

APPLICATION REFERENCE: PF/24/2341

LOCATION: Home Farm Enterprise Zone, Hall Road, Cromer

PROPOSAL: Erection of 5 commercial units for uses within Use Classes E(c)(i) - financial services, E(g)(i) - offices, E(d) - indoor sport, recreation or fitness, B8 - storage or distribution



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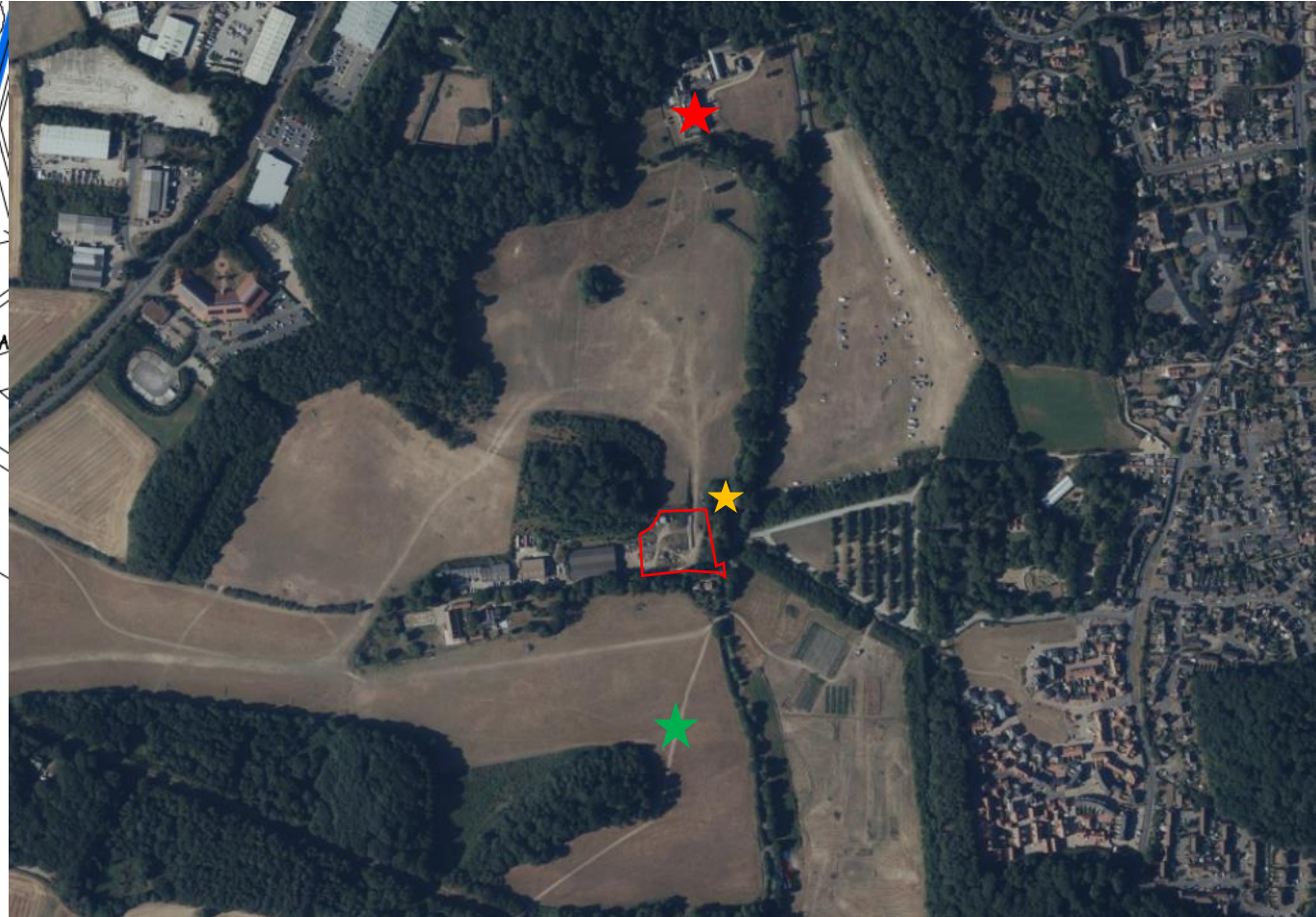
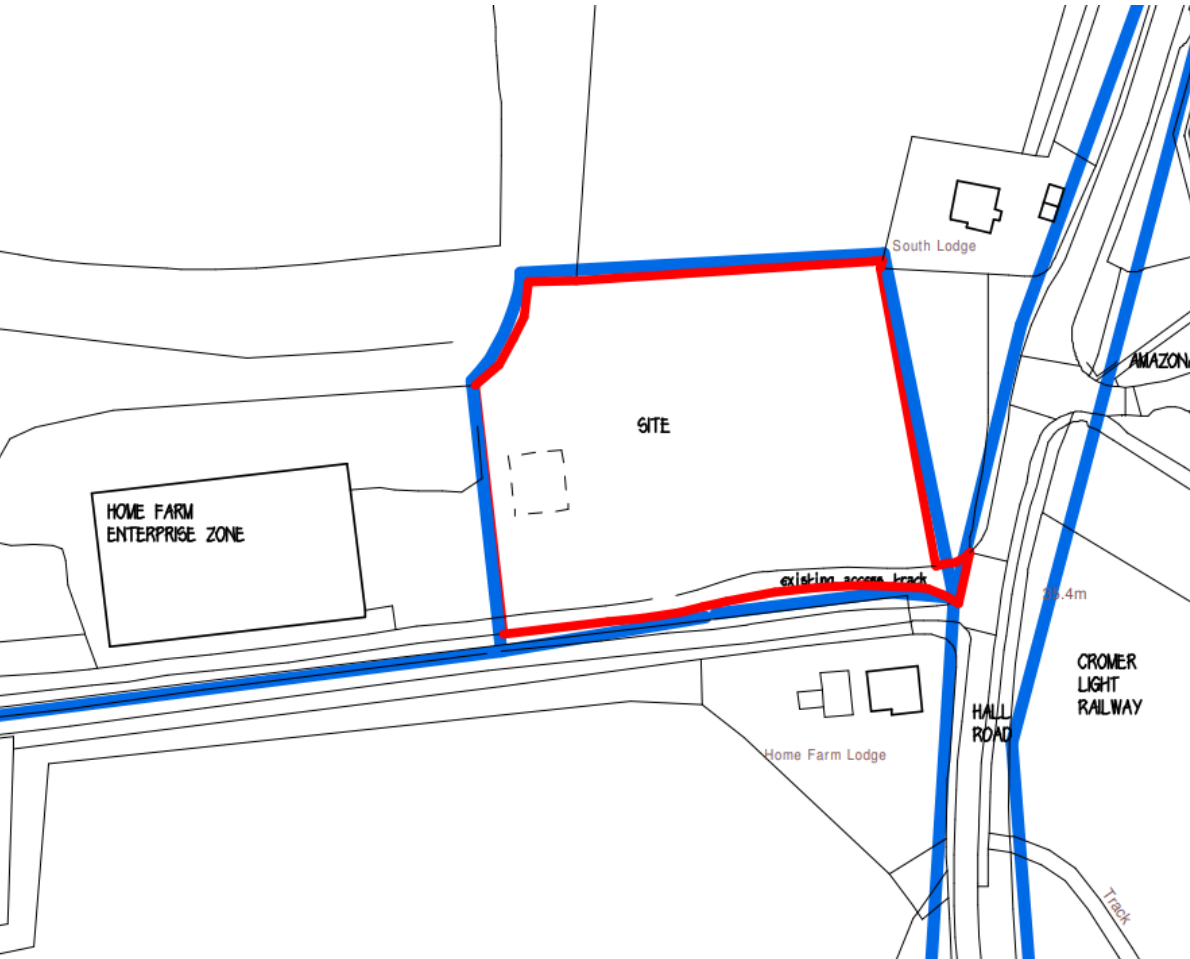
06 February 2025

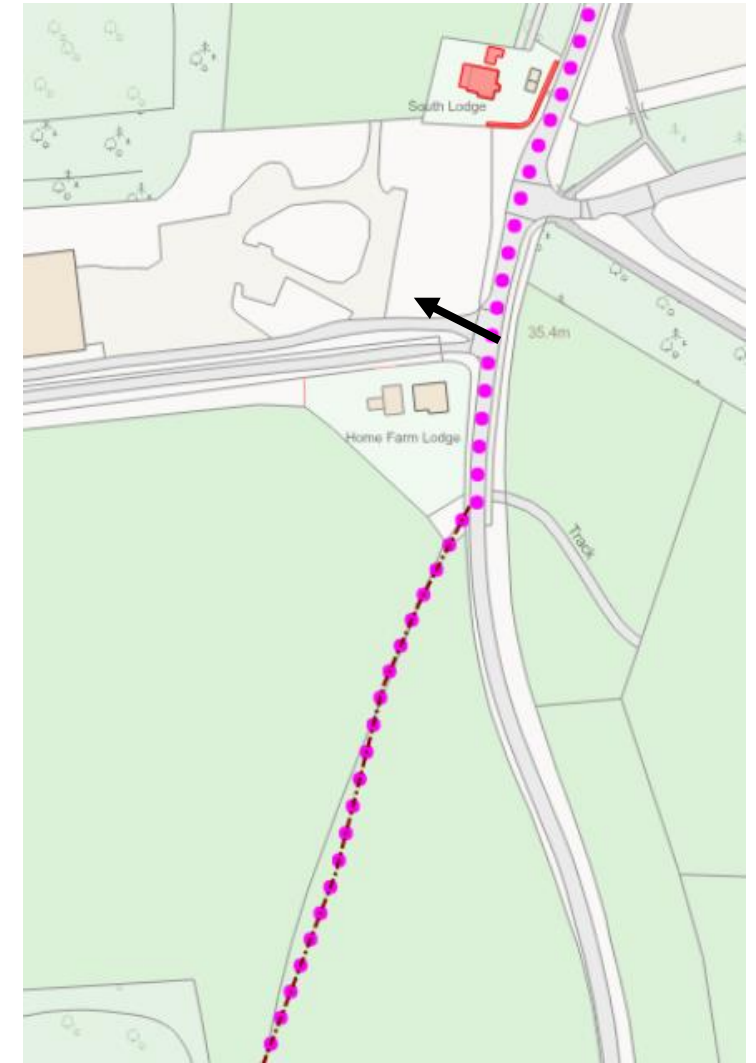
Site location

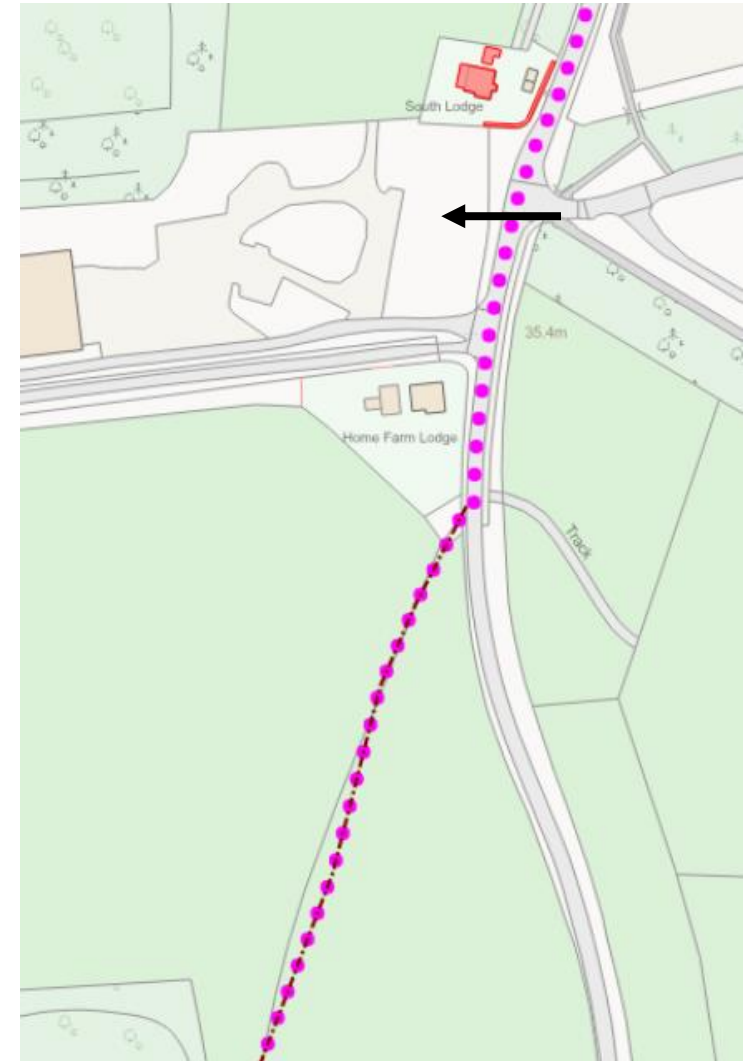
★ Grade II Listed South Lodge

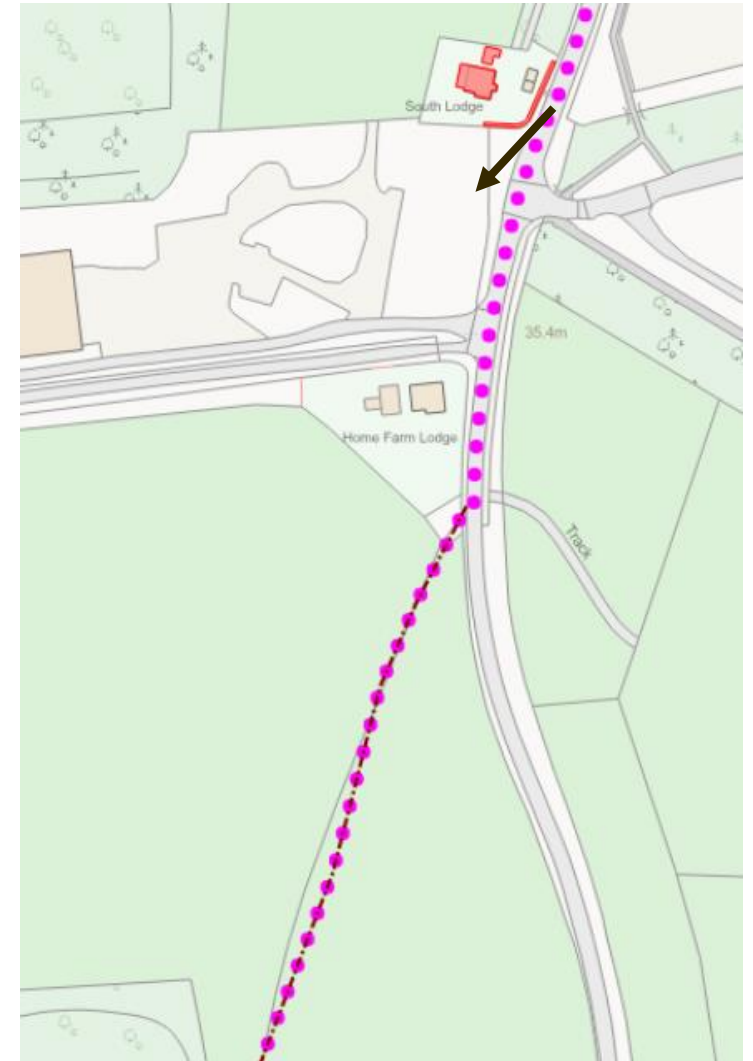
★ Grade II* Listed Cromer Hall

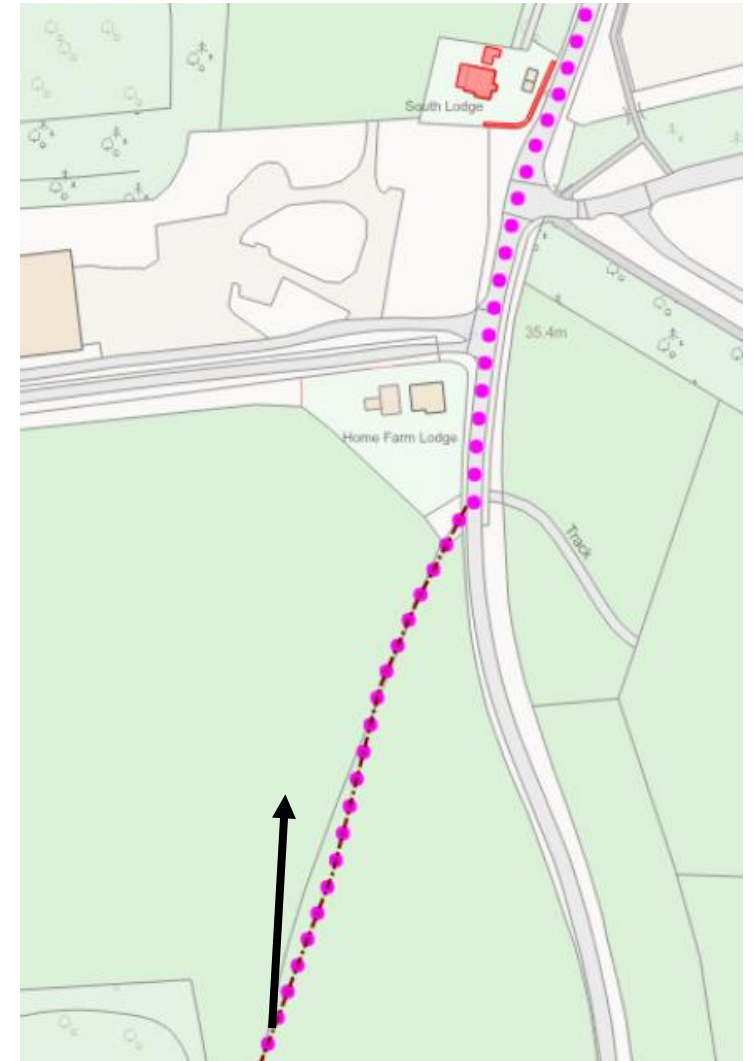
★ Weavers Way & Public Right of Way (Cromer FP9)

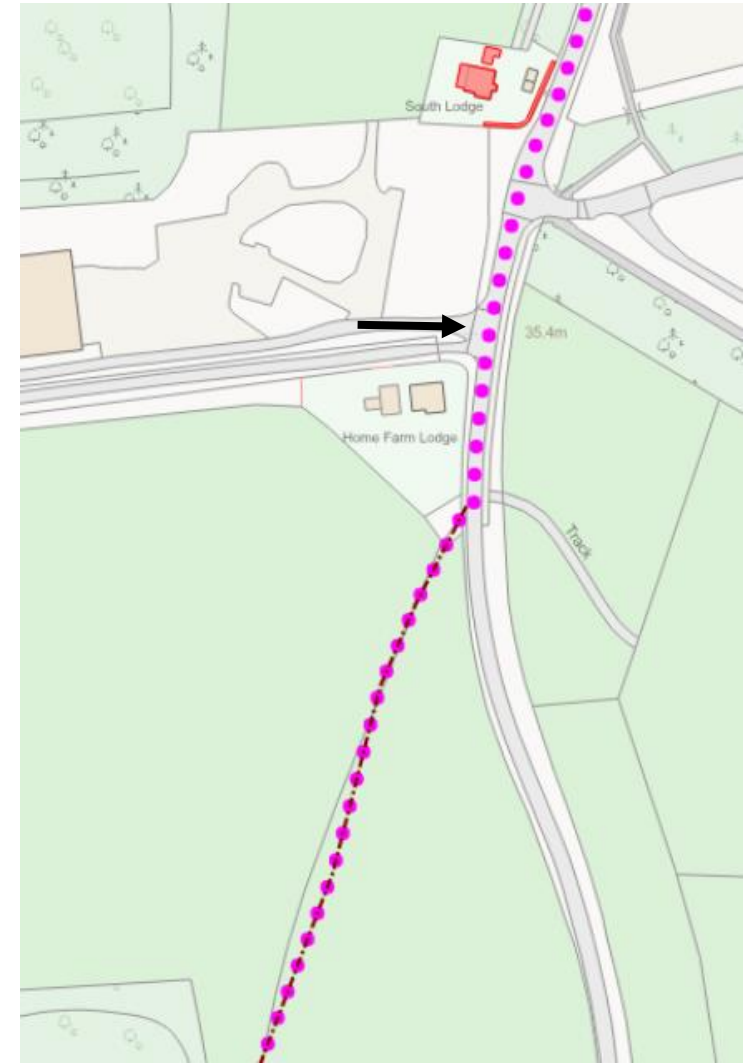


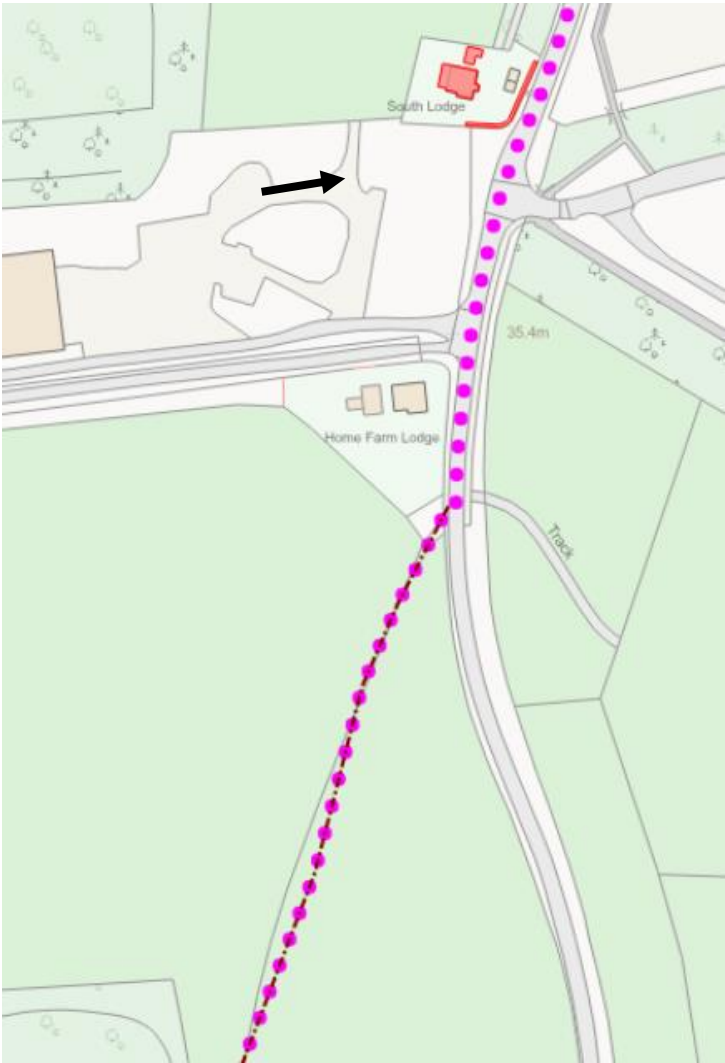


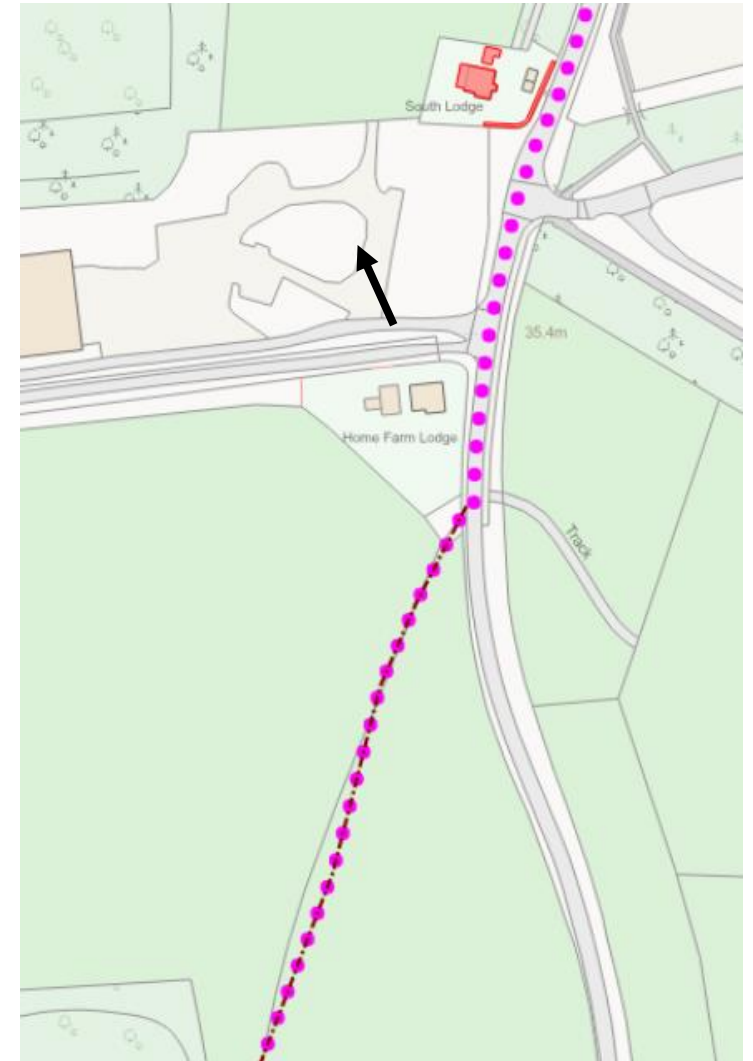


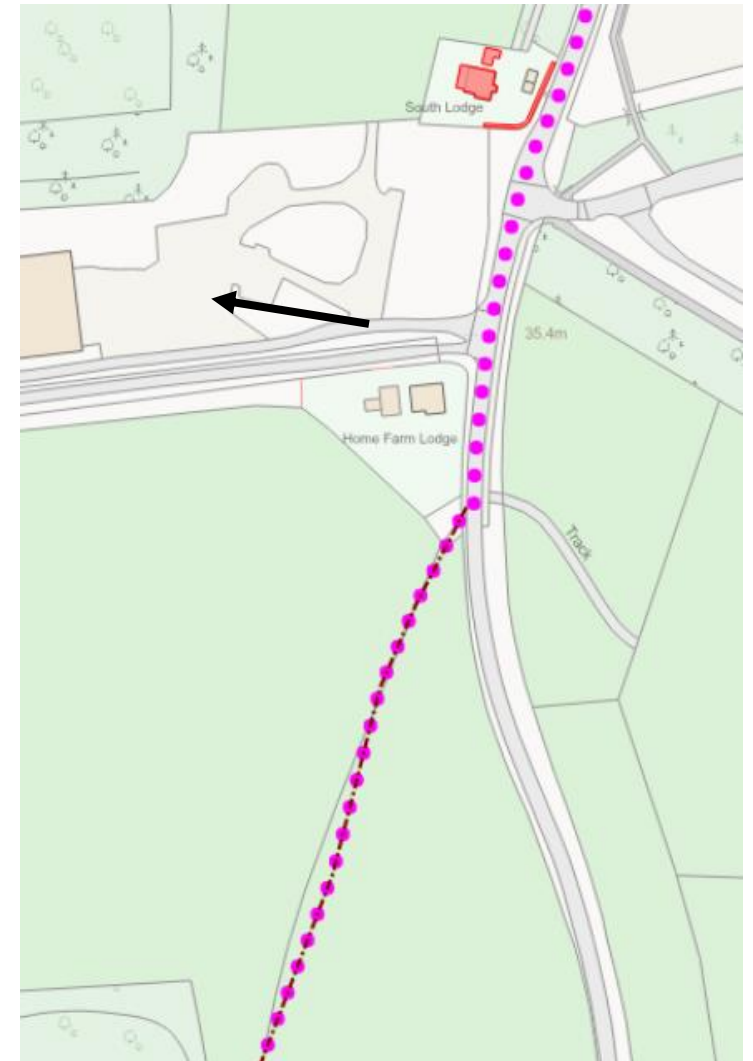




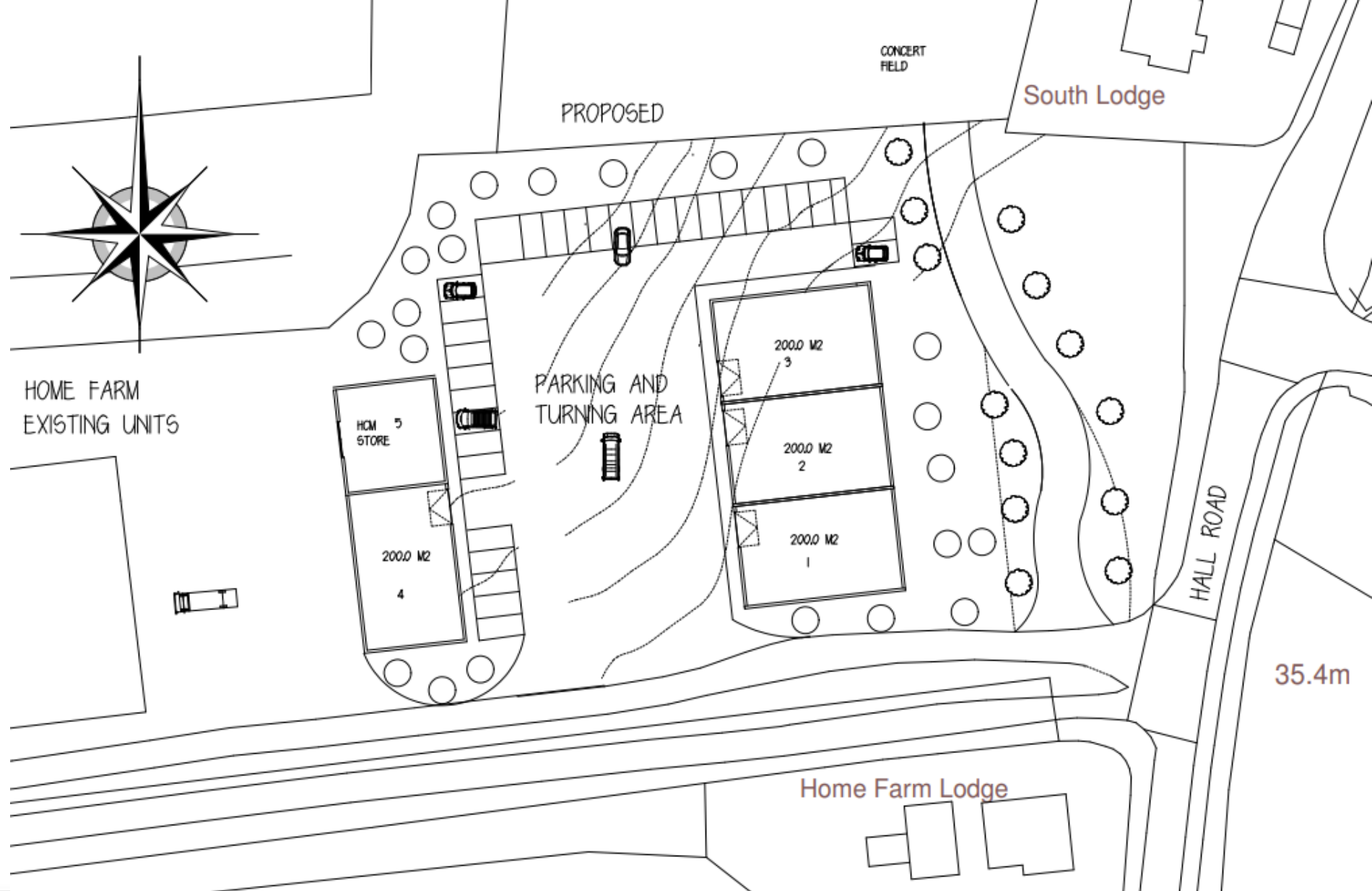




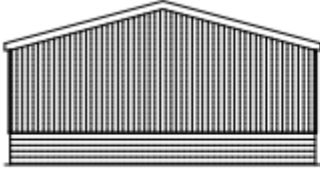
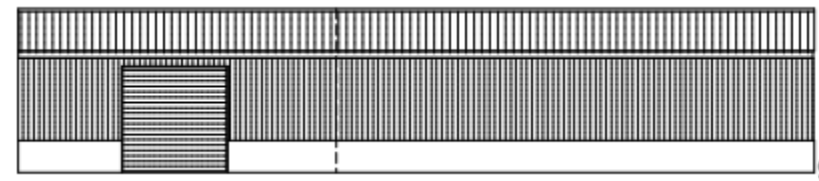




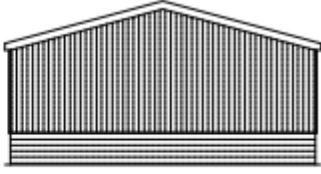
Proposed site plan



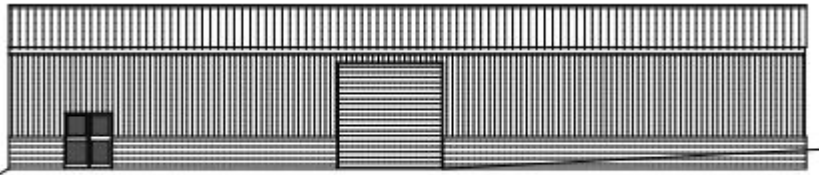
Proposed elevations & floor plans



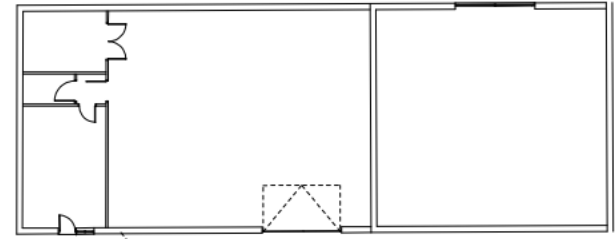
NORTH ELEVATION



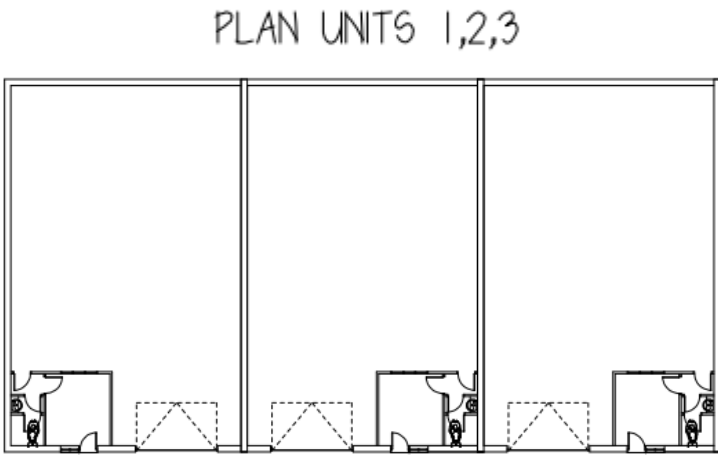
SOUTH ELEVATION



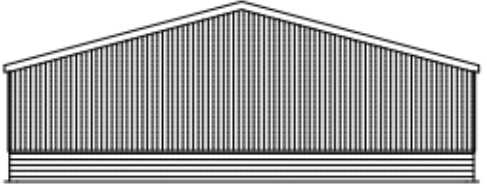
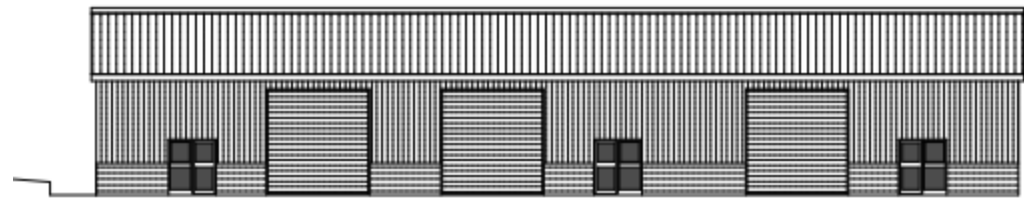
EAST ELEVATION UNITS 4,5



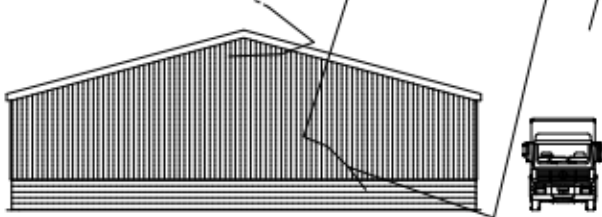
PLAN UNITS 4/5



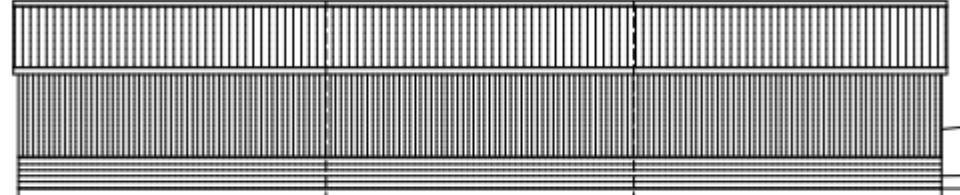
PLAN UNITS 1,2,3



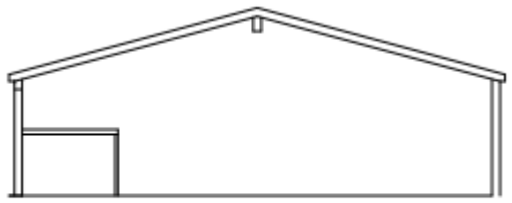
NORTH ELEVATION



SOUTH ELEVATION

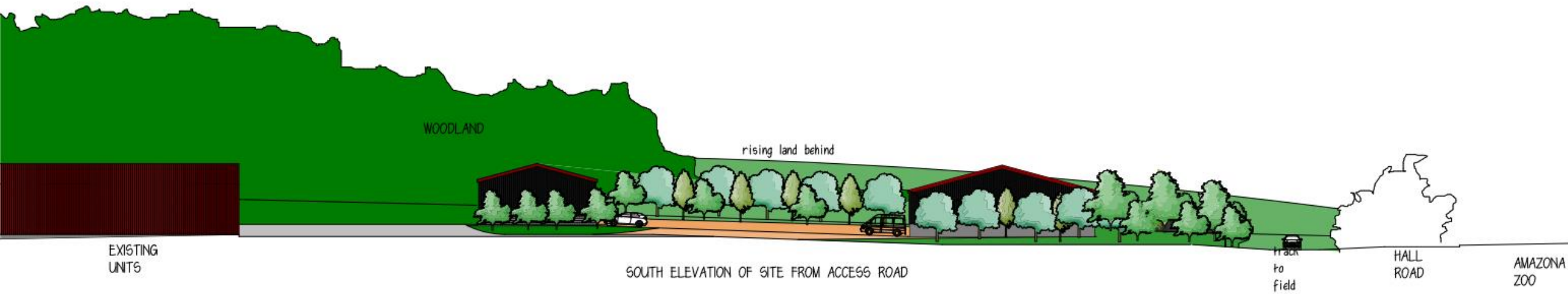


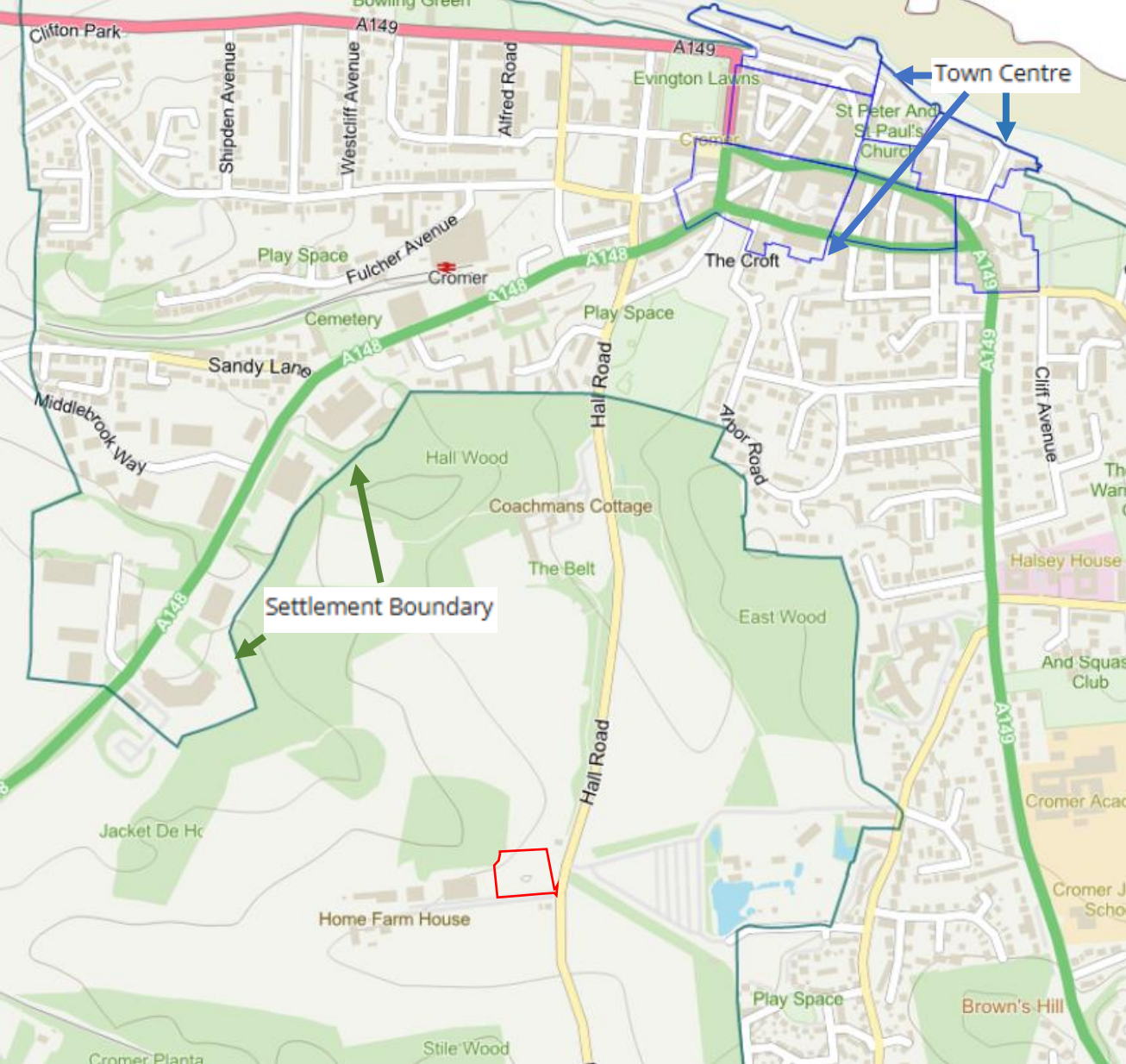
EAST ELEVATION UNITS 1,2,3,



SECTION

Proposed site section





↑ Surface water flood maps
'Annual Exceedance Probability' (AEP);

← Site's relationship with designated Settlement Boundary and Town Centre

RECOMMENDATION:

To refuse permission on the following grounds:

1. The site is located in an area designated as Countryside where Policy SS 2 limits development to that which requires a rural location. The proposals have not demonstrated why departure from the Council's key strategic policies is appropriate for this development. The development would therefore constitute unjustified intrusion of built form into the Countryside, contrary to strategic aims of achieving sustainable development as set out within Policies SS 1 and SS 2 of the adopted North Norfolk Core Strategy.
2. The proposed development would result in Main Town Centre and retail uses within the Countryside. The application has not been supported by any assessment of the development's likely impacts upon the viability or vitality of the Cromer Town Centre. No information has been provided to support a sequential test to demonstrate the suitability of this site to contain Main Town Centre uses. In the absence of such information, it has not been possible to fully assess the proposal's impact upon the Cromer Town Centre. In this respect, conflicts arise with Policy EC 5 of the adopted North Norfolk Core Strategy as well as the guidance contained within Chapter 7 of the National Planning Policy Framework.
3. Insufficient information has been provided in order to sufficiently demonstrate that the proposal requires a coastal location within the designated Undeveloped Coast in order to justify impacts upon the undeveloped character in line with the requirements of Policy EN 3 of the adopted North Norfolk Core Strategy.
4. The proposed development would, by virtue of its location and massing, have a notable impact on the important rural setting of the Grade II Listed South Lodge, disrupting the landscape in which it was originally intended to be appreciated from. The development would cause harm to the significance of South Lodge, falling within the setting of that listed building. Such harm would be within the less than substantial category, as set out in the National Planning Policy Framework and would not be outweighed by the public benefits associated with the development. The proposed development would therefore be in conflict with Policy EN 8 of the adopted North Norfolk Core Strategy and Chapter 16 of the National Planning Policy Framework.
5. Insufficient information has been provided in order to sufficiently establish the site's ecological value and the impacts of the proposal on protected species have not been adequately established. Therefore, the potential for adverse impacts upon habitats and protected species cannot be assessed in accordance with the Council's statutory duties under Regulation 9 of the Conservation of Habitats and Species Regulations 2017 (as amended) (also see paragraph 99 of the ODPM Circular 06/2005). Therefore, the proposal would be contrary to Policy EN 9 of the adopted North Norfolk Core Strategy and Chapter 15 of the National Planning Policy Framework.
6. Insufficient information has been provided in order to sufficiently establish that the site's Biodiversity Net Gain (BNG) baseline calculations are an accurate reflection of site conditions. Inconsistencies between the information provided and that observed on site brings the accuracy of the baseline calculations into question where no further information or justification has been provided. The proposals therefore conflict with the requirements set out within Article 7A of The Town and Country Planning (Development Management Procedure) (England) Order 2015.
7. Insufficient information has been provided in order to sufficiently demonstrate that the proposal would not adversely affect the existing mature trees adjoining the application site, many of which are important to the local landscape. Therefore, in the absence of an up-to-date and reliable Arboricultural Impact Assessment, which fully considers the implications of the proposed impact upon affected trees, the proposal fails to demonstrate the suitable retention of existing important landscaping and natural features, contrary to the requirements of Policies EN 2 and EN 4 of the adopted North Norfolk Core Strategy and paragraphs 136 and 187 of the National Planning Policy Framework.
8. The proposed access is unsatisfactory to serve the development by reason of its inadequate width. The proposals would therefore lead to the stopping and waiting of vehicles on the highway to the detriment of highway safety contrary to Policy CT 5 of the adopted North Norfolk Core Strategy and Chapter 9 of the National Planning Policy Framework.
9. The unclassified roads of Hall Road and Metton Road serving the site are inadequate to serve the development proposed, by reason of poor alignment, restricted width, lack of passing provision and restricted visibility at adjacent Road junctions. Consequently, as a result of the additional traffic generated by the development, the proposals would be likely to give rise to conditions detrimental to highway safety contrary to Policy CT 5 of the adopted North Norfolk Core Strategy and Chapter 9 of the National Planning Policy Framework.
10. Insufficient information has been provided in order to sufficiently demonstrate that the proposal would not be at risk itself from, or give rise to, surface water flooding elsewhere. The application has not provided sufficient information to demonstrate this development would/could incorporate an appropriate sustainable drainage system. The proposal is therefore contrary to Policy EN 10 of the adopted North Norfolk Core Strategy, paragraphs 181 and 182 of the National Planning Policy Framework and the guidance contained within the Government's Planning Practice Guidance in relation to Flood Risk.