

# APPLICATION REFERENCE: PF/21/0882

LOCATION: Arcady, Holt Road, Cley next the Sea.

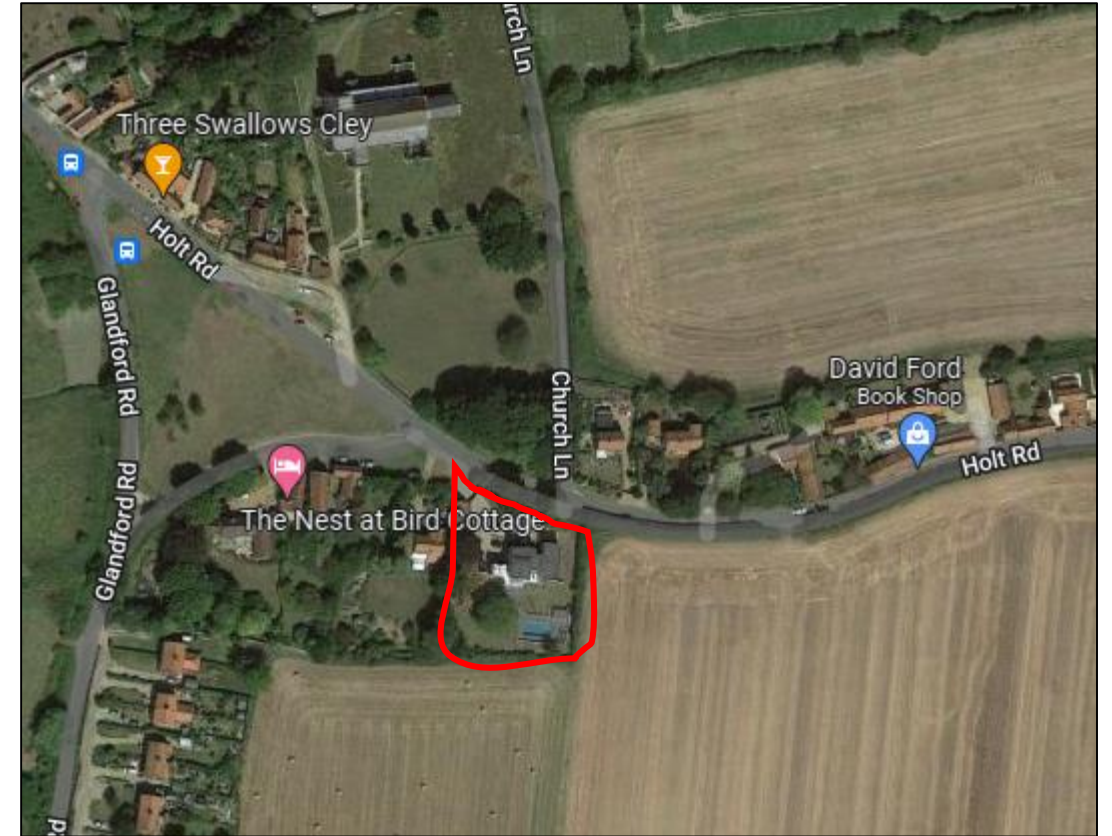
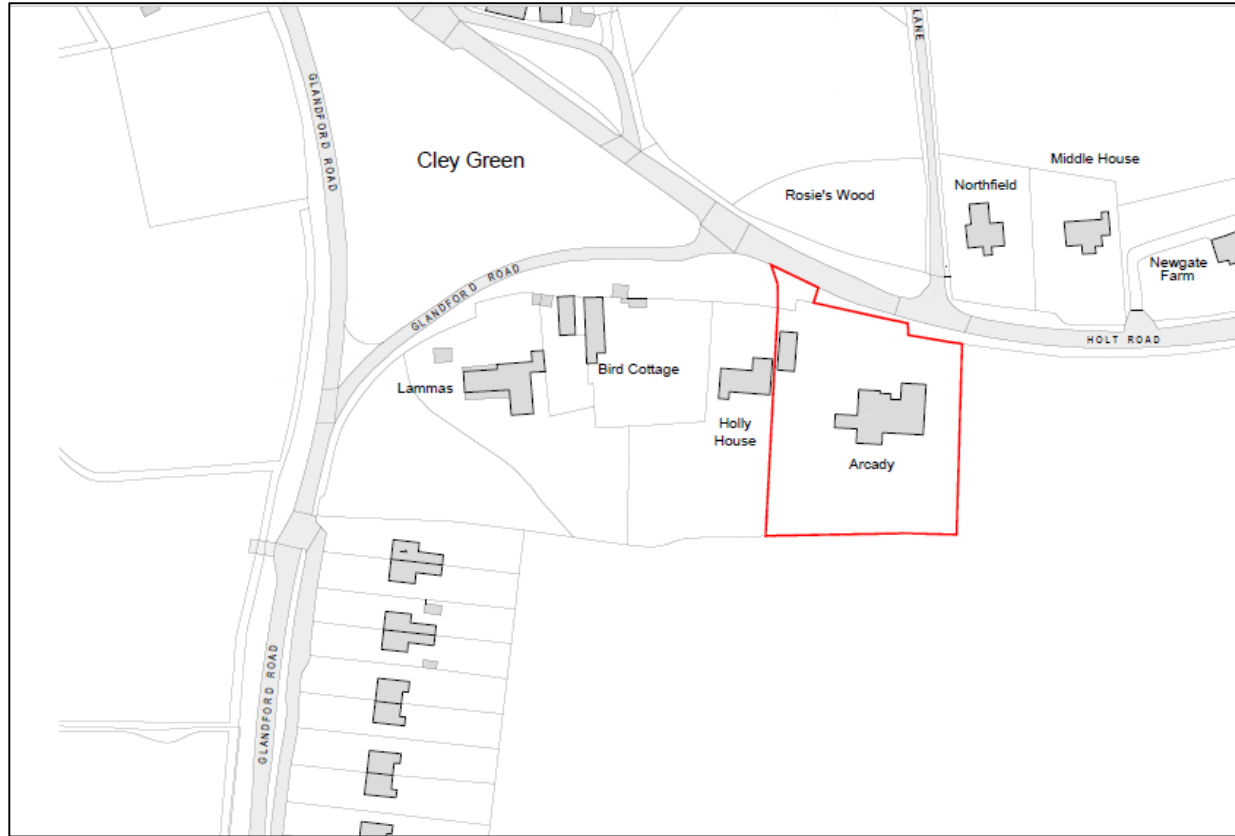
PROPOSAL: Erection of dwelling and associated external works and landscaping.



NORTH  
NORFOLK  
DISTRICT  
COUNCIL

[north-norfolk.gov.uk](http://north-norfolk.gov.uk)

# SITE LOCATION PLAN



# Previous building

Original bungalow





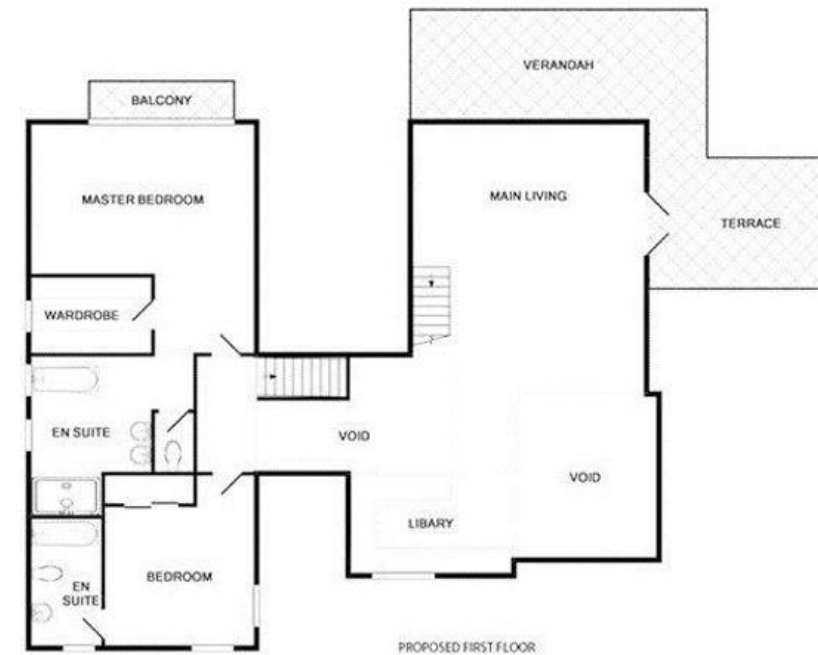
# Previous Building

Original bungalow floor plans – sales brochure

Ground Floor



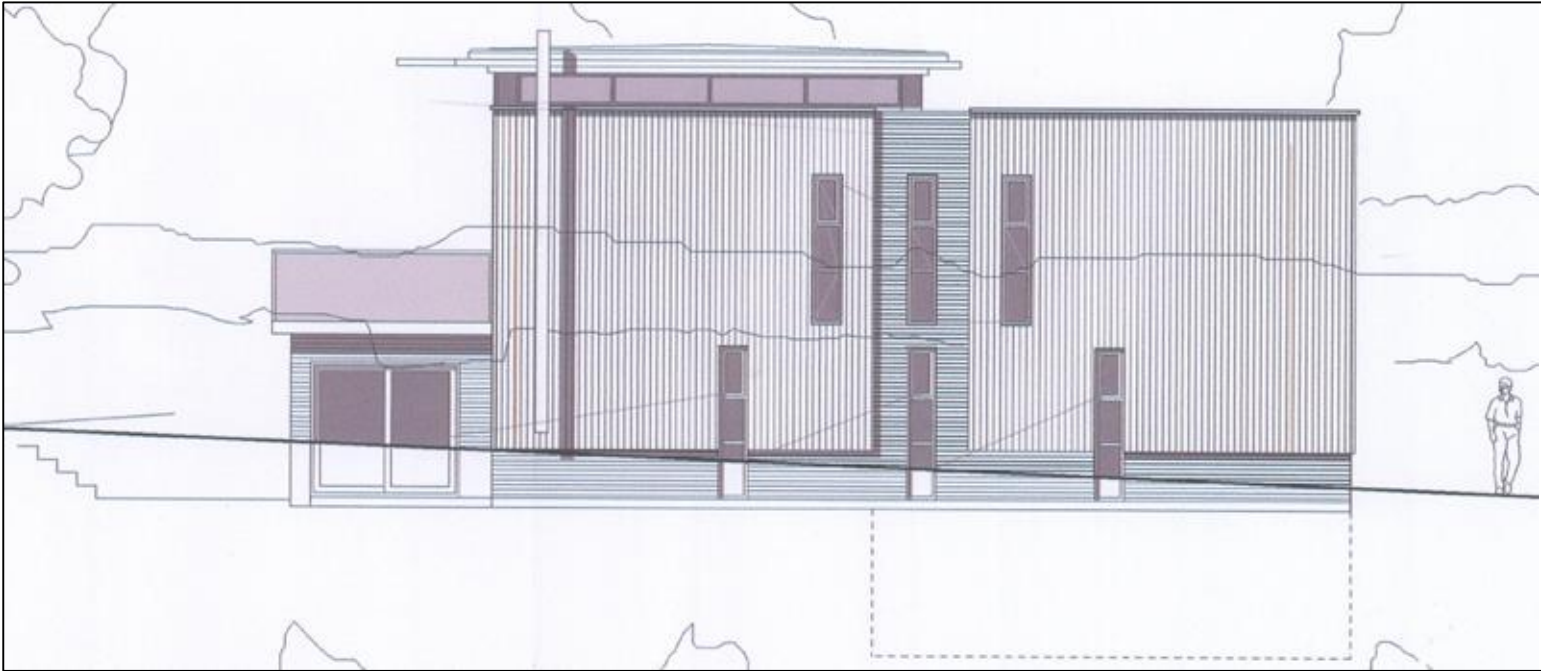
First Floor Plan



# Approved plans - north



# Approved plans - east



# Approved plans - south



# Approved plans - west





# PREVIOUSLY APPROVED PLAN

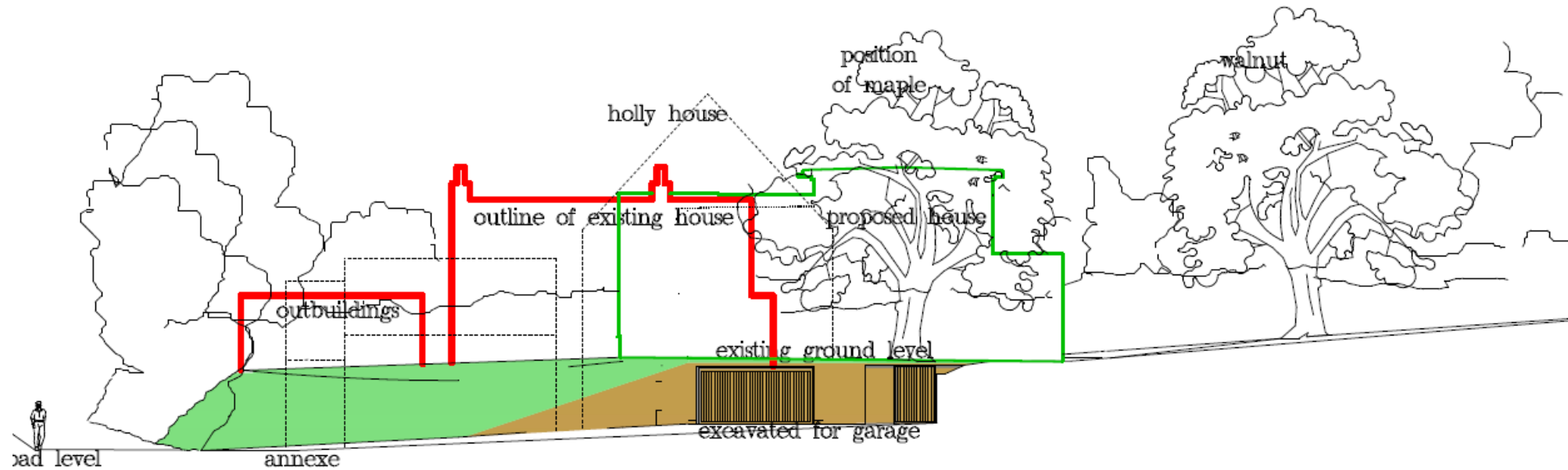
Original approved section

NORTH ELEVATIONAL VIEW FROM THE HOLT ROAD

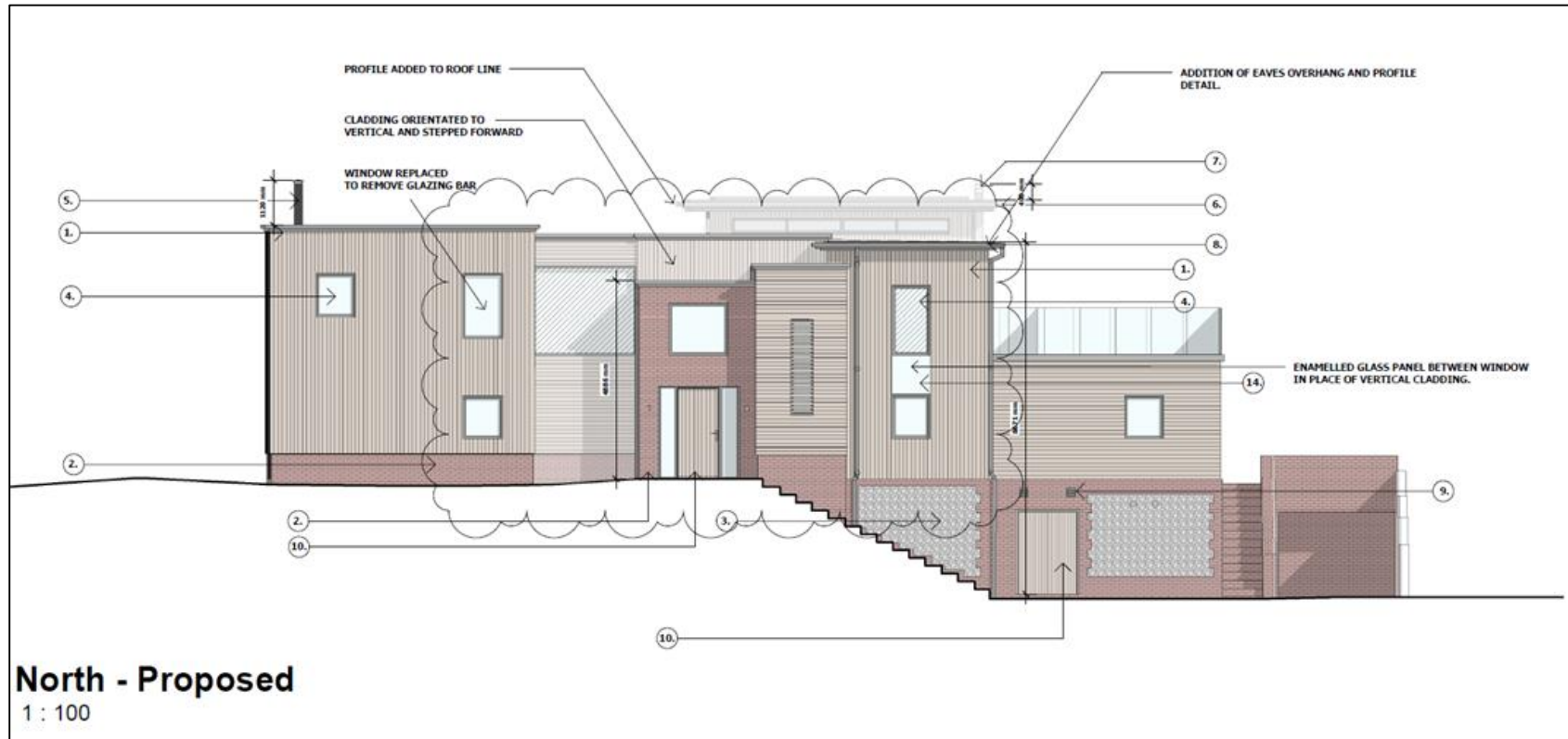


# PREVIOUSLY APPROVED PLAN

## Outline view West



# CURRENT PROPOSAL

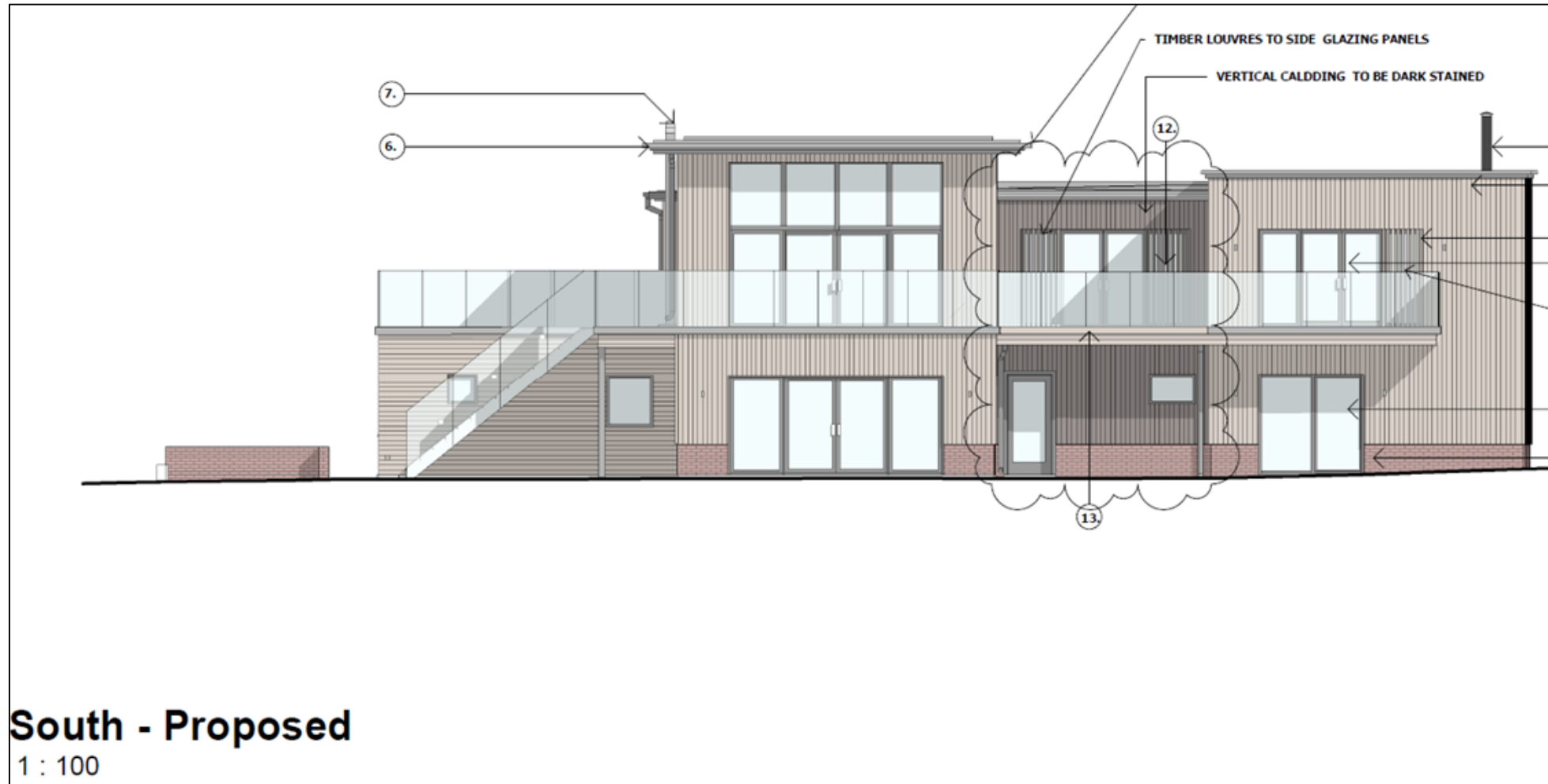


# CURRENT PROPOSAL

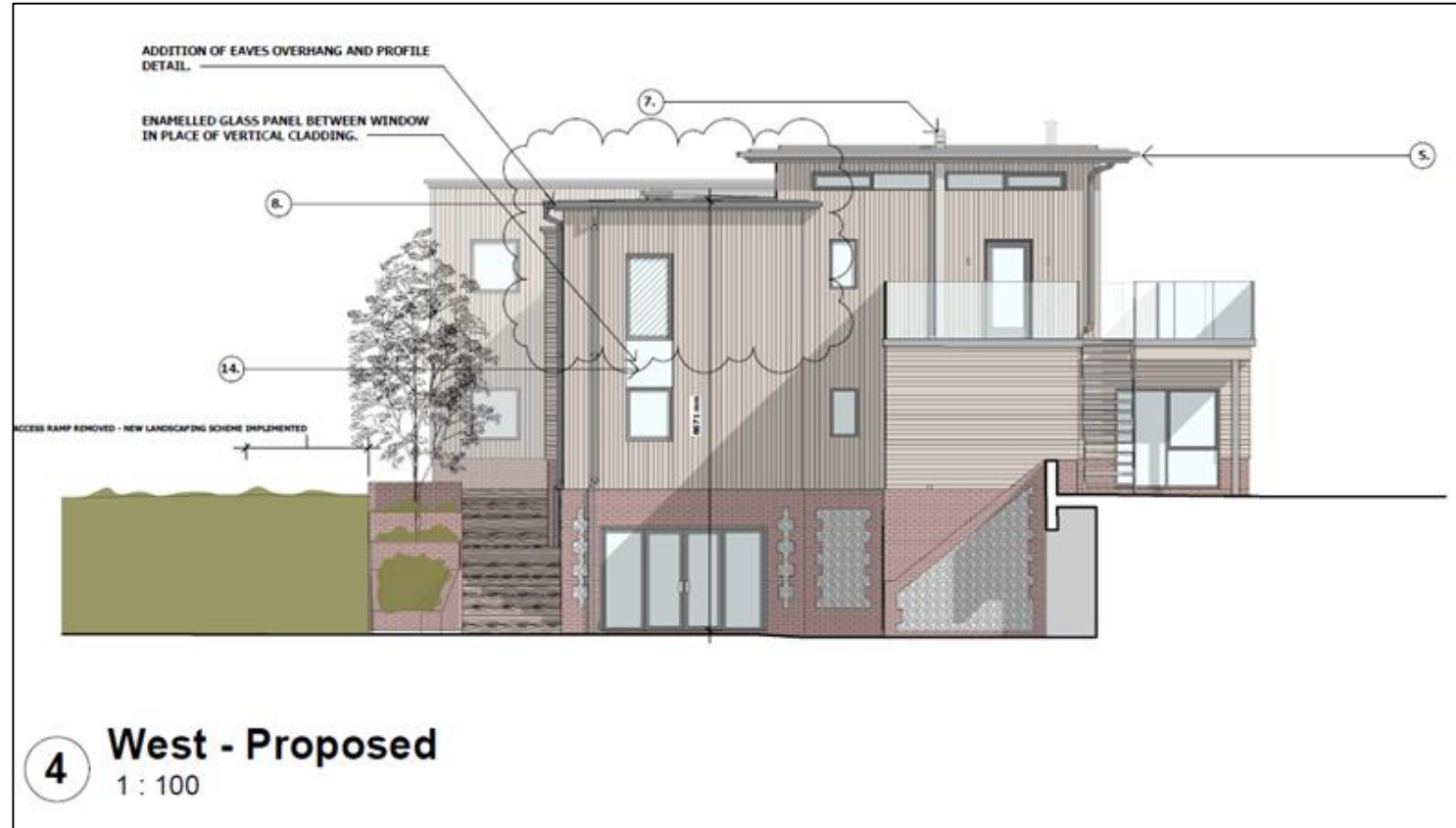




# CURRENT PROPOSAL



# CURRENT PROPOSAL

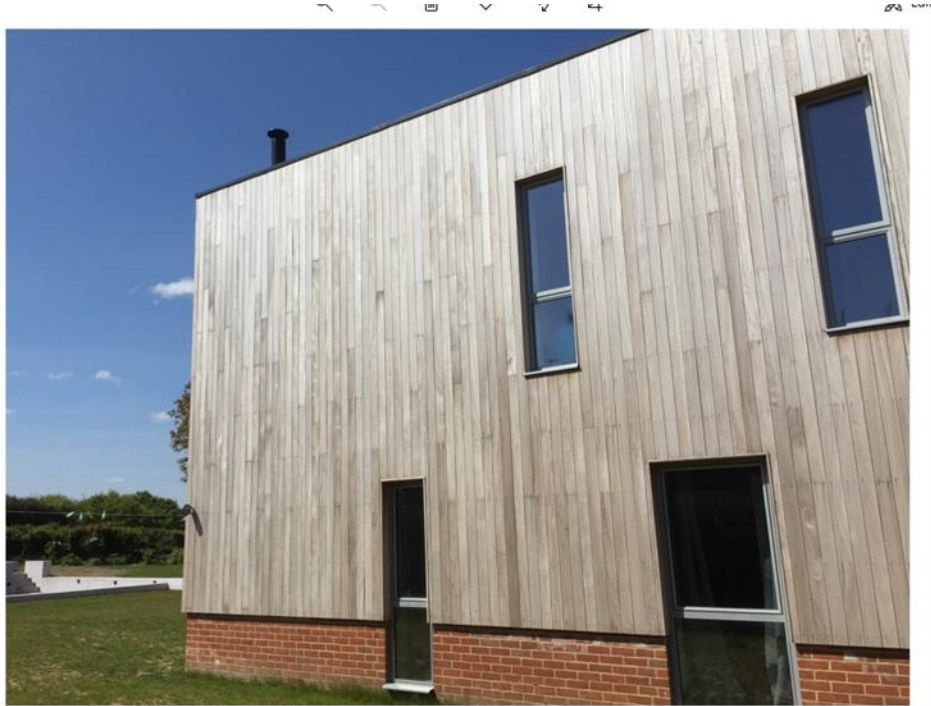


# CONTEXT SITE PHOTOS - North





# CONTEXT SITE PHOTOS - EAST





# CONTEXT SITE PHOTOS - SOUTH



# CONTEXT SITE PHOTOS - WEST





# CONTEXT SITE PHOTOS

View from  
Newgate Green



# CONSIDERATIONS

- Height, Scale Mass & Prominence
- Articulation
- Impact
- Fallback position
- Planning Balance



# RECOMMENDATION

## **RECOMMENDATION: Refusal**

**It is considered that the proposed scheme fails to satisfy concerns raised in relation to the excessive and harmful height, scale mass & prominence of the proposed dwelling. Furthermore, that by failing to suitably articulate the interconnecting development blocks, in features such as the roofline, fenestration, and materials that already adverse impact is unacceptably exacerbated. The design quality has been diminished to the extent that it is no longer considered to be high-quality design required for this prominent and sensitive site.**

**The proposals are considered to be contrary to policies EN1, EN2, EN4 & EN8 of the adopted North Norfolk Core Strategy, paragraphs 135, 174, 176, 199, 200 & 202 of the National Planning Policy Framework 2021, and Section 66(1) of the of the Planning (Listed Buildings and Conservation Areas) Act 1990.**