

# APPLICATION REFERENCE: RV/21/2583

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

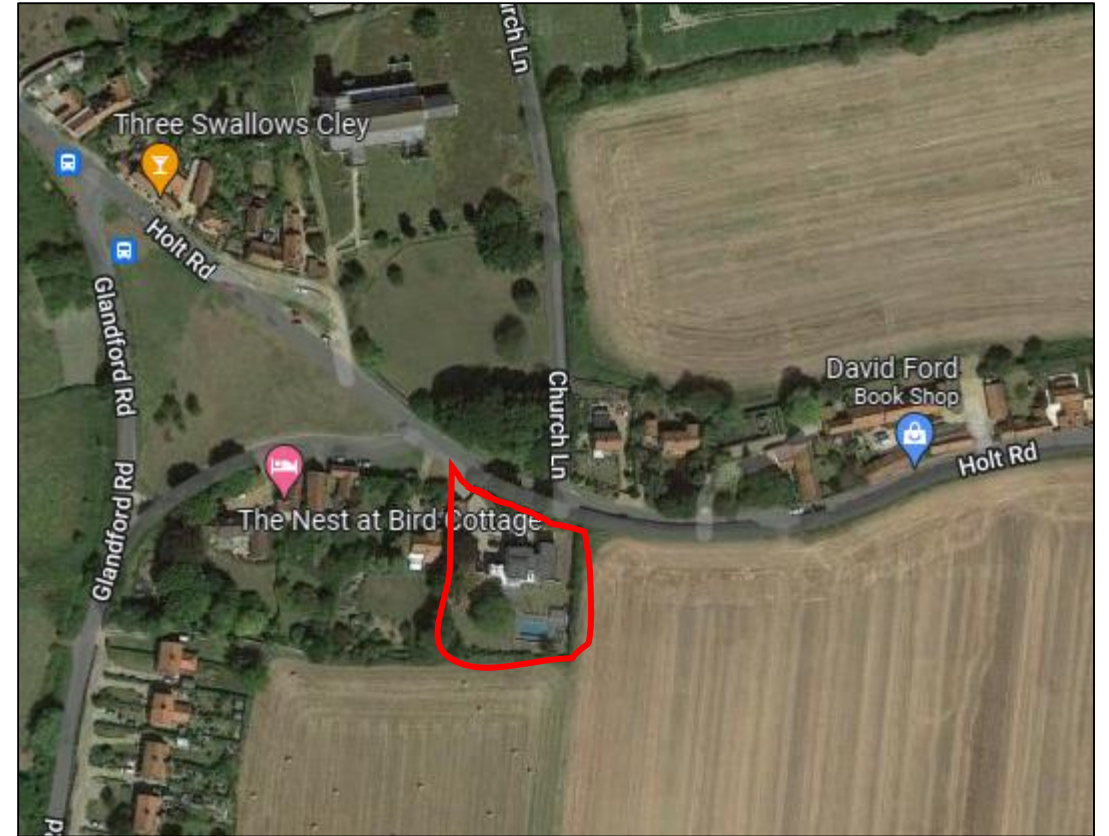
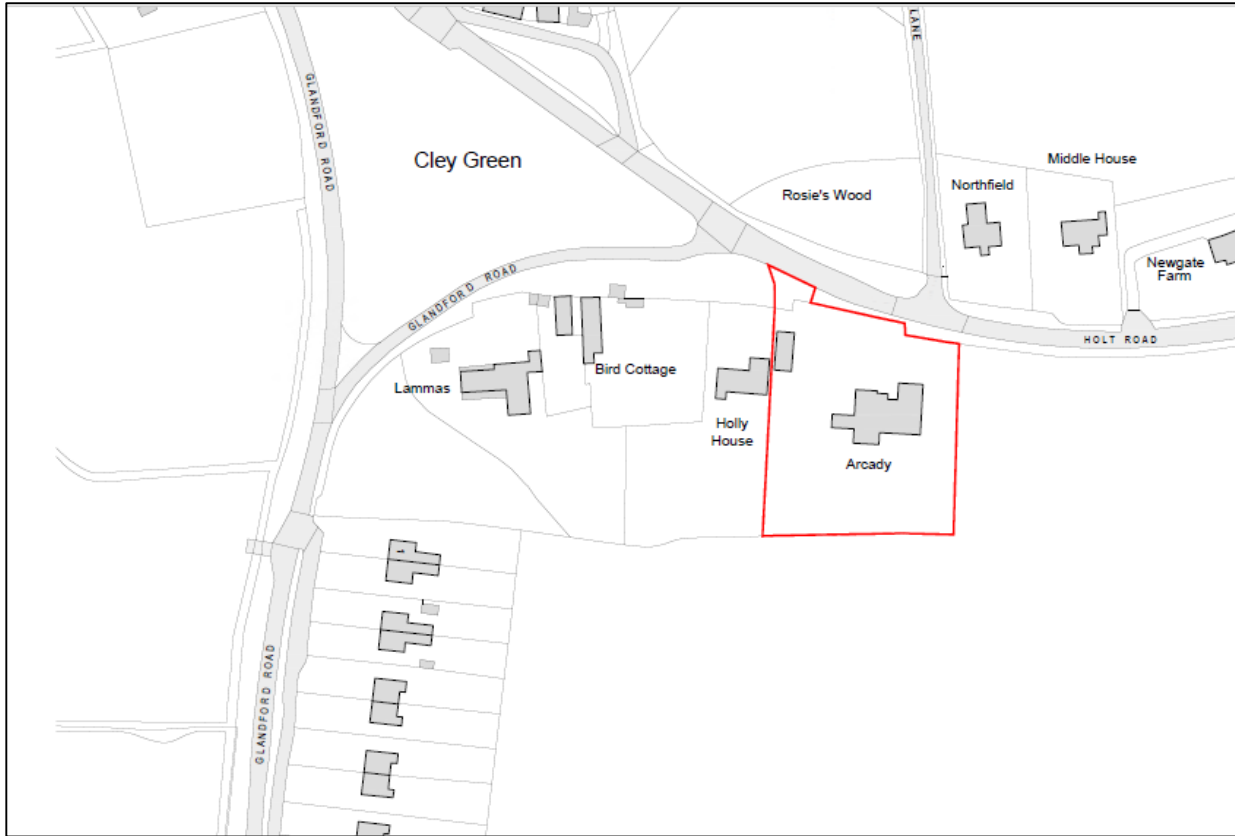
PROPOSAL: Variation of the wording of Condition 2 PF/12/1219 for Replacement House and Studio; Replace plan 2317-11b with Plan 1660-00-008.



NORTH  
NORFOLK  
DISTRICT  
COUNCIL

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

# SITE LOCATION PLAN



# APPLICATION HISTORY

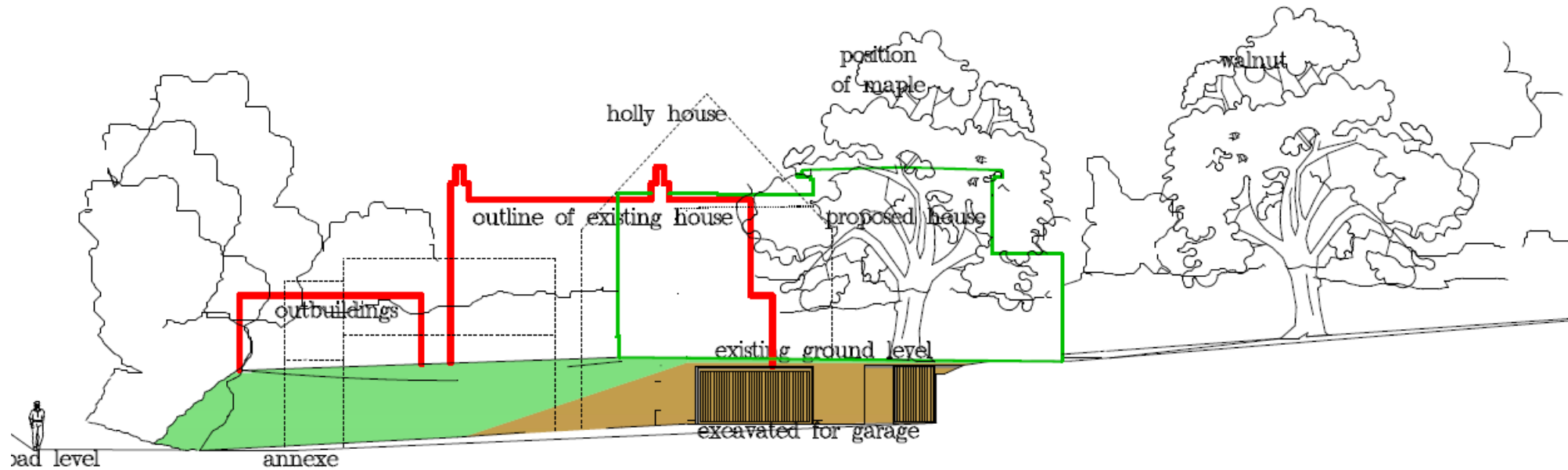
Original approved section

NORTH ELEVATIONAL VIEW FROM THE HOLT ROAD



# PREVIOUSLY APPROVED PLAN

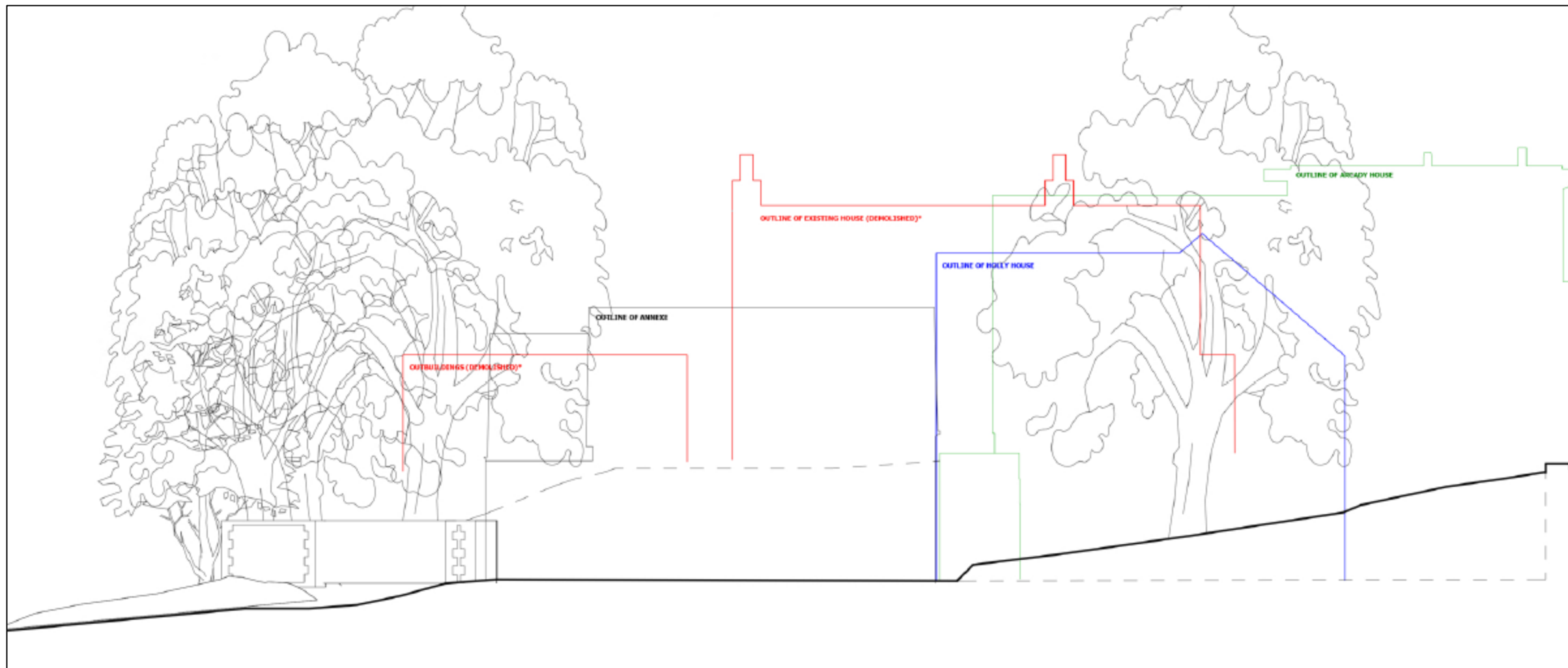
## Outline view West



# CURRENT PROPOSAL



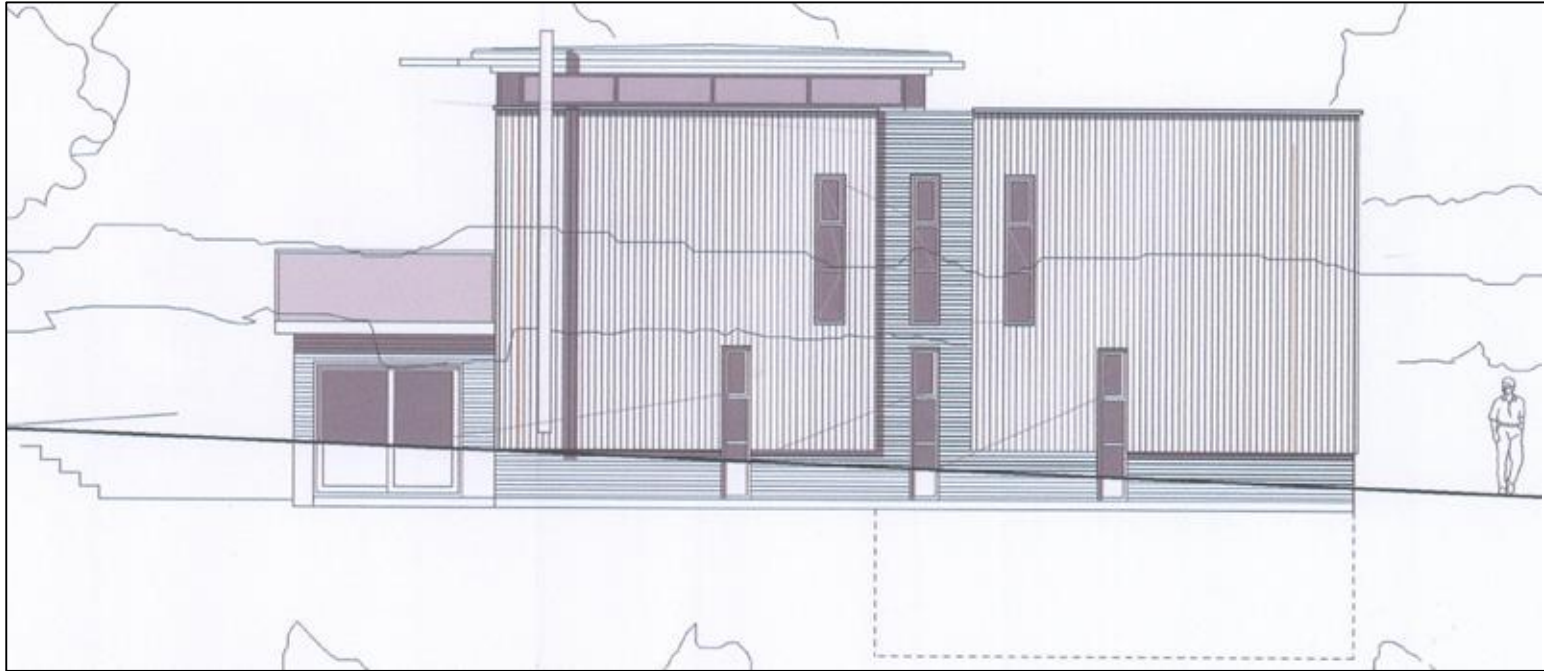
# CURRENT PROPOSAL



# Approved plans - north



# Approved plans - east





# Approved plans - south



# Approved plans - west



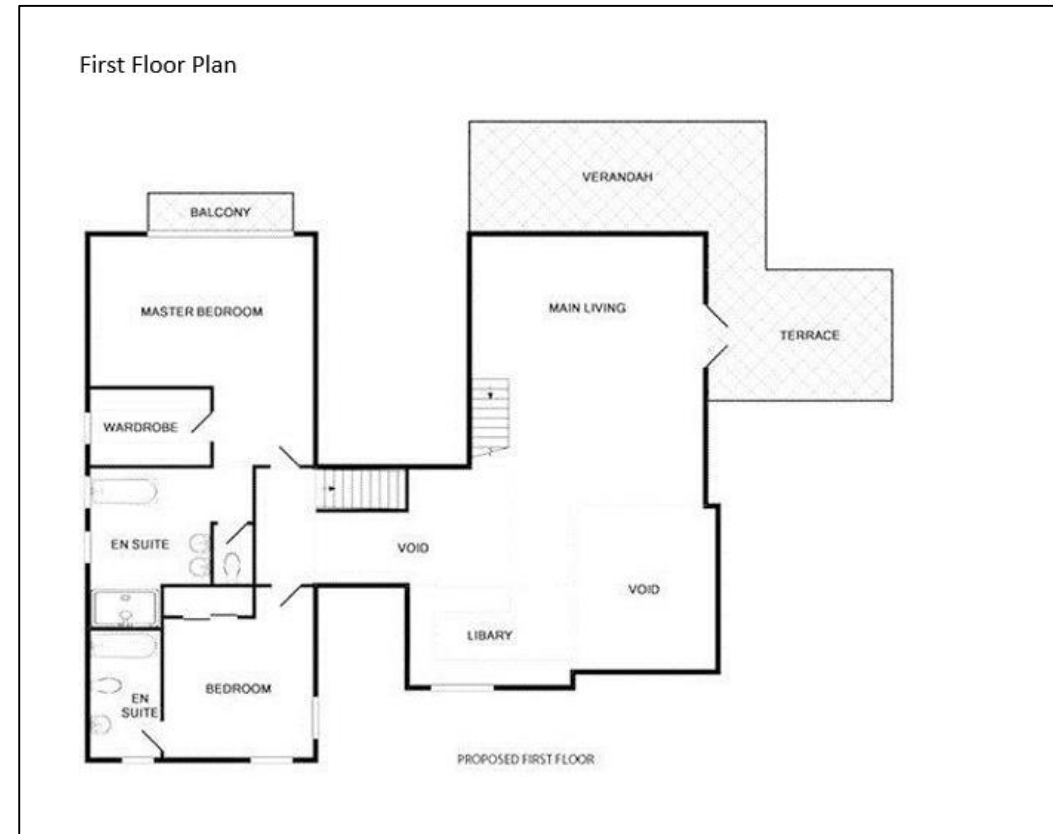
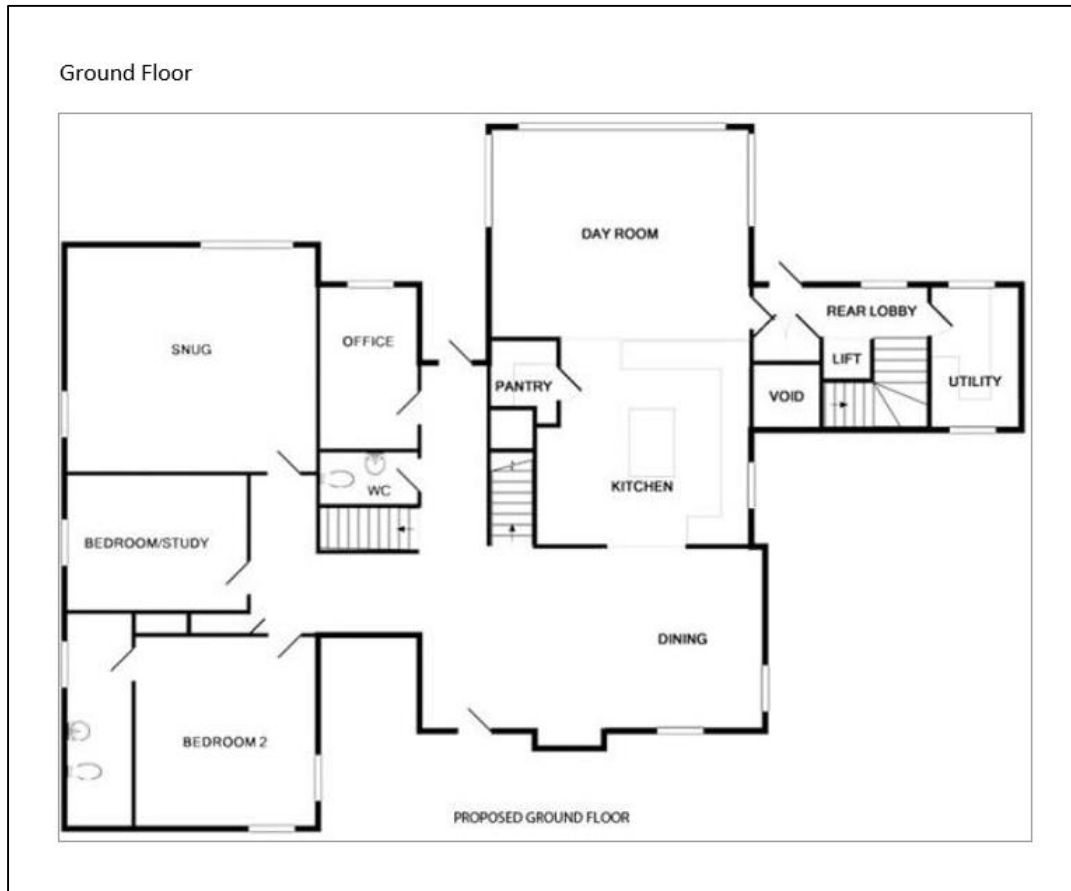
# Previous building



Original bungalow

# Previous Building

Original bungalow floor plans – sales brochure



# CONTEXT SITE PHOTOS

Holt Road  
North Elevation



# CONTEXT SITE PHOTOS

Holt Road  
Inclusive Neighbour



# CONTEXT SITE PHOTOS



View from  
Newgate Green  
prior to  
redevelopment



# CONTEXT SITE PHOTOS



View from  
Newgate Green





# CONSIDERATIONS

- continuity of proposed & approved elevations
- appearance of amended section
- impact

# RECOMMENDATION

**REFUSE PERMIT** It is considered that the proposals shown by the proposed replacement plan (and thus the proposed revision to the condition) fail to satisfy concerns raised in relation to the excessive and harmful height, scale mass & prominence of the proposed dwelling. The impact of the proposed development – which is a replacement dwelling of a disproportionate height scale and mass to the bungalow it replaced. The proposed plan shows this development will lead to unacceptable harm to the Cley Conservation Area, listed church and the wider AONB.

The proposals are considered to be contrary to policies H08, 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.