

Great Yarmouth Borough Council

Great Yarmouth Waterfront AAP

Further Preferred Options

Sustainability Appraisal Commentary

October 2010

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1. Introduction

This report has the following two principal aims:

- To set out the approach to the Sustainability Appraisal undertaken as part of preparation of the Great Yarmouth Waterfront AAP
- To provide a commentary on the findings of the Sustainability Appraisal undertaken to inform the Further Preferred Options AAP

1.1. What is a Sustainability Appraisal?

- 1.1.1. Sustainability Appraisal is a systematic process which is undertaken during the preparation of a Development Plan Document. Undertaking a Sustainability Appraisal is required under Section 39 and Section 19 (5) of the Planning and Compulsory Purchase Act.
- 1.1.2. The role of Sustainability Appraisal is to assess the significant effects of a Development Plan on certain environmental, economic and social objectives of sustainable development. The Sustainability Appraisal process ensures sustainable development objectives are considered when identifying the preferred policy options of the plan. It therefore helps justify that the proposed plan is the most appropriate/sustainable plan when considered against all reasonable alternatives.

1.2. Strategic Environmental Assessment

- 1.2.1. The European Directive 2001/42/EC requires a Strategic Environmental Assessment (SEA) of plans and programmes prepared by public authorities which are likely to have a significant effect on the environment. Among plans which are required to be assessed are land use plans. Therefore the Area Action Plan will be subject to SEA. The Government's approach to undertaking SEA is to incorporate the requirements of the Directive into the wider Sustainability Appraisal process. Therefore this initial Sustainability Appraisal of the Area Action Plan satisfies the requirements of the SEA Directive.

1.3. Great Yarmouth Waterfront AAP

- 1.3.1. The Area Action Plan (AAP) is being prepared by Great Yarmouth Borough Council and 1st East Urban Regeneration Company (URC) to promote the regeneration of a series of strategic waterfront sites within Great Yarmouth. The proposals and policies contained within this AAP respond to the area's

specific challenges and opportunities in order to ensure that development is brought forward in a comprehensive, co-ordinated and sensitive manner.

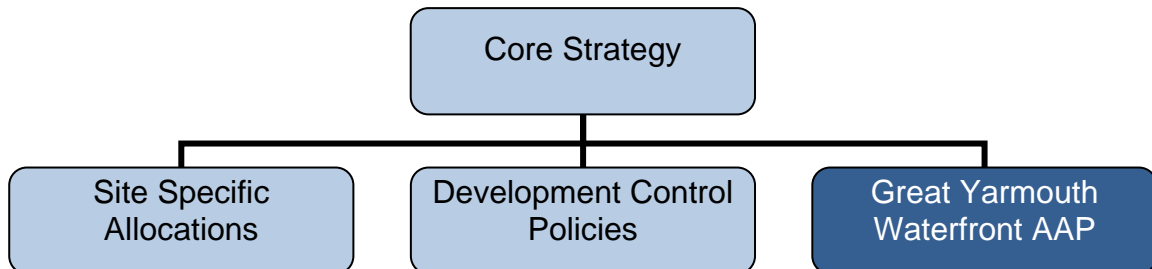
1.3.2. The Great Yarmouth Waterfront AAP is a statutory planning document which forms part of Great Yarmouth's Local Development Framework (LDF). The AAP covers a total area of approximately 40 ha of predominantly brownfield waterfront land in Great Yarmouth. It seeks to ensure that development within this area comes forward in a coordinated manner by setting out a policy framework to guide the delivery of new housing, employment space, retail, leisure and tourism facilities, community facilities, open space, transport initiatives and environmental enhancements.

1.3.3. More specifically the AAP will:

- Set the long term vision for the Great Yarmouth Waterfront area;
- Set the objectives required to achieve the vision;
- Contain land use proposals and policies to guide development;
- Provide a realistic and viable plan for the implementation of the AAP proposals including phasing and funding etc;
- Be fully embedded within wider strategies, plans and guidance;
- Act as a promotional tool for development of the area.

1.3.4. The AAP is being prepared as a statutory Development Plan Document (DPD) as part of Great Yarmouth's LDF. Figure 1.1 illustrates how the AAP fits within this context.

Figure 1.1 – Great Yarmouth Local Development Framework – Development Plan Documents



1.3.5. The AAP will sit beneath the Great Yarmouth Core Strategy, which provides the overarching planning policy framework for the development of the borough up to 2025. Planning applications for developments within the AAP area will need to demonstrate compliance with this policy framework in order to be granted approval by the Council.

1.3.6. The AAP preparation process to date has been led by Great Yarmouth Borough Council in partnership with 1st East, the Urban Regeneration Company (URC) responsible for delivering the transformation of waterfront areas in both Lowestoft and Great Yarmouth. Work commenced on producing masterplans covering the URC areas in Lowestoft and Great Yarmouth in

2006. Following advice from the Government Office for the East of England (GO East), it was decided to develop these masterplans into statutory Area Action Plans (AAPs) within each Council's Local Development Framework.

1.3.7. Halcrow and Urhahn were originally commissioned to undertake initial masterplanning and to develop the two AAPs to Preferred Option stage. This parallel process included the following stages:

- Issues and Options public consultation (March – April 2006);
- Preparation of Preferred Option AAP documents;
- Preferred Option Consultation (January - February 2007).

1.3.8. The two Preferred Options documents published in January 2007 were based upon extensive baseline research and options testing. Both AAPs were subject to a sustainability appraisal but did not contain specific development policies. Since the Preferred Options Consultation in 2007 there have been significant changes in the context within which the AAPs are to be taken forward, in particular:

- Changes to planning regulations and revision to PPS 12 on Local Spatial Planning that has updated requirements and process for the preparation of Development Plan Documents;
- Changes to other areas of national policy guidance relating to climate change, renewable energy and flood risk;
- The emergence of significant potential for off-shore wind farms in close proximity to Lowestoft and Great Yarmouth;
- The adoption of the East of England Plan as the Regional Spatial Strategy;
- Progress in the preparation of the Great Yarmouth Core Strategy;
- Further detailed site masterplanning and viability work (for Ice House Quay, Bure Harbour Quay and North Quay) including Urban Initiatives Masterplan (2009);
- Further evidence base work in relation to housing (in particular the Strategic Housing Market Assessment) flooding (the Strategic Flood Risk Assessment), renewable energy, sustainable construction, transport and viability.
- The completion of the first phase of EastPort UK has begun to stimulate economic activity and redevelopment in the south of the AAP area
- Consultation responses, in particular:
 - **Runham Broad:** representations made jointly by existing businesses to secure their long-term presence at the "Eurocentre" industrial area, which the 2007 proposals had earmarked for relocation to facilitate the proposed new broad and visitor facilities.
 - **Ice House Quay:** representations made by the Port Users Association and others suggesting the proposed scale and pace of port land redevelopment was inappropriate and should be scaled back.
 - **Bure Harbour Quay:** development constraints – particularly highways and flood risk/prevention - restrict the opportunities to implement a realistically viable mixed housing / retail / marina project.

- 1.3.9. In light of these changes, it has been deemed appropriate to undertake a further stage of “Preferred Options” consultation under Regulation 25 of the Town and Country Planning (Local Development) (England) Regulations 2004, as amended. This document has been prepared to set out a revised “Preferred Option” for the development of AAP area in response to the changing local, regional and national context.
- 1.3.10. Following the Gap Analysis recommendations it was decided to “decouple” the two AAPs and take them forward separately in line with Great Yarmouth and Waveney’s respective LDF timetables
- 1.3.11. This ‘Further Preferred Options’ document seeks to update the January 2007 version of the AAP with revised development proposals, site boundaries and a detailed policy framework that will be integrated with the wider Great Yarmouth LDF and guide development within the AAP area. Figure 1.2 provides a summary of the AAP’s policy framework

Figure 1.2: Great Yarmouth Waterfront AAP Policy Framework

Site-Wide Policies	
GYW1	Mix and Amount of Development
GYW2	Housing
GYW3	Business Activities
GYW4	Retail
GYW5	Tourism and Leisure
GYW6	Planning for Flood Risk
GYW7	Flood Resilient Design
GYW8	Design
GYW9	Townscape and Heritage
GYW10	Public Realm and Open Space
GYW11	Design for Biodiversity and Habitats
GYW12	Transport and Movement Network
GYW13	Street Hierarchy
GYW14	Sustainable Transport
GYW15	Improvements to the Highway Network
GYW16	Parking in the AAP Area
GYW17	Creating Sustainable Developments
Strategic Site Design Guidance	
SSDG1	Bure Harbour Quay
SSDG2	Ice House Quay
SSDG3	North Quay
SSDG4	The Conge
SSDG5	Runham Vauxhall

2. Methodology

2.1. Approach

- 2.1.1. A Sustainability Appraisal Scoping Report for the Great Yarmouth Local Development Framework was published in August 2006 to identify and highlight the sustainability issues within the borough.
- 2.1.2. The Scoping Report sets baseline data for the Borough, reviewed the implications of other plans, programmes and objectives, identified key sustainability issues and problems and established a 'Sustainability Framework' against which to test the sustainability of documents within Great Yarmouth's emerging LDF. Representations from statutory consultees have been received and the Scoping Report has been updated accordingly. In England, the SEA statutory consultees are:
- Environment Agency
 - Natural England
 - English Heritage
- 2.1.3. The Sustainability Framework established through the Scoping Report has been used as the basis for assessing the likely social, economic and environmental impacts of the policies and proposals contained within the AAP.

2.2. Sustainability Appraisal Framework

- 2.2.1. A draft Sustainability Appraisal was prepared in January 2007 to assess the impacts of the previous AAP Preferred Options document. For consistency with other DPD documents being prepared by the Borough Council, the AAP was assessed against broadly the same Appraisal Framework adopted for the Core Strategy Issues and Options Report (August 2006). However, in line with comments received from statutory consultees, amendments were introduced to ensure the appraisal framework is directly relevant to the URC area, which is largely urban brownfield. The Sustainability Appraisal Framework developed for the URC AAP is outlined in Figure 2.1. The Further Preferred Options were assessed against the same Sustainability Framework as the 2007 Options.
- 2.2.2. The sustainability objectives outlined in the Appraisal Framework have been arranged under SEA/SA topics. The topics that have been selected relate to the same topics listed in Annex I of Directive 2001/42/EC of the European Parliament on 'the assessment of the effects of certain plans and programmes' (the SEA Directive); and Sustainability Appraisal of Regional Spatial Strategies and Local Development Documents (ODPM, November 2005).

Figure 2.1: Great Yarmouth Waterfront AAP Sustainability Framework

Topic	Sustainability Objectives
Biodiversity	1. To protect and enhance biodiversity at all levels, including the maintenance and enhancement of Biodiversity Action Plan habitats and species in line with local targets
Water	2. Maintain and enhance water quality and quantity and limit water consumption to levels supportable by natural processes and storage systems
Soil	3. Maintain and enhance soil and agricultural productivity
Climatic Factors	4. Reduce the impacts of climate change, with a particular focus on reducing the consumption of fossil fuels and levels of CO2 emissions
	5. Ensure that new development does not increase flood risk and protects or enhances the capacity & integrity of flood storage areas
	6. Ensure that development is capable of withstanding the effects of climate change
Air Quality	7. Achieve good air quality
Material Assets	8. Maximise the use of previously developed land and buildings, and the efficient use of land
	9. To use natural resources, both finite and renewable, as efficiently as possible, and re-use finite resources or recycled alternatives wherever possible
Cultural Heritage	10. To maintain and enhance historic and cultural assets
Landscape and Townscape	11. Conserve and enhance the landscape and townscape, reflecting local distinctiveness
Population and Human Health	12. Encourage healthy lifestyles and reduce the health impacts of new developments
	13. To deliver more sustainable patterns of development, including closer integration of employment and housing areas
Social Factors	14. Achieve a more equitable sharing of the benefits of prosperity across all sectors of society by reducing poverty and social exclusion
	15. Ensure that everyone has access to good quality housing that meets their needs
	16. Enhance community identity and participation in community activities
	17. Improve access to good quality local services
Economic Factors	18. Reduce both crime and fear of crime
	19. To encourage sustained economic growth
	20. To revitalise the town centre
	21. To encourage efficient patterns of movement in support of economic growth

2.3. Sustainability Appraisal of AAP Policies and Proposals

- 2.3.1. The Further Preferred Options are assessed against the 21 SA Objectives. These are then compared to the previous 2007 AAP Preferred Option and the baseline conditions. The effects of each option are summarised into social, environmental and economic effects. For the purposes of the SA the baseline conditions are assumed to be the *status quo* for the Borough. Implementation of the Preferred Options will result in either an improvement to or deterioration in this baseline. If the Core Strategy DPD is not implemented (do nothing situation) then it must be assumed that there will be no change to the current baseline conditions. In reality this would not occur as natural and social processes would continue to operate.
- 2.3.2. The magnitude of effects has been quantified based upon the changes to the baseline conditions which are predicted to arise from the AAP Further Preferred Options taking into account the likelihood and scale of the change. In assessing each option against the Sustainability Objectives, the following symbols have been used to illustrate the effect of the option on the Sustainability Objectives:

Impact		
++	Major Positive	Policy/Proposal is likely to lead to bring about significant positive change to the sustainability framework objective within the AAP area.
+	Minor Positive	Policy/proposal is likely to bring about some positive change on the sustainability framework objectives within the AAP area.
-	Minor Negative	Policy/proposal is likely to bring about some adverse effects when considered against the sustainability appraisal framework objectives within the AAP area.
--	Major Negative	Policy/proposal is likely to bring about significant adverse effects when considered against the sustainability appraisal framework objectives within the AAP area.
0	Neutral	The policy/proposal is likely to have neither positive nor negative effects when considered against the sustainability appraisal framework objectives within the AAP area.
?	Uncertain	It is uncertain at the present time what effects the policy/proposal is likely to have on the sustainability appraisal framework objectives within the AAP area.

- 2.3.3. A summary of the AAP policy's and proposals performance is set out within the AAP Further Preferred Options Document within Section 3.
- 2.3.4. Following consultation on the Further Preferred Options AAP, the policies will be further refined in light of consultation responses and emerging evidence base.
- 2.3.5. The appraisal of AAP proposals has also helped identify ways of improving the sustainability of preferred policy options by adding various policy requirements. These policy requirements have been refined in order to mitigate any adverse effects to sustainability and maximise positive effects.

This will assist in identifying mitigation measures to be contained within the Final AAP.

2.4. Relationship to Plans and Programmes

- 2.4.1. The SEA Directive requires that the SEA/SA should provide information on the plan's relationship with other relevant plans and programmes as defined in Annex 1 (a) of the SEA Directive. The purpose of this task is to provide information on the relationship of the Great Yarmouth AAP with other relevant plans and programmes and the sustainability objectives established at National, Regional or local level relevant to the AAP. A review of relevant policy documents is an essential component of setting the baseline. It also helps to establish the economic, social and environmental context of the AAP.
- 2.4.2. Table 2.2 sets out the policies, plans and programmes reviewed in order to identify potential synergies, as well as conflicts between the AAP and other relevant strategies.

Table 2.1: List of Reviewed Relevant Policies, Plans and Programmes

National / International
A Sustainable Europe for a Better World: A European Union Strategy for Sustainable Development - Communication from the European Commission 2001
European Spatial Development Perspective (ESDP) (Potsdam, May 1999)
European Biodiversity Strategy (1998)
Bern convention on the Conservation of European Wildlife and Natural Habitats (1979)
Bonn Convention on the Conservation of Migratory Species of Wild Animals (1979)
EC Council Directive 79/409/EEC, ON THE Conservation of Wild Birds (1979)
EC Council Directive 85/337/EEC & 97/11/EC, on the Assessment of the Effects of certain Public and Private Projects on the Environment (1985)
EC Council Directive 92/43/EEC, on the Conservation of Natural Habitats and of Wild Fauna and Flora (1992)
EC Council Directive 99/43/EEC, on the landfill of waste
EC Council Directive 2000/60/EC, Water Framework Directive (2000)
Kyoto Protocol (1992)
Ramsar Convention on Wetlands of International Importance especially as Waterfowl Habitat (1971)
Saving Lives: our Healthier Nation White Paper (DoH, 1999)
Delivering sustainable, low carbon, travel: An essential guide for Local Authorities (DfT, November 2009)
The Air Quality Strategy for England, Scotland, Wales and Northern Ireland (Defra, July 2007)
Waste Strategy for England (DEFRA, May 2007)
Consultation Draft Planning Policy Statement: Planning for a Natural and Healthy Environment (March 2010)
Consultation Draft Planning Policy Statement: Planning for a Low Carbon Future in a Changing Climate (March 2010)
PPS1 – Delivering Sustainable Development (January 2005)
Planning and Climate Change - Supplement to Planning Policy Statement 1 (December 2007)
PPS3 – Housing (November 2006)
PPS4 – Planning for Sustainable Economic Growth (December 2009)
PPS5 – Planning for the Historic Environment (March 2010)
PPS7 – Sustainable Development in Rural Areas (August 2004)
PPG8 – Telecommunications (August 2001)
PPS9 – Biodiversity and Geological Conservation (August 2005)
PPS10 – Planning for Sustainable Waste Management (July 2005)
PPS12 – Local Spatial Planning (June 2008)
PPG13 – Transport (April 2001)
PPG14 - Development on Unstable Land (April 1990)
PPG17 – Planning for Open Space, Sport and Recreation (July 2002)
PPG20 – Coastal Planning (September 1992)
PPS22 – Renewable Energy (Aug 2004)

PPS23 – Planning and Pollution Control (November 2004)
PPG24 – Planning and Noise (September 1994)
PPS25 – Development and Flood Risk (March 2010)
PPS25 – Development and Flood Risk – Practice Guide (December 2009)
PPS25 Supplement – Development and Coastal Change (March 2010)
Good Practice Guide on Planning for Tourism (May 2006)
Regional¹
Inventing our future: collective action for a sustainable economy - The Regional Economic Strategy for the East of England 2008 – 2031 (EEDA, 2008)
A Sustainable Development Framework for the East of England (EERA, 2001)
Culture: A Catalyst for Change. A strategy for cultural development for the East of England (Living East 1999)
East of England Regional Waste Management Strategy (East of England Region Waste Technical Advisory Body 2002)
Draft Skills Priorities Statement 2010/11 (EEDA, February 2010)
EEDA Corporate Plan 2008 – 2011
Living with Climate Change in the East Of England (East of England Sustainable Development Roundtable 2003)
Regional Social Strategy (EERA 2003)
Our Environment, Our Future (Regional Environment Strategy, EERA 2003)
Regional Housing Strategy 2003 – 2006 (Regional Housing Forum, 2003)
Sustainable communities in the East of England (ODPM 2003)
Towns and Cities Strategy and Action Plan (EEDA, 2003)
Towards Sustainable Construction, A Strategy for the East of England (EP, CE, PECT 2003)
Water Resources for the future: A Strategy for Anglian Region (Environment Agency, 2001)
Sub-Regional / County
The Broads Local Plan (1997)
The Broads Plan 2004: A Strategic Plan to manage the Norfolk and Suffolk Broads (February 2004)
The Broads Core Strategy (September 2007)
Broads Natural Area Profile (March 1996)
Kelling to Lowestoft Ness Shoreline Management Plan (November 2006)
Kelling to Lowestoft Ness Shoreline Management Plan [First Review] (May 2009)
Norfolk Biodiversity Action Plans (NCC)
Biodiversity Supplementary Planning Guidance for Norfolk (NCC, September 2004)
Norfolk Local Transport Plan 2006 - 2011 (March 2006)
Connecting Norfolk – Norfolk's 3rd Local Transport Plan (emerging);
Great Yarmouth and Gorleston Area Transportation Strategy (emerging)
Parking Standards for Norfolk (2007)
Norfolk Coast Transport Strategy 2006-2011
Norfolk Minerals Local Plan (January 2004)
Norfolk Ambition – The Community Strategy for Norfolk 2003 – 2023 (2003)
Norfolk Waste Local Plan 2000 (December 2000)
Shaping the Future – Towards a Strategy for Social Cohesion in Norfolk (2000)
Broadland Rivers: Catchment Flood Management Plan (December 2009)
Broadland Rivers: Catchment Abstraction Management Strategy (March 2006)
Local
Great Yarmouth Borough – Wide Local Plan (2001)
Amendment to the Great Yarmouth Core Strategy (February 2009)
Great Yarmouth LDF: Sustainability Appraisal Scoping Report (August 2006)
Draft SA of the Core Strategy Preferred Options (August 2006)
A Long Term Vision and a Sustainable Community Strategy 2008-11
Great Yarmouth Borough Landscape Character Assessment (April 2008)
Great Yarmouth Draft Stage 1 Habitats Regulation Assessment (August 2009)
Great Yarmouth Borough Strategic Housing Land Availability Assessment (March 2010)
Great Yarmouth and Waveney Housing Market Assessment (September 2007)
Sub-Regional Housing Strategy for Great Yarmouth and Waveney – 2005 and beyond (October 2004)
Urban Housing Potential Study (2004)

¹ A number of the regional tier documents have been, or are in the process of being superseded following the abolition of the regional tier of government including GO East and EEDA by the new Government. However, many of these studies continue to provide material evidence for the Sustainability Appraisal and are retained for reference.

Great Yarmouth Waterfront AAP - Sustainability Appraisal

Housing Land Availability Schedule (2010)
Great Yarmouth URC Area Action Plan Preferred Option (January 2007)
Great Yarmouth URC Area Action Plan Preferred Option – Sustainability Appraisal Report (January 2007)
Great Yarmouth Concept Masterplan - Bure Harbour Quay, North Quay and Ice House Quay (July 2009)
Sub Regional Employment Land Study (January 2006)
Great Yarmouth Employment Land Study (January 2006)
DTZ Lowestoft and Great Yarmouth AAPs – Employment Land Evidence Base Report (October 2009)
Great Yarmouth Borough and Waveney District Retail and Leisure Study (August 2006)
Great Yarmouth and Gorleston Strategic Flood Risk Assessment (September 2009)
PPS25 Flood Risk Sequential and Exception Test Assessment for the Great Yarmouth Borough Local Development Framework (February 2010)
Waveney and Great Yarmouth Water Cycle Study – Scoping Report (March 2009)
Cultural Strategy for Great Yarmouth – The Star of the East (2005)
Great Yarmouth Cultural Heritage Assessment (September 2006)
AAP Proposals Transport Assessments – Bure Harbour Quay (2008), North Quay and Ice House Quay (2009)
Great Yarmouth and Waveney Health Atlas (2008)
Great Yarmouth Crime & Disorder Reduction Partnership - Crime & Disorder Reduction Strategy

3. Strategic Site Proposals – Cumulative Impacts

- 3.1.1. The cumulative impacts of these Preferred Options have been evaluated against the overarching themes which comprise the Sustainability Framework. The assessment is set out in Table 3.1, which below provides a summary of the cumulative effects of the whole AAP against each of the sustainability objectives. For the purposes of the SA, The Conge has been considered as part of the North Quay site as the two areas are interrelated.

++	Major Positive
+	Minor Positive
-	Minor Negative
--	Major Negative
0	Neutral
?	Uncertain

Table 3.1: Cumulative Impacts of Great Yarmouth Waterfront Preferred Options

	Bure Harbour Quay	Ice House Quay	North Quay/ The Conge	Runham Vauxhall	Commentary
Biodiversity	+	+	+	+	The preferred options will have a positive overall impact on biodiversity in the area. Policy GYW11 provides the mechanism for ensuring that developments retain existing habitats and consider opportunities for incorporating habitats into the design of new buildings and landscape treatment. Enhancement of existing open space within Bure Harbour Quay provides the opportunity to promote a more species-rich environment. Moreover, the introduction of SUDS within the design of sites will also provide opportunities to incorporate new habitats. The reuse of brownfield land for mixed use development reduces the pressure on greenfield sites for housing and employment, potentially safeguarding more ecologically valuable areas.
Water	?	+	?	?	Redevelopment of vacant or underutilised brownfield sites is likely to increase pressure on water resources. Nevertheless, the incorporation of rainwater harvesting as part of SUDS and Policy GYW17's requirement for high standards of water efficiency within buildings will minimise the consumption of water. In the case of Ice House Quay, the introduction of residential uses is likely to reduce pressure on water resources compared to more water-intensive existing uses. In terms of water quality, the redevelopment of brownfield land, and associated remediation of sites in the AAP area should reduce the risk of water contamination through runoff.
Soil	+	+	+	+	The preferred options are, indirectly, likely to have a positive impact on soil resources. The reuse of brownfield land across the AAP area will reduce pressure on greenfield sites for new housing and employment floorspace, which may be more valuable in terms of soil resources.
Climatic Factors	+	+	+	+	The preferred option involves high density mixed use development across a series of accessible sites close to existing facilities and services. In combination with new and improved pedestrian and cycle links, such development patterns should encourage walking and cycling for local trips, potentially reducing CO2 emissions. Moreover, the requirement for high levels of energy efficiency within new buildings under Policy GYW17 will minimise emissions associated with new development. In accordance with PPS25, the sequential and exception tests have been used to

	Bure Harbour Quay	Ice House Quay	North Quay/ The Conge	Runham Vauxhall	Commentary
					ensure a systematic approach to flood risk across the AAP area. At the individual site level, Policy GYW6 requires that a sequential approach to site development is pursued whereby the most vulnerable uses are located within areas of the site at lowest risk from flooding. Applicants will be required to adequately demonstrate how flood risk has been mitigated and how resilience during flood events has been maximised (e.g. safe access/egress points; habitable rooms above ground floor). Developments may also be required to incorporate defences which help to reduce flood risk elsewhere in Great Yarmouth. The promotion of SUDS across the AAP area should help to mitigate the impact of increase urban runoff associated with redevelopment of brownfield land.
Air Quality	+	+	+	+	The preferred options should have a positive impact on air quality. The AAP promotes walking and cycling through the provision of new and enhanced pedestrian and cycle connections as well as sustainable mixed use patterns of development. In addition, a series of transport proposals are designed to reduce congestion and encourage more also sustainable travel choices. In particular, the transformation of Vauxhall Bridge and creation of enhanced interchange at the railway station will encourage greater uptake of public transport.
Material Assets	++	++	++	++	The preferred options involve bringing brownfield or under-utilised land back into productive use. The density requirements set out in Policy GYW2 seek to make efficient use of land and maximise the potential of sites.
Cultural Heritage	?	+	?	0	The AAP identifies above ground heritage assets and through Policy GYW9, promotes their protection and enhancement. Specifically, the North Quay proposals seek to retain existing buildings of local significance while the redevelopment of Ice House Quay will improve the setting of South Quay and the Ice House. Records suggest that there is significant archaeological potential at various locations within the URC area including North Quay.
Landscape and Townscape	++	++	++	++	The AAP seeks to transform Great Yarmouth's waterfront which is currently underutilised and unattractive. Redevelopment of the strategic sites, including a mix of uses, public realm enhancements and new pedestrian connections will transform the riverfront into a well designed and active environment which improves the image and perception of the town.
Population and Human Health	+	+	+	+	Sustainable patterns of development, involving a mix of uses in close proximity to the town centre, in conjunction with new and enhanced pedestrian and cycle

	Bure Harbour Quay	Ice House Quay	North Quay/ The Conge	Runham Vauxhall	Commentary
					connections will promote walking and cycling in the AAP area. Healthy lifestyles are further promoted through the creation of a high quality open space within Bure Harbour Quay and inclusion of incidental open spaces within new developments.
Social Factors	+	+	+	+	The AAP will bring forward approximately 1,000 new homes, with the mix of types, tenures and sizes helping to address local housing needs. The site's proximity to the town centre will increase access to services while job opportunities associated with new retail and office development in North Quay and Ice House Quay may help to address social exclusion. The emergence of a high quality and accessible waterfront with a diverse mix of uses should provide more consistent footfall, which may reduce crime and fear of crime through enhanced passive surveillance. The creation of a high quality waterfront environment through the redevelopment of the strategic sites may engender greater civic pride and community engagement.
Economic Factors	+	+	++	0	The proposals will strengthen town centre functions directly and indirectly, through the provision of new retail and leisure facilities and by increasing the town centre population. New office developments will support employment creation while the reduction in the site boundaries of the AAP will ensure development does not compromise port activities or prevent Great Yarmouth from capitalising on opportunities in offshore energy.

4. Strategic Site Proposals - Sustainability Commentary of Further Preferred Options

This section presents a commentary of the Sustainability Appraisal of Further Preferred Options AAP Strategic Site Proposals as assessed against the SA framework.

4.1. Bure Harbour Quay

4.1.1. The Further Preferred Options AAP includes the following proposals for Bure Harbour Quay:

- Approximately 100 residential units
- Up to 1,000 sq m start-up/workshop floorspace
- Enhancement of existing open space

4.1.2. In assessing the preferred approach, the following alternatives have been considered:

- Option 1 – 2010 Further Preferred Option;
- Option 2 – 2007 Preferred Option
- Option 3 – Baseline Position / Do Nothing

Table 4.2: Bure Harbour Quay – Sustainability Appraisal Summary

Sustainability Objectives	Preferred 2010 Option	Previous 2007 Option	Baseline / Do Nothing	SA Commentary
BIODIVERSITY				
1. To protect and enhance biodiversity at all levels, including the maintenance and enhancement of Biodiversity Action Plan habitats and species in line with local targets	+	?	-	Biodiversity: The reuse of brownfield land for residential development reduces pressure on greenfield sites, potentially safeguarding more ecologically valuable areas. Nevertheless, brownfield land may also provide valuable habitats which should be accommodated as detailed proposals come forward, in accordance with Policy GYW11. The design of

Sustainability Objectives	Preferred 2010 Option	Previous 2007 Option	Baseline / Do Nothing	SA Commentary
				new buildings and SUDS provide opportunities for incorporating new habitats into the site. In addition, the enhancement of the existing open space in the north of the site provides an opportunity for habitat creation through sensitive landscape treatment. The 2007 proposals included a marina on this open space, which would have involved clearing a variety of established habitats.
WATER				
2. Maintain and enhance water quality and quantity and limit water consumption to levels supportable by natural processes and storage systems	?	?	0	Water: Development of housing on a previously vacant site will increase consumption and place greater pressure on water resources. The redevelopment of brownfield land, and associated remediation of the site, should reduce the risk of water contamination through runoff. The requirement for high levels of water efficiency within buildings will minimise pressure on water consumption as well as reducing flood risk.
SOIL				
3. Maintain and enhance soil and agricultural productivity	+	-	-	Soil: The reuse of brownfield land will reduce pressure on greenfield sites which are likely to be more valuable in terms of soil resources. The 2007 proposals would have reduced soil resources in Bure Harbour Quay through the development of a marina on open space.
CLIMATIC FACTORS				
4. Reduce the impacts of climate change, with a particular focus on reducing the consumption of fossil fuels and levels of CO2 emissions	+	+	0	Climatic Factors: Bure Harbour Quay's proximity to town centre functions, combined with new and improved pedestrian and cycle links should encourage walking and cycling to local destinations, potentially reducing CO2 emissions. Furthermore, the requirement for high levels of energy efficiency within new buildings under Policy GYW17 will minimise emissions associated with new development. The preferred option proposes development of vulnerable uses in areas identified as at high risk of flooding. In accordance with PPS25, Policy GYW6 requires that a sequential approach to site development is pursued whereby the most vulnerable uses are located within areas of the site at lowest risk from flooding. Applicants will be required to adequately demonstrate how flood risk has been mitigated (e.g. through land raising; SUDS) and how resilience during flood events has been maximised (e.g. safe access/egress points; habitable rooms above ground floor). Developments may also be required to incorporate defences which help to reduce flood risk elsewhere in Great Yarmouth.
5. Ensure that new development does not increase flood risk and protects or enhances the capacity & integrity of flood storage areas	+	?	0	The 2007 option proposed a marina development on the site of the

Sustainability Objectives	Preferred 2010 Option	Previous 2007 Option	Baseline / Do Nothing	SA Commentary
6. Ensure that development is capable of withstanding the effects of climate change	+	?	0	existing open space, which may have increased runoff (and consequently, flood risk) through the introduction of impermeable surfaces. The 2007 proposals did not set out a sequential approach to flooding and development across the AAP area or require its application to the development of individual sites. Without a systematic approach to reducing flood risk and increasing flood resilience, it is difficult to accurately determine the flood risk associated with the previous option.
AIR QUALITY				
7. Achieve good air quality	+	?	-	Air Quality: The promotion of walking and cycling should reduce air pollution associated with car use. The previous option may have generated excessive levels of congestion due to access constraints.
MATERIAL ASSETS				
8. Maximise the use of previously developed land and buildings, and the efficient use of land	+	+	-	Material Assets: Efficient use of land is achieved through the reuse of previously developed land and requirement for relatively high density development.
9. To use natural resources, both finite and renewable, as efficiently as possible, and re-use finite resources or recycled alternatives wherever possible	+	+	-	
CULTURAL HERITAGE				
10. To maintain and enhance historic and cultural assets	+	-	0	Cultural Heritage: The preferred proposals seek to retain and improve the setting of existing heritage assets. Nevertheless, the area has been identified as having significant archaeological potential. The Further Preferred Options AAP now includes policy to protect and enhance historic and cultural assets.
LANDSCAPE AND TOWNSCAPE				
11. Conserve and enhance the landscape and townscape, reflecting local distinctiveness	++	++	0	Landscape and Townscape: The Bure Harbour Quay proposals will contribute to the transformation of Great Yarmouth's riverfront. The redevelopment of currently derelict or underutilised sites with a variety of uses and activities will promote a more accessible and attractive waterfront which improves the image and perception of the town. Specifically, new residential buildings will provide a more attractive frontage to the river and generate pedestrian activity along the waterside.
POPULATION AND HUMAN HEALTH				

Sustainability Objectives	Preferred 2010 Option	Previous 2007 Option	Baseline / Do Nothing	SA Commentary	
12. Encourage healthy lifestyles and reduce the health impacts of new developments	+	?	0	Population and Human Health: High density residential development in close proximity to the facilities of the town centre represents a sustainable use of space and will promote walking and cycling. The improvement of the existing open space in Bure Harbour Quay will provide both new and existing residents with an attractive destination for leisure activities. The previous option may have generated excessive levels of congestion due to access constraints.	
13. To deliver more sustainable patterns of development, including closer integration of employment and housing areas	+	+	-		
SOCIAL FACTORS					
14. Achieve a more equitable sharing of the benefits of prosperity across all sectors of society by reducing poverty and social exclusion	+	+	0	Social Factors: A mix of housing types, sizes and tenures in Bure Harbour Quay will respond to local housing needs. The site's proximity to the town centre will increase access to services and may help to address social exclusion by increasing access to job opportunities. The emergence of a high quality and accessible waterfront with a range of uses and activities should increase footfall, which may reduce crime and fear of crime through enhanced passive surveillance. The revised AAP proposals seek to ensure that development fully benefits the existing community of Cobholm through provision of open space and other community benefits.	
15. Ensure that everyone has access to good quality housing that meets their needs	+	+	-		
16. Enhance community identity and participation in community activities	+	?	0		
17. Improve access to good quality local services	+	+	0		
18. Reduce both crime and fear of crime	+	+	0		
ECONOMIC FACTORS					
19. To encourage sustained economic growth	+	+	-		
20. To revitalise the town centre	+	+	0		

Sustainability Objectives	Preferred 2010 Option	Previous 2007 Option	Baseline / Do Nothing	SA Commentary
21. To encourage efficient patterns of movement in support of economic growth	+	?	0	

4.2. Ice House Quay

4.2.1. The Further Preferred Options AAP includes the following proposals for Ice House Quay

- Approximately 450 residential units
- Up to 7,000 sq m business floorspace
- Up to 6,500 sq m retail and leisure floorspace
- New waterfront connections
- New public spaces / pocket parks
- Improved setting for the Ice House
- Potential for new public car parking structure to serve development and wider area

4.2.2. In assessing the preferred approach, the following alternatives have been considered:

- Option 1 – 2010 Further Preferred Option;
- Option 2 – 2007 Preferred Option
- Option 3 – Baseline Position / Do Nothing

Table 4.3: Ice House Quay – Sustainability Appraisal Summary

Sustainability Objectives	Preferred 2010 Option	Previous 2007 Option	Baseline / Do Nothing	SA Commentary
BIODIVERSITY				
1. To protect and enhance biodiversity at all levels, including the maintenance and enhancement of Biodiversity Action Plan habitats and species in line with local targets	+	?	-	Biodiversity: The reuse of brownfield land for mixed use development reduces the pressure on greenfield sites, potentially safeguarding more ecologically valuable areas. Nevertheless, brownfield land may also provide valuable habitats which should be accommodated as detailed proposals come forward, in accordance with Policy GYW11. The design of new buildings and SUDS provide opportunities for incorporating new habitats into the site.
WATER				

Sustainability Objectives	Preferred 2010 Option	Previous 2007 Option	Baseline / Do Nothing	SA Commentary
2. Maintain and enhance water quality and quantity and limit water consumption to levels supportable by natural processes and storage systems	+	?	0	Water: The redevelopment of brownfield land, and associated remediation of the site, should reduce the risk of water contamination through runoff. The incorporation of SUDS within developments and requirement for high levels of water efficiency within buildings will minimise pressure on water consumption. Furthermore, residential uses are likely to be less intensive in terms of water consumption than existing uses on site.
SOIL				
3. Maintain and enhance soil and agricultural productivity	+	+	-	Soil: The reuse of brownfield land will reduce pressure on greenfield sites which are likely to be more valuable in terms of soil resources.
CLIMATIC FACTORS				
4. Reduce the impacts of climate change, with a particular focus on reducing the consumption of fossil fuels and levels of CO2 emissions	+	+	0	Climatic Factors: High density mixed use development, combined with new and improved pedestrian and cycle links should encourage walking and cycling for local trips, potentially reducing CO2 emissions. Furthermore, the requirement for high levels of energy efficiency within new buildings under Policy GYW17 will minimise emissions associated with new development. The preferred option proposes development of vulnerable uses in areas identified as at high risk of flooding. In accordance with PPS25, Policy GYW6 requires that a sequential approach to site development is pursued whereby the most vulnerable uses are located within areas of the site at lowest risk from flooding. Applicants will be required to adequately demonstrate how flood risk has been mitigated (e.g. through land raising; SUDS) and how resilience during flood events has been maximised (e.g. safe access/egress points; habitable rooms above ground floor). Developments may also be required to incorporate defences which help to reduce flood risk elsewhere in Great Yarmouth. The quantum of residential development in the previous option, which is considered a 'vulnerable' use in flooding terms, may have led to a heightened flood risk compared to the current preferred option.
5. Ensure that new development does not increase flood risk and protects or enhances the capacity & integrity of flood storage areas	+	?	0	
6. Ensure that development is capable of withstanding the effects of climate change	+	?	0	The 2007 proposals did not set out a sequential approach to flooding and development across the AAP area or require its application to the development of individual sites. Without a systematic approach to reducing flood risk and increasing flood resilience, it is difficult to accurately determine the flood risk associated with the previous option.

Sustainability Objectives	Preferred 2010 Option	Previous 2007 Option	Baseline / Do Nothing	SA Commentary
AIR QUALITY				
7. Achieve good air quality	+	?	-	Air Quality: The promotion of public transport use, walking and cycling should reduce air pollution associated with car use. The scale of development proposed within the previous option and associated traffic impacts may have outweighed the benefits associated with the site's central location and improvements to cycling/walking links.
MATERIAL ASSETS				
8. Maximise the use of previously developed land and buildings, and the efficient use of land	+	+	-	Material Assets: Efficient use of land is achieved through the reuse of previously developed land and requirement for relatively high density development.
9. To use natural resources, both finite and renewable, as efficiently as possible, and re-use finite resources or recycled alternatives wherever possible	+	+	-	
CULTURAL HERITAGE				
10. To maintain and enhance historic and cultural assets	+	+	0	Cultural Heritage: The preferred proposals seek to improve the setting of the historic South Quay and Ice House.
LANDSCAPE AND TOWNSCAPE				
11. Conserve and enhance the landscape and townscape, reflecting local distinctiveness	++	++	0	Landscape and Townscape: The Ice House Quay proposals will contribute to the transformation of Great Yarmouth's riverfront. The redevelopment of the site with a mix of uses and new pedestrian connections will promote a more accessible, attractive and bustling waterfront which improves the image and perception of the town. Furthermore, the development will provide a more sensitive and appropriate setting for the Ice House and the historic South Quay opposite.
POPULATION AND HUMAN HEALTH				
12. Encourage healthy lifestyles and reduce the health impacts of new developments	+	+	0	Population and Human Health: The mix of uses proposed combined with new waterfront pedestrian connections in Ice House Quay should encourage walking and cycling for trips to local destinations.
13. To deliver more sustainable patterns of development, including closer integration of employment and housing areas	+	+	-	

Sustainability Objectives	Preferred 2010 Option	Previous 2007 Option	Baseline / Do Nothing	SA Commentary
SOCIAL FACTORS				
14. Achieve a more equitable sharing of the benefits of prosperity across all sectors of society by reducing poverty and social exclusion	+	?	0	Social Factors: A mix of housing types, sizes and tenures in Ice House Quay will respond to local housing needs. The site's proximity to the town centre will increase access to services while job opportunities associated with retail and office development may help to address social exclusion. In the case of the previous option, this may have been offset by the loss of employment opportunities associated with the redevelopment of port land. The emergence of a high quality and accessible waterfront with a diverse mix of uses should provide consistent footfall, which may reduce crime and fear of crime through enhanced passive surveillance.
15. Ensure that everyone has access to good quality housing that meets their needs	+	+	-	
16. Enhance community identity and participation in community activities	?	?	0	
17. Improve access to good quality local services	+	+	0	
18. Reduce both crime and fear of crime	+	+	0	
ECONOMIC FACTORS				
19. To encourage sustained economic growth	+	-	-	Economic Factors: Residential development in close proximity to the town centre will promote its vitality and viability. New office development will promote employment and investment opportunities. The 2007 proposals may have compromised the ability of Great Yarmouth to capitalise on emerging opportunities in the offshore sector.
20. To revitalise the town centre	+	+	0	
21. To encourage efficient patterns of movement in support of economic growth	+	?	0	

4.3. North Quay / The Conge

4.3.1. The Further Preferred Options AAP includes the following proposals for North Quay:

- Up to 470 residential units (comprising 370 units within North Quay and 100 units within The Conge)
- Up to 6,200 sq m business floorspace in North Quay and c1,500 sq m within The Conge
- Up to 4,100 sq m retail and leisure floorspace
- 150 bedroom hotel
- New public spaces, including waterfront square
- New streets providing pedestrian and cycle orientated environments
- Enhanced station interchange
- Renovated Vauxhall Bridge including public transport route and enhanced pedestrian and cycle facilities
- Improved streetscape along The Conge and North Quay

4.3.2. In assessing the preferred approach, the following alternatives have been considered:

- Option 1 – 2010 Further Preferred Option;
- Option 2 – 2007 Preferred Option
- Option 3 – Baseline Position / Do Nothing

Table 4.1: North Quay/The Conge – Sustainability Appraisal Summary

Sustainability Objectives	Preferred 2010 Option	Previous 2007 Option	Baseline / Do Nothing	SA Commentary
BIODIVERSITY				
1. To protect and enhance biodiversity at all levels, including the maintenance and enhancement of Biodiversity Action Plan habitats and species in line with local targets	+	?	-	Biodiversity: The reuse of brownfield land for mixed use development reduces the pressure on greenfield sites, potentially safeguarding more ecologically valuable areas. Nevertheless, brownfield land may also provide valuable habitats which should be accommodated as detailed proposals come forward, in accordance with Policy GYW11. The design of

Sustainability Objectives	Preferred 2010 Option	Previous 2007 Option	Baseline / Do Nothing	SA Commentary
				new buildings and SUDS provide opportunities for incorporating new habitats into the site.
WATER				
2. Maintain and enhance water quality and quantity and limit water consumption to levels supportable by natural processes and storage systems	?	?	0	Water: Redevelopment at North Quay will increase consumption and place greater pressure on water resources. The redevelopment of brownfield land, and associated remediation of the site, should reduce the risk of water contamination through runoff. The incorporation of SUDS within developments and requirement for high levels of water efficiency within buildings will minimise pressure on water consumption as well as reducing flood risk.
SOIL				
3. Maintain and enhance soil and agricultural productivity	+	?	-	Soil: The reuse of brownfield land will reduce pressure on greenfield sites which are likely to be more valuable in terms of soil resources.
CLIMATIC FACTORS				
4. Reduce the impacts of climate change, with a particular focus on reducing the consumption of fossil fuels and levels of CO2 emissions	+	+	0	Climatic Factors: High density mixed use development at North Quay, combined with new and improved pedestrian and cycle links should encourage walking and cycling for local trips, potentially reducing CO2 emissions. Public realm and streetscape enhancements in North Quay and along The Conge will improve the pedestrian environment. Furthermore, the requirement for high levels of energy efficiency within new buildings under Policy GYW17 will minimise emissions associated with new development.
5. Ensure that new development does not increase flood risk and protects or enhances the capacity & integrity of flood storage areas	+	?	0	The preferred option proposes development of vulnerable uses in areas identified as at high risk of flooding. In accordance with PPS25, Policy GYW6 requires that a sequential approach to site development is pursued whereby the most vulnerable uses are located within areas of the site at lowest risk from flooding. Applicants will be required to adequately demonstrate how flood risk has been mitigated (e.g. through land raising; SUDS) and how resilience during flood events has been maximised (e.g. safe access/egress points; habitable rooms above ground floor).
6. Ensure that development is capable of withstanding the effects of climate change	+	?	0	Developments may also be required to incorporate defences which help to reduce flood risk elsewhere in Great Yarmouth.

Sustainability Objectives	Preferred 2010 Option	Previous 2007 Option	Baseline / Do Nothing	SA Commentary
				The 2007 proposals did not set out a sequential approach to flooding and development across the AAP area or require its application to the development of individual sites. Without a systematic approach to reducing flood risk and increasing flood resilience, it is difficult to accurately determine the flood risk associated with the previous option.
AIR QUALITY				
7. Achieve good air quality	+	+	-	Air Quality: The promotion of walking and cycling should reduce air pollution associated with car use.
MATERIAL ASSETS				
8. Maximise the use of previously developed land and buildings, and the efficient use of land	+	+	-	Material Assets: Efficient use of land is achieved through the reuse of previously developed land and requirement for relatively high density development.
9. To use natural resources, both finite and renewable, as efficiently as possible, and re-use finite resources or recycled alternatives wherever possible	+	+	-	
CULTURAL HERITAGE				
10. To maintain and enhance historic and cultural assets	?	-	0	Cultural Heritage: The preferred proposals seek to retain and improve the setting of existing heritage assets on North Quay. Nevertheless, the area has been identified as having significant archaeological potential. The Further Preferred Options AAP now includes policy to mitigate damage to the cultural heritage environment.
LANDSCAPE AND TOWNSCAPE				
11. Conserve and enhance the landscape and townscape, reflecting local distinctiveness	++	++	0	Landscape and Townscape: The North Quay proposals will contribute to the transformation of Great Yarmouth's riverfront. The redevelopment of currently empty or underutilised sites with a variety of uses and activities will promote a more accessible and attractive waterfront which improves the image and perception of the town. The North Quay proposals seek to reconnect the town with the waterfront through attractive new riverside pedestrian connections.
POPULATION AND HUMAN HEALTH				

Sustainability Objectives	Preferred 2010 Option	Previous 2007 Option	Baseline / Do Nothing	SA Commentary	
12. Encourage healthy lifestyles and reduce the health impacts of new developments	+	+	0	Population and Human Health: The mix of uses, public realm improvements and enhance pedestrian connections proposed in North Quay should promote walking and cycling for trips to local destinations.	
13. To deliver more sustainable patterns of development, including closer integration of employment and housing areas	+	+	-		
SOCIAL FACTORS					
14. Achieve a more equitable sharing of the benefits of prosperity across all sectors of society by reducing poverty and social exclusion	+	+	0	Social Factors: A mix of housing types, sizes and tenures in North Quay will respond to local housing needs. The site's proximity to the town centre will increase access to services while job opportunities associated with retail and office development may help to address social exclusion. The emergence of a high quality and accessible waterfront with a diverse mix of uses should provide consistent footfall, which may reduce crime and fear of crime through enhanced passive surveillance. The Further Preferred Options AAP includes seek to encourage integration with existing communities at Runham Vauxhall and Cobholm through its policy and proposals framework.	
15. Ensure that everyone has access to good quality housing that meets their needs	+	+	-		
16. Enhance community identity and participation in community activities	+	?	0		
17. Improve access to good quality local services	+	+	0		
18. Reduce both crime and fear of crime	+	+	0		
ECONOMIC FACTORS					
19. To encourage sustained economic growth	+	+	-		
20. To revitalise the town centre	++	+	-	Economic Factors: New retail and employment facilities and an increased town centre population will boost the vitality and viability of Great Yarmouth's retail core. New office floorspace in North Quay will provide employment and investment opportunities. Failure to ensure a strategic planning policy framework is identified for this area may lead in the long term to a reduction in the future economic	

Sustainability Objectives	Preferred 2010 Option	Previous 2007 Option	Baseline / Do Nothing	SA Commentary
21. To encourage efficient patterns of movement in support of economic growth	+	+	-	success of Great Yarmouth.

Runham Vauxhall

4.4.1. The Further Preferred Options AAP includes the following proposals for Runham Vauxhall:

- Approximately 100 residential units within existing planning permission
- Approximately 2,100 sq m new business space adjacent to Acle New Road
- New streets providing pedestrian and cycle orientated environments

4.4.2. In assessing the preferred approach, the following alternatives have been considered:

- Option 1 – 2010 Further Preferred Option;
- Option 2 – 2007 Preferred Option
- Option 3 – Baseline Position / Do Nothing

Table 4.4: Runham Vauxhall – Sustainability Appraisal Summary

Sustainability Objectives	Preferred 2010 Option	Previous 2007 Option	Baseline / Do Nothing	SA Commentary
BIODIVERSITY				
1. To protect and enhance biodiversity at all levels, including the maintenance and enhancement of Biodiversity Action Plan habitats and species in line with local targets	+	0	-	Biodiversity: The reuse of brownfield land for residential development reduces pressure on greenfield sites, potentially safeguarding more ecologically valuable areas. Nevertheless, brownfield land may also provide valuable habitats which should be accommodated as detailed proposals come forward, in accordance with Policy GYW11. The design of new buildings and SUDS provide opportunities for incorporating new habitats into the site.
WATER				
2. Maintain and enhance water quality and quantity and limit water consumption to levels supportable by natural processes and storage systems	?	0	0	Water: New residential development will increase consumption and place greater pressure on water resources.
SOIL				

Sustainability Objectives	Preferred 2010 Option	Previous 2007 Option	Baseline / Do Nothing	SA Commentary
3. Maintain and enhance soil and agricultural productivity	+	0	-	Soil: The reuse of brownfield land will reduce pressure on greenfield sites which are likely to be more valuable in terms of soil resources.
CLIMATIC FACTORS				
4. Reduce the impacts of climate change, with a particular focus on reducing the consumption of fossil fuels and levels of CO2 emissions	+	0	0	Climatic Factors: The site's proximity to town centre functions, combined with new and improved pedestrian and cycle links should encourage walking and cycling to local destinations, potentially reducing CO2 emissions. Furthermore, the requirement for high levels of energy efficiency within new buildings under Policy GYW17 will minimise emissions associated with new development. Improvements to the railway station surroundings, as well as improvements at Vauxhall Bridge should encourage greater uptake of public transport in Great Yarmouth.
5. Ensure that new development does not increase flood risk and protects or enhances the capacity & integrity of flood storage areas	+	0	0	
6. Ensure that development is capable of withstanding the effects of climate change	+	0	0	
AIR QUALITY				
7. Achieve good air quality	+	0	0	Air Quality: The promotion of public transport, walking and cycling should reduce air pollution associated with car use.
MATERIAL ASSETS				
8. Maximise the use of previously developed land and buildings, and the efficient use of land	+	0	-	Material Assets: New residential development within the existing neighbourhood represents a more efficient use of land and decreases requirements for new greenfield development.
9. To use natural resources, both finite and renewable, as efficiently as possible, and re-use finite resources or recycled alternatives wherever possible	+	0	-	
CULTURAL HERITAGE				
10. To maintain and enhance historic and cultural assets	0	0	0	
LANDSCAPE AND TOWNSCAPE				

Sustainability Objectives	Preferred 2010 Option	Previous 2007 Option	Baseline / Do Nothing	SA Commentary
11. Conserve and enhance the landscape and townscape, reflecting local distinctiveness	+	0	0	Landscape and Townscape: Environmental improvements will improve the appearance and functionality of the area whilst promoting better integration with the wider urban fabric of Great Yarmouth. Redevelopment and public realm improvements around the station and along The Conge seek to improve the sense of arrival and overall first impressions of Great Yarmouth for residents and visitors arriving by train. Scale and massing within new developments should promote views of key built assets.
POPULATION AND HUMAN HEALTH				
12. Encourage healthy lifestyles and reduce the health impacts of new developments	+	0	0	Population and Human Health: Environmental improvements may encourage walking and reduce car dependency for trips to local destinations.
13. To deliver more sustainable patterns of development, including closer integration of employment and housing areas	+	0	0	
SOCIAL FACTORS				
14. Achieve a more equitable sharing of the benefits of prosperity across all sectors of society by reducing poverty and social exclusion	0	0	0	Social Factors: A mix of housing types, sizes and tenures will respond to local housing needs. Better integration with the rest of Great Yarmouth may help to increase access to services.
15. Ensure that everyone has access to good quality housing that meets their needs	+	0	-	
16. Enhance community identity and participation in community activities	0	0	0	
17. Improve access to good quality local services	+	0	0	
18. Reduce both crime and fear of crime	0	0	0	

Sustainability Objectives	Preferred 2010 Option	Previous 2007 Option	Baseline / Do Nothing	SA Commentary
ECONOMIC FACTORS				
19. To encourage sustained economic growth	0	0	0	
20. To revitalise the town centre	0	0	0	
21. To encourage efficient patterns of movement in support of economic growth	0	0	0	

