

Draft for reviewed Hunstanton policy

Should be a “strategic” policy, more detailed provisions within Neighbourhood Plan

Based on current policy CS05 Hunstanton

- **changed parts (BOLD)**
- **Highlighted parts need discussion; comments**

LPR XX Hunstanton

6.4.1 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 **and services for tourists/visitors as well as residents.**

LPR XX 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 **previous masterplan and the emerging Hunstanton Prospectus and neighbourhood plan.**

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, **if suitable it could occur as mixed use, with a commercial use in the ground floor;**
 - **At last 390 dwellings were allocated by the SADMP across three sites, this is carried forward within the Local Plan review;**
 - **At least x number of further dwellings are sought through allocation as part of the Local Plan review. (-> limited locations in Hunstanton are available, 1 site at Call for sites, -> Potential for other locations adjacent to 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, **as well as to high-grade seasonal activities and facilities,** while acknowledging and being sympathetic to the valuable natural assets of the town and surrounding area;
- **continuation of the work on the transport and movement strategy for the town, including:**
 - **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; (-> listed in 2008 Masterplan + Prospectus draft)

- ongoing improvements to public transport; e.g. further journey time reductions and improvement of the frequency of services to King's Lynn and other relevant links; supporting more frequent services along the coast; and strengthening public transport links within rural areas;
- further improvements to routes, signage and facilities for walking and cycling.
- build upon the relationship between Hunstanton and King's Lynn so both **towns are able to benefit from their respective developments or planning proposals**;
- enhance the local character of the town, promoting high quality design of the local environment and the public realm, **while having regard to policies of the emerging neighbourhood plan**.

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. (-> listed in 2008 Masterplan + Prospectus draft)
- 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. (-> listed in 2008 Masterplan)
- seek to enhance green infrastructure in the town in accordance **with the relevant plans and strategies** in particular enhancing:
 - the green assets in the town particularly Oasis Way; and
 - links to Heacham and Hunstanton Park.(-> listed in 2010 GI study) is Oasis way a green asset?

Policy LPRXX contributes to LPR objectives XX, 21 & 22 Economy, Society and Environment and XX - XX Hunstanton.