

**THE NORFOLK COUNTY COUNCIL  
(HOLT, FISH HILL AND MARKET PLACE)  
(PEDESTRIAN ZONE AND LOADING BAY) EXPERIMENTAL ORDER 2023**

**STATEMENT OF REASONS FOR THE MAKING OF THE ORDER**

Holt is a known for its array of shops with U14381/12 Fish Hill already a busy area of commerce. It is envisaged that this Order will improve the amenity of the area by allowing for the use of new seating, planters and market stalls. Removing traffic will enable people to walk and cycle using the full width of the highway, preserving the amenities of the area by making the area more pleasant for those travelling on foot or by cycle, encouraging footfall to local businesses. The reduction in motorised traffic in town centre also helps to preserve the character of these narrow 18<sup>th</sup> century town centre streets suitable for shopping, eating and drinking rather than their previous unsuitable use as a route for general traffic, with U14381/10 Market Place in particular being used as a cut-through from the Market Place to Bull Street. The reduction in motorised traffic using the streets should also help avoid danger occurring to people walking and cycling along the road.

The making of the Order will pedestrianize U14381/12 Fish Hill and U14381/10 Market Place creating a safer environment for the public. U14381/10 Market Place, colloquially known as Bull Alley, has no footway so pedestrians come into conflict with vehicles on the carriageway. During consultation it was highlighted that there have been near misses on U14381/10 Market Place due to customers exiting businesses onto the carriageway as a vehicle has been passing.

U14381/10 Market Place and U14381/12 Fish Hill are not suited to vehicular traffic. Eight of the buildings bordering the highway are grade II listed with seven of these buildings having a wall against the carriageway with no separating footway. There are accesses to several residential and business properties that step directly out onto the carriageway. U14381/12 Fish Hill is not a through road and has no parking, with insufficient room to safely turn around while the area is busy with pedestrians using the businesses. These shops already place stock and signs on the edge of the carriageway further limiting its use to vehicular traffic.

In response to feedback received during consultation, a new 30-minute loading/unloading bay will be created on C488/22 Market Place at the junction with U14380/10 Market Place and U14381/12 Fish Hill the for the duration of the Order to facilitate deliveries from 0800 hours to 1800 hours. This will be in line with other parking restrictions in the town centre and will reduce the impact of the pedestrian zone on local businesses.

The decision to implement an Experimental Traffic Regulation Order is to enable the effectiveness of the new measures to be monitored and any changes made if required prior to making the Order permanent.

The proposal to make the Order is made because it appears to the County Council that it is expedient to do so in accordance with Sub-Sections 1(a), (c), (d), (e) and (f) of Section 1 of the Road Traffic Regulation Act, 1984: -

- “(a) for avoiding danger to persons or other traffic using the road or any other road or for preventing the likelihood of any such danger arising;
- (c) for facilitating the passage on the road or any other road of any class of traffic (including pedestrians);
- (d) for preventing the use of the road by vehicular traffic of a kind which, or its use by vehicular traffic in a manner which, is unsuitable having regard to the existing character of the road or adjoining property;
- (e) (without prejudice to the generality of paragraph (d) above) for preserving the character of the road in a case where it is specially suitable for use by persons on horseback or on foot;
- (f) for preserving or improving the amenities of the area through which the road runs;”