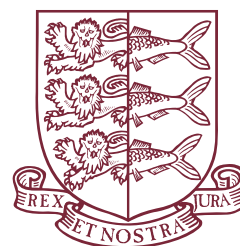


# 11 Bure Loop Development Area

<i>title</i>	<i>page</i>
11.1 INTRODUCTION _____	225
11.2 LAND USES _____	225
11.3 LANDSCAPING _____	226
11.4 ACCESS AND HIGHWAYS _____	227
11.5 PUBLIC UTILITIES _____	229
11.6 THE BUILT ENVIRONMENT _____	231
11.7 OTHER SPECIAL REQUIREMENTS _____	231





# 11 *Bure Loop Development Area*

## 11.1 INTRODUCTION

- 11.1.1 This chapter of the Plan sets out policies and proposals for the development of land to the north-east of the A47 Acle New Road. It comprises land which currently forms part of the existing industrial area known as the Eurocentre and includes land allocations for employment purposes to the east of a A47/A149 link.
- 11.1.2 Development Guidelines for this area were first approved by the Borough Council in 1981 following full public consultation. The Guidelines were “certified” by Norfolk County Council as being consistent with the (then) current County Structure Plan. The preparation of the Borough-wide Local Plan has provided the opportunity to re-appraise the 1981 policies in the light of changes in both strategic and local policies and the requirements of the various organisations and statutory agencies with an interest in the future development of this area.
- 11.1.3 The aim, therefore, is to indicate existing land-use commitments; to put forward revised land allocations and to incorporate planning policies which will enable the creation of a well-landscaped development area on one of the main approaches to the town. Account is taken of the proximity of the Broads Authority’s Executive Area boundary and the need to ensure that there is a satisfactory relationship between the developments proposed and adjoining land which forms part of the Broads “National Park”.
- 11.1.4 An integral part of the development of the area is the provision of a link road from the A47 to the A149 involving the construction of a bridge across the River Bure.

## 11.2 LAND USES

- 11.2.1 The Borough Council’s overall aim is to provide a well-landscaped development area which is compatible with the broads environment.

### **Employment Land**

- 11.2.2 The Bure Loop Development Area was originally chosen as a potential industrial development area in order to provide a choice of sites within the Borough at a time when there was a shortage of readily available and attractive industrial land and buildings. In agreeing changes to the Norfolk Structure Plan in 1980 the then Secretary of State agreed that consideration must be given as a matter of urgency to the release of more land at either Harfreys Farm or in the Bure Loop as no other suitable land was available at that time. Since 1980 the Borough has witnessed the virtual completion of Harfreys Farm and Capton Hall Industrial Estates whilst the Borough Council’s more recently allocated South Gorleston Development Area is to be laid out as a high quality business park and commercial area.
- 11.2.3 The Bure Loop area is situated north of the A47 and lies to the east of a future A47/A149 link. This link road will provide access to this important contribution to the Borough’s employment land supply. The link (which lies partly in the Broads Executive Area) will

---

be the sole access to the land (although, ultimately, there may be opportunities to provide access to the existing private roads of the nearby Eurocentre). No further development will be allowed in the area (other than existing commitments) prior to the completion of construction of the link road and all access to the development allowed under the policy will only be permitted from the link road.

### **Environmental Safeguards**

11.2.4 To ensure that a well-landscaped area is created and to ensure that the development is not of a type which could damage the landscape and nearby broads watercourses and wildlife habitats the following policies will apply:-

---

**11.2.5 POLICY BL1 HEAVY GENERAL INDUSTRIAL TYPE UNITS AND USES WHICH ARE EITHER LARGE WATER USERS OR INVOLVE THE ON SITE PRODUCTION AND STORAGE OF HAZARDOUS SUBSTANCES, OILS, CHEMICALS AND OTHER POTENTIAL POLLUTANTS AND "BAD NEIGHBOUR" TYPE USES WHICH RESULT IN SIGNIFICANT NOISE AND/OR AIR POLLUTION WILL NOT BE PERMITTED.**

---

Note: Bad neighbour uses or activities can be widely defined as those which cause or result in dirt, dust, smoke, smell, fumes, noise, disturbance (including vibration), hazardous substances (storage, manufacture and transportation), radio and television systems (by virtue of interference) and may include activities and uses which result in significant overlooking, loss of privacy or over-shadowing.

### **Service Facilities**

#### **Retailing**

11.2.6 The allocation of land for commercial and industrial development is a fundamental part of the Borough Council's economic development strategy. The Plan makes it clear that the strategy would be adversely affected if retailing were to be permitted within such locations. However, this principle will only hold good provided land is made available elsewhere, throughout the plan period, to allow for future retail floorspace requirements. Policies contained within the Plan, resulting from the findings of the Great Yarmouth Shopping Study (1994), re-affirm that large scale out-of-centre/edge-of-centre food shopping would be detrimental to Great Yarmouth and Gorleston town centres.

---

**11.2.7 POLICY BL2 THE BOROUGH COUNCIL WILL NOT PERMIT PROPOSALS FOR MAJOR FOOD/CONVENIENCE STORES WITHIN THE BURE LOOP DEVELOPMENT AREA.**

---

11.2.8 All shopping proposals will be addressed against the retail policies contained in the Shopping Chapter of this Local Plan.

### **11.3 LANDSCAPING**

11.3.1 The Plan provides for extensive landscaping in the form of wide landscaped belts to physically separate the new development areas from the open countryside and to ensure that the A47 approach to the town is made as attractive as possible. The Borough Council is also anxious to safeguard and enhance the open 'Broads' landscape. Prior to agreeing any landscaping proposals the Borough Council will consult fully with the County Council and the Broads Authority.

---

**11.3.2 POLICY BL3 THE LANDSCAPED BELTS WILL INCORPORATE EARTH MOUNDING AND PLANTING, THE EARTH MOUNDING AND LANDSCAPING SHALL COMPRISE OF:-**

---

- (a) A LANDSCAPE BELT 30 METRES IN WIDTH INCORPORATING AN EARTH MOUND OF NO LESS THAN 20 METRES WIDTH AND 3 METRES IN HEIGHT ALONG THE A47 SITE BOUNDARY, AND ALONG THE NORTHERN BOUNDARY OF THE DEVELOPMENT AREA.
- (b) NO LESS THAN 20 METRES IN WIDTH AND 2 METRES HIGH ON EITHER SIDE OF THE PROPOSED A47-A149 LINK ROAD.
- (c) NO LESS THAN 15 METRES IN WIDTH AND 2 METRES HIGH ALONG THE NORTH SIDE OF PADDY'S LOKE, AND ALONG AND ADJACENT TO THE BOUNDARIES OF EXISTING DEVELOPMENT.

---

11.3.3 **POLICY BL4** ALL LANDSCAPED BELTS WILL BE REQUIRED TO BE COMPLETED IN ACCORDANCE WITH A SCHEME TO BE AGREED WITH THE COUNCIL BEFORE DEVELOPMENT IS COMMENCED, UTILISING NATIVE TREE AND SHRUB SPECIES INDIGENOUS TO THE BROADLAND SCENE. CONSIDERATION WILL BE GIVEN TO A PHASED LANDSCAPING SCHEME TO BE UNDERTAKEN IN ACCORDANCE WITH A SCHEDULE OF WORKS AGREED WITH THE COUNCIL, AND EACH PHASE WILL BE REQUIRED TO BE COMPLETED BEFORE THE RESPECTIVE PART OR SECTION OF THE DEVELOPMENT IS COMMENCED.

---

11.3.4 **POLICY BL5** AMENITY LANDSCAPING WILL ALSO BE REQUIRED WITHIN ALL DEVELOPMENT SITES, UTILISING NATIVE TREE AND SHRUB SPECIES INDIGENOUS TO THE BROADLAND SCENE.

11.3.5 Amenity landscaping within individual plots or sites will be secured by the imposition of conditions on the grant of planning permission.

### Existing Eurocentre

11.3.6 The existing Eurocentre development area is occupied by a wide diversity of uses including surface storage and container/lorry standage areas. Much could be done to improve the visual appearance of these areas through additional landscaping.

---

11.3.7 **POLICY BL6** THE BOROUGH COUNCIL WILL SEEK TO ENHANCE THE VISUAL APPEARANCE OF THE EXISTING INDUSTRIAL AREA THROUGH THE IMPLEMENTATION, IN CONJUNCTION WITH THE BROADS AUTHORITY, OF LANDSCAPE IMPROVEMENT SCHEMES. WHERE NECESSARY, THE BOROUGH COUNCIL WILL TAKE ALL APPROPRIATE STEPS TO ENSURE THAT LANDSCAPING CONDITIONS ARE COMPLIED WITH IN FULL.

## 11.4 ACCESS AND HIGHWAYS

### Access Requirements

11.4.1 Access to land within Policy Area EMP9 (ie to the east of the proposed A47-A149 link road) will only be permitted from the A47-A149 link road. Construction of the link road is included in Norfolk County Council's Local Transport Plan. Traffic generating development within this policy area including that with access provided by the existing Runham Road and North River Road, will not be permitted in advance of completion of the link road.

---

11.4.2 **POLICY BL7** NEW ACCESS TO THE BURE LOOP DEVELOPMENT AREA WILL ONLY BE PERMITTED FROM THE COMPLETED A47-A149 LINK ROAD, WHICH WILL CONNECT WITH THE A47 BY MEANS OF A ROUNDABOUT, WITH ACCESS TO THE FORMER RAILWAY SIDINGS ALLOWED ONLY FROM THE POSITION OF THIS PROPOSED HIGHWAY INTERSECTION.

11.4.3 The junction of the proposed link road and the A47 trunk road will need to be

---

constructed to standards agreed with the Highways Agency and/or Norfolk County Council, as appropriate.

11.4.4 The alignment of the link road will need to take account of all aspects of highway design and minimise the visual impact on the Broadland landscape and respect the “Broadland scene”.

11.4.5 All access to the development area shall be taken from the A47-A149 link road and no access will be permissible from the A47; no more than 2 accesses shall serve the development area and no access (except agricultural) will be allowed to land to the west. Provision shall also be made for an off-carriageway footway and cycle track together with appropriate pedestrian crossing points and access footways to enable pedestrians using Paddy’s Loke to gain access to the development area designated under Policy EMP5 and/or the westward extension of Paddy’s Loke which is a public right of way shown on the definitive footpath map. Additional development will not normally be permitted to use the existing Runham Road/North River Road route and, therefore additional development will not be permitted until the A47/A149 link is complete.

---

**11.4.6 POLICY BL8 THE COUNCIL WILL FAVOURABLY CONSIDER ANY PROPOSAL FOR THE CONSTRUCTION OF A ROAD IN THE BURE LOOP DEVELOPMENT AREA TO LINK THE A47 TO THE A149, AS SHOWN ON THE PROPOSALS MAP, AND WILL NEGOTIATE WITH A VIEW TO SECURING LANDSCAPING TO MINIMISE THE IMPACT OF THE HIGHWAY ON THE BROADLAND SCENE. IN DETERMINING APPLICATIONS FOR PLANNING PERMISSION FOR SITES FRONTING THE LINK ROAD ONLY PEDESTRIAN ACCESS TO THIS HIGHWAY WILL BE PERMITTED.**

---

### **The Internal Highway Network**

11.4.7 The term ‘internal highway network’ is used to refer to roads other than the A47 Acle New Road, the A47-A149 link road, Runham Road and that part of North River Road which is not adopted by the Highway Authority.

11.4.8 The present access into the Eurocentre industrial area is via Runham Road and the northern part of North River Road. Although this section of North River Road is a narrow private road It is possible that access to the land area identified in Policy EMP5 could be served by temporary access arrangements. The use of this route is intended to cease once access to the A47 via the A47-A149 link can be achieved. Paddy’s Loke will then become the main access route to the Eurocentre with Runham Road/North River Road becoming a secondary access for non heavy goods vehicle traffic.

---

**11.4.9 POLICY BL9 PROPOSALS FOR NEW DEVELOPMENT IN THE AREA IDENTIFIED ON THE PROPOSALS MAP AS SUBJECT TO POLICY EMP5 WILL BE PERMITTED ONLY AFTER CONSTRUCTION OF A NEW ACCESS FROM THE EUROCENTRE/PADDY’S LOKE TO THE A47-A149 LINK ROAD.**

---

**11.4.10 POLICY BL10 THE BOROUGH COUNCIL IN CONJUNCTION WITH THE COUNTY COUNCIL AS HIGHWAY AUTHORITY, WILL REQUIRE DEVELOPERS TO SAFEGUARD SUFFICIENT LAND TO ENABLE PADDYS LOKE TO BE WIDENED AND THE FORMATION OF A SUITABLE VISIBILITY SPLAY AT ITS JUNCTION WITH THE PROPOSED LINK ROAD PROVIDED IN ORDER TO ENSURE THE UPGRADING OF THE PRESENT UNSATISFACTORY ACCESS ARRANGEMENTS. ON COMPLETION OF THE NEW ACCESS LINK ROAD FROM THE EUROCENTRE TO THE A47-A149 LINK, NORTH RIVER ROAD SHALL BE CLOSED TO HEAVY GOODS VEHICULAR TRAFFIC AT THE POINT AT WHICH THE ROAD CEASES TO BE A PUBLIC HIGHWAY.**

---

11.4.11 The layout and construction of all roads which form the internal highway network of the Bure Loop Development Area should comply with the appropriate County Council standards so that they can be adopted when they link to the A47-A149 highway.

11.4.12 The layout, design and construction of the internal road network shall be built in accordance with the current Norfolk County Council "Estate Road Design and Construction" manual and to the satisfaction of the Highway Authority.

---

**11.4.13 POLICY BL11 THE INTERNAL ROAD LAYOUT IN THE AREA SUBJECT TO POLICY EMP5 AS SHOWN ON THE PROPOSALS MAP WILL BE REQUIRED TO PROVIDE FOR SEGREGATED 'OFF-CARRIAGEWAY' FOOTWAY/CYCLEWAY LINKS TOGETHER WITH A CROSSING POINT AT PADDY'S LOKE AND A COMBINED 'OFF-CARRIAGEWAY' FOOTWAY/CYCLEWAY ON THE SECTION OF PADDY'S LOKE TO BE RECONSTRUCTED TO FORM AN ACCESS ROAD BETWEEN THE LINK ROAD AND THE EUROCENTRE.**

---

**11.4.14 POLICY BL12 ELSEWHERE THE BOROUGH COUNCIL WILL EXPECT ADEQUATE FOOTPATH AND CYCLEWAY LINKS TO BE PROVIDED THROUGH THE DEVELOPMENT AREA. IN ADDITION, REEDHAM DEFINITIVE FOOTPATHS NOS. 15 AND 16 WILL BE RETAINED ON THEIR CURRENT ALIGNMENTS.**

---

## 11.5 PUBLIC UTILITIES

### Foul and Surface Water Drainage

11.5.1 Both Anglian Water Services Limited and the Environment Agency (formally the National Rivers Authority) have confirmed that a comprehensive, co-ordinated, drainage strategy will be required. This strategy will not only need to examine the drainage requirements of the new development areas (ie, those areas of land allocated for development but currently without planning permission) but also how this should be linked with the existing private surface and foul water sewers at the Eurocentre.

---

**11.5.2 POLICY BL13 SURFACE WATER DRAINAGE FROM ALL ROADS WILL BE REQUIRED TO BE DISPOSED OF ONLY BY MEANS OF A GRAVITY OPERATED SURFACE WATER SEWERAGE SYSTEM.**

---

11.5.3 The Borough Council and Broads Authority expect surface water from roads and other areas which are to be eventually adopted by the County Council, as highway authority, to be discharged to an outfall into the River Bure. Surface water from other hard surfaces (eg vehicle hardstandings and roofs) will need to be discharged into a separate system which shall be sited and designed to the requirements of the Local Planning Authority in liaison with the Environment Agency. This requirement is to ensure that the surface water dyke system in the Bure Loop together with other major watercourses are not overloaded or put at risk through pollutants from industrial areas reaching the broads dyke network.

11.5.4 A separate drainage system sited and designed to the requirements of the Council in liaison with the Environment Agency will include a new pumping station, the cost of which will need to be borne by the developers.

---

**11.5.5 POLICY BL14 SURFACE WATER DRAINAGE FROM ALL INDUSTRIAL AND PRIVATE VEHICULAR HARDSTANDINGS, ROOFS, AND OTHER NON-HIGHWAY IMPERVIOUS AREAS WILL BE REQUIRED TO BE DISCHARGED INTO THE RIVER BURE VIA A NEW PUMPING STATION.**

---

- 
- 11.5.6 The Environment Agency requires the provision of trapped road type gullies to be provided within the overall detailed design of the surface water drainage system(s). Interceptors shall also be required where there is a risk of spillage of oils, chemicals and other pollutants (eg. lorry hardstanding areas). Where appropriate, cut-off systems will be required in the drainage system so that sections of dyke and pipeline can be isolated should an overspill/accident occur. The Borough Council may impose conditions on the grant of planning permission whereby limitations are placed on proposals which either prohibit or limit the bringing into operation of the development until such time as the comprehensive surface water drainage system, the subject of Policy BL14, has been commissioned.

### **Flood Protection**

- 11.5.7 In low-lying areas which are at risk from flooding the Environment Agency advise that there should be a general presumption against new development or the intensification of existing uses. There would be an increased risk of flooding to development east of the proposed A47-A149 link unless the proposed landscaping incorporates a secondary flood defence which closes back to the railway line south of the allocation. In order to provide adequate flood protection for the development area, the following policy will be applied:-

- 
- 11.5.8 POLICY BL15 APPROPRIATE FLOOD PROTECTION MEASURES WILL BE REQUIRED THROUGHOUT THE DEVELOPMENT AREA TO PROVIDE A SATISFACTORY LEVEL OF FLOOD DEFENCE. THE PROTECTION REQUIREMENTS WILL BE SPECIFIED BY THE LOCAL PLANNING AUTHORITY, IN CONSULTATION WITH THE NATIONAL RIVERS AUTHORITY, AND WILL BE FUNDED BY THE DEVELOPER. IN ADDITION, THE BOROUGH COUNCIL WILL, IN CONSULTATION WITH THE NATIONAL RIVERS AUTHORITY, SPECIFY MINIMUM FLOOR HEIGHT LEVELS FOR BUILDINGS WHICH COULD BE SUBJECT TO FLUVIAL FLOODING SHOULD THE EXISTING OR UPGRADED FLOOD DEFENCES FAIL.**
- 

- 11.5.9 The Environment Agency suggests that the secondary flood defences (flood bank) that are incorporated in the landscape area along the western edge of the development area may require strengthening or may need incorporation into the existing river defences on the railway embankment which is believed to be 2 metres above Ordnance Datum, Newlyn.

### **Electricity Services**

- 11.5.10 Reinforcement of supplies may be necessary and would take the form of an 11,000 volt underground cable from Caister. A crossing of the River Bure would be difficult unless the proposed A47-A149 link road bridge over the River Bure could be utilised.

### **Gas Services**

- 11.5.11 No specific difficulties are envisaged in providing a gas supply to the development areas. However, British Gas point out that certain provisions are required in respect of works near the high pressure gas main adjacent to Acle New Road.

### **Water Services**

- 11.5.12 Existing water mains are fully committed and a new feeder main will be necessary from the River Bure (A47) bridge.

## **11.6 THE BUILT ENVIRONMENT**

### **Car Parking and Service Provision**

- 11.6.1 To achieve a satisfactory level of car parking and service provision throughout the development area, the Borough Council's adopted standards will apply and applicants will be expected to comply with these.

### **General Design Principles**

- 11.6.2 The area is adjacent to and currently forms part of open broads landscape. Consequently, the Borough Council expects a high standard of design.
- 11.6.3 It is the Borough Council's intention that the employment areas should be of a quality which meets the needs of modern industry and is also visually pleasing. Within the employment area, the Council will require additional landscaping and on site planting.
- 11.6.4 In order to achieve a high standard of building design and landscaping it will be expected that both qualified architects and landscape architects shall be employed by the developer in the preparation of the final layout and detailed design. The architect(s) will be expected to demonstrate to the Borough Council their ability and imagination in the field of industrial building design.
- 11.6.5 The appearance of the built environment throughout the industrial estate is critical to the success or otherwise of the development area. Encouragement will be given to the use of high quality materials on all developments.
- 11.6.6 The Borough Council will expect developers to undertake a site survey of existing landscape features to accompany a planning application as well as accurate drawings showing the relationship of any new building to its intended setting.

### **The Needs of the Disabled**

- 11.6.7 The Borough Council will seek the appropriate provision of access and facilities for the disabled as set out in Chapter 9 of the Plan.

## **11.7 OTHER SPECIAL REQUIREMENTS**

### **Archaeological Sites**

- 11.7.1 Norfolk County Council's Archaeological Unit has requested that the Borough Council should ensure that any developer funds a detailed assessment of the site and any subsequent excavations that may be required.

### **Access for Fire Appliances**

- 11.7.2 Access for fire appliances should in all cases, be in accordance with the requirements of the Fire Authority.

### **Development on Unstable Land and Hazardous Substances**

- 11.7.3 Refer to the Infrastructure Chapter for detailed requirements.

