve and where appropriate enhance its qualities and characteristics.

The Council and its partners will support a range of initiatives, including Biodiversity Action Plans and proposals that will improve areas of poor quality lacking in biodiversity and geodiversity as well as maintaining, enhancing and linking areas of good quality.

The Council will protect and enhance County Wildlife Sites, ancient woodlands, Biodiversity Action Plan Species and Habitats, Regionally Important Geological Sites and designated sites of historical value from development which damages their interest or significance unless the need for, and public benefits of the development outweigh the loss of interest or significance.

Development should seek to avoid, mitigate or compensate for any adverse impacts on biodiversity, geodiversity and heritage as well as seeking to enhance sites through the creation of features of new biodiversity, geodiversity and heritage interest. The design of new development should be sensitive to the surrounding area, and not detract from the inherent quality of the environment.

The Council will require development proposals to be accompanied by an ecological impact study and assessment proportionate to the degree of the impact and importance of the species affected.

It may be necessary to secure biodiversity, geodiversity and heritage needs through planning conditions and/or obligations. This can include timing of work, Section 106 Agreements, pre-application negotiations, conditions, mitigation and compensation measures.

New built development will be restricted within 1,500m of the Breckland SPA. Development will be restricted to the re-use of existing buildings or where existing development completely masks the new proposal from the Breckland SPA. Beyond the SPA, a 1,500m buffer will also be applied to areas where the qualifying features are known to exist, or where nesting attempts have been made. In this area, development may be acceptable where suitable alternative habitat (outside the SPA) can be secured.

Character Assessment

Proposals for development will be informed by, and seek opportunities to reinforce the distinctive character areas and potential habitat creation areas identified in the King's Lynn and West Norfolk Landscape Character Assessment, the West Norfolk Econet Map and other character assessments.

Development proposals should demonstrate that their location, scale, design and materials will protect, conserve and, where possible, enhance the special qualities and local distinctiveness of the area (including its historical, biodiversity and cultural character), gaps between settlements, landscape setting, distinctive settlement character, landscape features and ecological networks.

Policy CS12 contributes to Core Strategy Objectives 5 Economy, 10, Society, 12, 13, 14, 15 Environment, 32, 33, Coast.

Items to consider-

- **Something on the relative contribution of new housing growth to pressure on European nature sites**

CS13 Community & Culture

(i) Delivering community well-being and enhancing quality of life through good design.

Where possible, developers should examine best practice on design in new development and should aim to involve the community early in the design process of new development.

The form, design, location and layout of development should enhance community wellbeing, by:

- being accessible and inclusive - ensuring that people of any age, gender, ethnicity and ability can use and access the development;
- being adaptable - creating high quality development which is capable of being modified either for different uses or to suit people with different needs;
- being locally distinctive - contributing to a sense of place and identity;
- reducing the opportunity for crime - considering factors such as natural surveillance, boundaries and security features, lighting and the management of public space to promote safe living environments;
- being within walking distance of open space - to increase peoples quality of life and enable active and healthy lifestyles.

(ii) Creating sustainable communities through the provision of community infrastructure.

Promoting healthy and active lifestyles is a priority. To ensure that people have the opportunity to exercise and improve their health the Borough Council will:

- support proposals that protect, retain or enhance sports, leisure and recreation facilities including children's playgrounds or create new facilities in accessible locations where an existing need can be justified and without compromising the environmental quality of the area;
- work with NHS Norfolk to ensure that new health facilities are provided to serve an expanded population, particularly in growth areas in King's Lynn.

The Borough Council recognises the importance of community facilities and services (also referred to as community infrastructure) to improving people's quality of life, reducing inequality and improving community cohesion. The Council will seek opportunities to gain funding for the development of community infrastructure, particularly in deprived parts of the borough (see Policy CS14).

In tackling inequality and promoting community cohesion, the Borough Council will work with the community, local charities, the Local Strategic Partnership and the Norfolk Constabulary to help address the wider social problems in the borough.

(iii) Protecting, enhancing and promoting cultural assets as well as facilitating new cultural facilities in growth areas.

The Borough Council will seek to protect and enhance existing cultural assets. If a cultural facility is no longer viable and the Council cannot secure funding, the Council will seek to explore alternative options such as co-locating multiple facilities on a single site to prevent the loss of cultural facilities and to increase the economic viability of such facilities.

Development will not be permitted in cases where it would result in a loss of existing cultural facilities, unless equivalent new or improved facilities, where need justifies, can be provided within the same settlement boundary or in close proximity of the existing facility.

New cultural facilities will actively be encouraged by the Borough Council, providing they are compatible with their location and setting and do not conflict with Economy Policy CS10. New cultural facilities will be located sequentially, in accessible sites in King's Lynn and the Main Towns of Hunstanton and Downham Market. Cultural facilities proposed in accessible locations in Key Service Centres or the more rural settlements and areas will be considered based on localised impacts.

Policy CS13 contributes to Core Strategy Objectives 1, 2, 5 Economy, 6, 7, 8, 10 Society, 12, 14, 15 Environment.

Items to consider-

- **Cultural and heritage assets**

CS14 Infrastructure Provision

All development in the plan area will need to be accompanied by appropriate infrastructure (including off-site infrastructure) in a timely way, with arrangements for its subsequent maintenance.

Obligations will be sought from developers through Section 106 Legal Agreements or other successor mechanisms. This will apply to but is not limited to infrastructure, including, where applicable:

- Community and recreation facilities [education facilities, community halls, health facilities, libraries, social services facilities, allotments, indoor/outdoor sports facilities].
- Improved public transport facilities.
- Other appropriate transport infrastructure including pedestrian and cycle links.
- Affordable or supported housing.
- Sustainable Drainage Systems, including surface water.
- Green infrastructure including habitat creation/ recreation facilities/landscaping.
- Water conservation measures.
- Emergency services including crime prevention.
- Recycling/composting facilities.
- Improvements to the public realm including the historic environment.
- Local and renewable energy generation.
- Utilities.
- Public art.

Key infrastructure projects for which contributions will be sought include provision of:

- Infrastructure detailed in Policy CS11- Transportation.
- Infrastructure needed to support regeneration in King's Lynn detailed in Policy CS03 King's Lynn and appropriate transport infrastructure including the implementation of the King's Lynn Area Land Use and Transportation Study (KLATS).
- Infrastructure needed to support policies CS04 Downham Market and CS05 Hunstanton.

Provision will be achieved through:

- Contributions from all market residential and commercial development in the plan area through appropriate legal agreements or other successor mechanisms;
- Coordination with the investment programmes of other public bodies and utility providers;

- Taking full advantage of mainstream Government funding streams;
- Active use, where necessary, by the local planning authorities and County Council of their legal powers to bring about the strategically significant development, including compulsory purchase;
- In the case of community or social development, a reduced contribution, taking account of the social value of the development concerned.

The resulting funds will be gathered, managed and spent in a transparent way.

Future maintenance of infrastructure provided on the site or built or improved as part of the development will be achieved either through adoption by a public body with appropriate maintenance payments or other secure arrangements such as the establishment of a local infrastructure management body.

The type, amount and phasing of contributions sought from developers will be related to the form of the development, its potential impact on the site and surrounding area, and levels of existing infrastructure and community services/facilities. Where appropriate, any such provision will be required to be provided on-site. Where this is not possible, a commuted payment will be sought. Details of the Council's approach to developer contributions and planning obligations will be set out in a Supplementary Planning Document which will be subject to periodic review reflecting relevant cost indices.

The Council will take account of the impact of contributions on the viability of a scheme (particularly on brownfield sites) and where appropriate agree a lower or nil contribution provided:

1. The development of the site is in the wider public interest; and
2. The developer is prepared to share information on development costs and margins with the Council prior to consent being granted.

Policy CS14 contributes to Core Strategy Objectives 5, Economy, 7, Society, 12, 14 Environment 19, King's Lynn, 22, Downham Market, 23, 26, Hunstanton, 31, Rural Areas, 34, Coast.

Items to consider-

- Need to update in a CIL orientated world