

LOCATION APPRAISAL

In accordance with National Planning Policy, the principles of sustainable development require new housing to be concentrated in areas where facilities, employment and services are available.

The proposed location for development relates well to the settlement and will be well supported by a number of existing facilities and amenities.

In addition, development will provide enhancements to the local area through a Section 106 legal agreement.

Achieving Sustainable Growth

The emerging Great Yarmouth Core Strategy seeks to focus approximately 30% of all new development within the borough (i.e. 1710 new dwellings) towards the primary villages of Martham, Belton, Hemsby, Ormesby St Margaret, Winterton-on-sea and Hopton-on-sea. Primary villages like Martham have some of the key everyday services and facilities which could support some new housing. New housing will also help to maintain and enhance the vitality of the village for future generations.



Existing Facilities

Martham has a range of existing services including retail, Primary/Secondary education and healthcare which serves the local catchment. The emerging Core Strategy suggests that additional development within the village could help to support existing facilities whilst providing housing to meet local needs.

Persimmon are aware that capacities of existing facilities including healthcare and education will need to be fully assessed prior to the submission of a planning application. However, a recent report (March 2014) by Norfolk County Council on local school capacity indicates that 'All the potential options for housing development in the area could be easily accommodated within existing facilities'.



Local Character

Martham has a strong rural character with the village centred around a traditional village green. This area forms the historic core of the settlement and is set within the boundaries of a Conservation Area.

There are a number of shops in the village including two co-operative food stores as well as a small but expanding industrial estate providing opportunity for local employment.

The village is connected to neighbouring settlements via well-used public transport links providing access to larger supermarkets and employment. Martham also has a library, pharmacy, post office and community facilities.



What benefits could the proposed development bring to Martham?

In conjunction with the delivery of new local housing, development within the proposed location will also help to support and enhance existing local facilities through a Section 106 legal agreement (S106). The S106 acts as a mechanism through which financial contributions are agreed as part of a planning application for residential development. Possible benefits that may be drawn from a S106 include;

- Affordable Housing
- Flood Mitigation Measures
- Road safety improvements & traffic calming measures
- Financial contributions to local services such as healthcare, education, libraries and open space.

Our Vision...

- To build a distinctive residential development incorporating a range of house types.
 - To create a safe environment which is an enjoyable and pleasant place to live.
- To integrate development into the surrounding area and minimise the impact on local infrastructure, facilities and the environment.
- To provide new homes for people who wish to live in a well connected and vibrant area.