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DEVELOPMENT BRIEF

HEATH FARM, HEMPSTEAD ROAD, HOLT

February 2013

North Norfolk District Council

Strutt and Parker

Bullen Investments

Hopkins Homes

Chaplin Farrant Architects

The Landscape Partnership

Kingdom Transport Planning



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1. INTRODUCTION

- 1.1 This Development Brief has been prepared by Strutt and Parker LLP in conjunction with North Norfolk District Council in relation to the development of land at Heath Farm, Hempstead Road, Holt. Once adopted the Development Brief will be used to inform the submission of future outline and reserved matters applications at Heath Farm.
- 1.2 The aim of this Development Brief is to provide advice on the different policy and site specific issues relating to the development of land at Heath Farm, Hempstead Road, Holt. For the purposes of this Development Brief, Heath Farm will hereafter be referred to as 'the site.'
- 1.3 The site will provide a key development within North Norfolk District and has an allocation within the adopted Site Allocations Development Plan Document (2011). This Site Allocations Development Plan sets out that the land is identified as a mixed use development including approximately 200 dwellings, not less than 5 hectares of land in employment generating uses of which not less than 3.5 hectares shall comprise serviced industrial land, public open space and community facilities. The site reference within the Site Allocations Development Plan Document is H09 and a full copy of the relevant text is set out in section 2.
- 1.4 The prior approval of a Development Brief is one of the requirements of policy H09 of the Site Specific Allocations Plan. The policy identifies the following matters to be addressed within the Development Brief:
- Access (to be from the A148) and sustainable transport
 - Layout
 - Phasing, including the phased provision of serviced employment land
 - Conceptual appearance
- 1.5 This Development Brief has been informed by discussions between landowners, North Norfolk District Council, Norfolk County Council and by work undertaken by specialist consultants and statutory consultees.



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2. PLANNING POLICY CONTEXT

- 2.1 There are a number of National and Local Policies relevant to the preparation of this Development Brief and subsequent development proposals for the site. Section 38(6) of the Planning and Compulsory Purchase Act, states that if regard is to be had for the development plan for the purpose of any determination to be made under the planning acts, determination must be made in accordance with the plan unless other material considerations indicate otherwise. This Development Brief has been based on the national planning policy principles and the adopted policies within North Norfolk.

National Guidance

- 2.2 National planning guidance and policy from Government is now provided by the National Planning Policy Framework (NPPF), with the emphasis upon growth and securing sustainable development.
- 2.3 The NPPF sets out a presumption in favour of sustainable development; although it is highlighted that planning applications should continue to be made in accordance with the Development Plan, unless material considerations indicate otherwise. It is acknowledged that development that accords with an up-to-date Local Plan (i.e. the Local Development Framework in the context of North Norfolk) should be approved.
- 2.4 Of particular relevance to the future development of this site is the requirement to deliver a wide range of quality homes and employment growth, with the achievement of good design expressed as a key aspect of sustainable development.
- 2.5 NPPF Policies relating to the challenge of climate change and flooding, conserving and enhancing the natural and historic environments will also be relevant to the proposals for the site.

Local Planning Policy

- 2.6 The relevant adopted local planning policies within North Norfolk District are contained within the Core Strategy (incorporating Development Control Policies) (2008) and the Site Allocations Development Plan Document (2011). In addition the North Norfolk Design



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Guide and Landscape Character Assessment Supplementary Planning Documents are relevant to development proposals in the district. As identified within paragraph 1.3 the site has been given a reference H09 as part of the Site Allocations Plan and this policy provides the principle basis for informing the Development Brief.

Policy HO9

Land at Heath Farm/Hempstead Road

Land amounting to approximately 15 hectares is allocated for a mixed use development including approximately 200 dwellings, not less than 5 hectares in employment generating uses of which not less than 3.5 hectares shall comprise serviced industrial land, public open space, and community facilities. Development will be subject to compliance with the adopted Core Strategy and community facilities. Development will be subject to compliance with adopted Core Strategy policies including on- site provision of the required proportion of affordable housing (currently 45%) and contributions towards infrastructure, services, and other community needs as required and:

- a. The prior approval of a Development Brief to address access (to be from the A148) and sustainable transport, layout, phasing, including the phased provision of serviced employment land, and conceptual appearance.
- b. Retention and enhancement of perimeter hedgerows and trees;
- c. Provision of significant internal open spaces, hedgerow and tree planting within the site and a landscape buffer to the A148 and the adjacent County Wildlife Site.
- d. Prior approval of an agreement to secure contributions towards management of the adjacent County Wildlife Site;
- e. Investigation and remediation of any land contamination
- f. Provision of a direct pedestrian/ cycleway connection to Hempstead Road underpass;
- g. Prior approval of a scheme of mitigation to minimise potential impacts on the North Norfolk Coast SPA/SAC and RAMSAR site



arising as a result of increased visitor pressure, and on- going monitoring of such measures; and

- h. Demonstration that there is adequate capacity in the sewage treatment works and the foul sewerage network and that proposals have regard to the Water Framework Directive objectives.

Retail development, other than that serving the needs of the proposed development, will not be permitted.

- 2.7 It should be noted that the allocation covers an area of 18.5 hectares, rather than 15 hectares as referred to in the policy. This has a bearing on the quantum of development to be delivered as part of the allocation.

Core Strategy

- 2.8 In addition to policy HO9, the key policies with regard to the proposals are set out in the Core Strategy. The most relevant policies are as follows:

Strategic Policies

- Policy SS1: Spatial Strategy for North Norfolk
 - Policy SS3: Housing
 - Policy SS4: Environment
 - Policy SS5: Economy
 - Policy SS6: Access and Infrastructure
 - Policy SS9: Holt
- 2.9 Holt, along with Cromer, Fakenham and North Walsham have been defined as the primary settlements in North Norfolk where the majority of new commercial and residential development will take place over the Core Strategy Plan period (2001-2021). Policy SS1 sets out that 75% of new employment and 50% of new homes will be delivered within these key settlements. North Norfolk has



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identified a minimum of 8,000 dwellings to be built in the District within the plan period, with 700 dwellings being built in Holt. Of this total two sites have been specifically allocated for residential development, including HO9. In addition to this, 15 hectares of employment generating land has been allocated for Holt over the plan period, 5 hectares of which are to be developed at Heath Farm.

Development Control Policies

- Policy HO1: Dwelling Type and Mix
- Policy HO2: Provision of Affordable Housing
- Policy HO7: Making the Most Efficient Use of Land (Housing Density)
- Policy EN2: Protection and Enhancement of Landscape and Settlement Character
- Policy EN4: Design
- Policy EN6: Sustainable Construction and Energy Efficiency
- Policy EN8: Protecting and Enhancing the Historic Environment
- Policy EN9: Biodiversity and Geology
- Policy EN10: Development and Flood Risk
- Policy CT2: Developer Contributions
- Policy CT5: The Transport Impact of New Development
- Policy CT6: Parking Provision

2.10 The purpose of this Development Brief is not to discuss planning policy in detail, but to focus on some of the key policies, which are relevant to the preparation of this Development Brief



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3. SITE ANALYSIS AND CONTEXTUAL APPRAISAL

Site Location and Description

- 3.1 Holt is located in the north of Norfolk, just inland from the north Norfolk coastline. Holt is one of the key settlements within the rural District of North Norfolk and has a population of approximately 3,600.
- 3.2 The allocation site covers an area of approximately 18.5 hectares and is situated on the south- eastern edge of the town. It is separated from the town centre by the bypass (A148), which borders the site's northern boundary. East of the site is open farmland. Along its south (western) boundary the site borders with residential properties and industrial / commercial premises served off Hempstead Road, as well as well as open land part of which is designated as a County Wildlife site. This open land extends through to the junction of Hempstead Road and the A148, where there is a pedestrian underpass leading to the town centre.

Picture 1: Holt Town Centre



Picture 2: Holt Market Place





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- 3.3 The industrial area referred to above provides accommodation for a number of local businesses. These include Sanders Coaches Depot, Costal Stoves and Fires, C.T Baker and Scholle Ltd.
- 3.4 Holt Country Park (which adjoins Holt Lowes Site of Special Scientific Interest) is located nearby to the south of Hempstead Road.
- 3.5 The site is currently divided into the following different ownerships, which are illustrated on the aerial photo overleaf:
- Site H09- Alastair and Andrew Brown (the Browns)
 - Site H12- Hopkins Homes Limited (Hopkins Homes), with small south- western part under control of third party landowner.
 - Site H21- Bullen Investment Limited (Bullen), with former haulage yard to west under the control of third party landowner.
 - Tree belt area to the north- east- Norfolk County Council.

Current Land Uses

- 3.6 The site currently consists almost entirely of undeveloped greenfield land the majority of which is effectively divided into three main areas. The first land parcel includes land under the ownership of the Browns to the north- east and centre, which is an arable field and covers approximately 11.4 hectares. The second land parcel is to the south of the site (directly to the west of Heath Farm Industrial Estate) and is under control of Bullen. This covers an area of 2.8 hectares. This area consists of former agricultural land, with some grassland cover.
- 3.7 The third main parcel of land is predominantly under the control of Hopkins Homes and covers an area of 3.2 hectares, which comprises of rough grassland with some areas of shrub. Other smaller areas within the allocation include a tree belt adjacent to the A148 to the north of the site, a former existing haulage yard to the south of the site between Hopkins Homes and Bullen Investments and a small open area to the south- west of Hopkins Homes land.

Topography

- 3.8 The site is relatively flat, but with a slight level change from the highest point of the site to the centre and south (which is between 67.50 and 66.83 AOB). The ground slopes very gently to 62.52 AOB at the north- eastern edge. There is a drop in levels between the land to the eastern side of the site as shown as (HO9 and H21) and H12 to the west side of the site.

Local Built Character

- 3.9 Holt is a historic market town and is well known for its Georgian architecture. The town centre is designated as a Conservation Area, with a number of statutory listed buildings. The market place within the town centre provides the central focus for the town, and a network of narrow streets provide a framework from this point. The current physical form of the town is linear, reflecting the various functions and influences of the former market place, growth and rebuilding in the early Victorian periods. The town centre and market place is surrounded by 20th century developments such as residential areas, small industrial sites and a more recent bypass.





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Character of Land Uses around the Site

- 3.10 The site is situated outside the Conservation Area. It is also detached from the town centre by the by- pass, together with nearby 20th Century housing development either side of Hempstead Road (west of the site). Whilst certain individual buildings in this area reflect some of the towns better architectural features, including use of flint, the area as a whole lacks any real character or sense of place comprising mainly of standard house types (single, two storey and terraced).

Archaeology and Cultural Heritage

- 3.11 Norfolk contains the earliest evidence of human occupation in Britain, and in the past small concentrations Palaeolithic hand axes have been found in the North Norfolk region. The earliest record for Holt is in the 1086 Domesday Survey and the town is of historic interest with a number of listed buildings in the centre. To assess the potential for archaeology at the site, an archaeological desk- based assessment was undertaken by Archaeological Solutions in February 2012, which included a site visit on 7 February 2012.
- 3.12 The archaeological assessment demonstrates that the site has low to moderate archaeological potential. Two possible burnt Bronze Age barrows and a burnt mound are located to the south of the site (NHER28286); however these have no prehistoric finds within 500 metres of the assessment site. No archaeological remains were recorded from the assessment site.

Contaminated Land

- 3.13 A phase I and phase II geo-environmental assessment of Brown and Bullen land was undertaken by GEMCO in early 2012. The review of the desk study and site walkover initially identified the following ground contamination sources:
- Former allotment use
 - General agricultural use
 - The industrial estate to the south- east
 - Haulage/storage yard to the south



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- Electricity sub- station,
- Made ground associated with former railway line
- Historic landfill/filled ground associated with former gravel workings to west of site
- Other historic landfill/filled ground/former gravel workings

- 3.14 Following this, the ground investigation undertaken as part of the phase I and phase II geo-environmental assessment did not identify any significant risks to human health with respect to future site users, construction workers or controlled waters. A low moderate risk with respect to potential landfill gas migrating onto the site was identified. In order to safeguard against this, gas monitoring will be undertaken prior to the commencement of any construction work.
- 3.15 With regard to the remainder of the site, towards the west of the allocation (the Hopkins land), part of this area is known to comprise of a former haulage yard and a phase II geo- environmental investigation on this land will be needed to identify any areas of contaminated and remediation if required.

Ecology

- 3.16 The site itself does not fall within any landscape designations, but is in close proximity to the Norfolk Valley Fen Special Area of Conservation, which is located to the south of Holt Country Park. The site is also located within 10 kilometres of the North Norfolk Coast, which is a site of international importance and has a number of designations including SAC/SPA/RAMSAR. Other areas of ecological importance in the area include the Wash, and North Norfolk Coast SAC. The potential impact of the development upon these designated sites was considered as part of the appropriate assessment undertaken as part of the Local Development Framework process. This Appropriate Assessment recommends a programme of monitoring to assess the impact that new development could have on the North Norfolk Coast SAC/SPA/RAMSAR site from visitor disturbance, which will be accounted for as part of the application submissions.
- 3.17 In terms of local designations part of the western boundary of site is situated adjacent to a County Wildlife Site.



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- 3.18 An initial phase 1 habitat survey of the Brown and Bullen land identified that most of the site is of low ecological value, with the north-eastern parts being arable farmland. It is possible that parts of the site, at the fringes may provide a habitat for bats, nesting birds, badgers, hedgehogs brown hares and invertebrates.
- 3.19 The Hopkins Homes land to the west side of the site is of higher ecological value, in particular the area of land immediately to the east of the County Wildlife Site. The ecology survey identifies that a number of reptiles are present in this area of land.
- 3.20 The impact of the development upon these protected species and ecology will be assessed in detail as part of the outline and detailed applications and care with be taken (if appropriate) to mitigate against the impact the proposals may have on ecology and protected species.

Landscape and Arboriculture

- 3.21 An initial landscape review and arboricultural assessment of the site has been undertaken by the Landscape Partnership. The site benefits from being relatively unconstrained in landscape terms. The notable landscape features within the site include a hedgerow, which runs along the western and southern boundary of land under the control of Brown. In arboricultural terms the trees in and around the site can be divided into four distinct character groups:
- *Character Group One: Mixed Species Tree Belt to north boundary*
- 3.22 This is the strongest character group on the site and provides a screen and noise barrier between the site and the A148 to the north.
- *Character Group Two: Trees within gardens of Swann Grove to west and the area of rough grass to the north of Swann Grove*
- 3.23 These trees are a mixture of garden scale trees and native broadleaved trees which combine with the belt of trees along to the A148 to provide screening to the grassed area.
- *Character Group Three: Individual Trees along main body of Site*



3.24 The trees within the site form an informal tree feature on the site, however at present within this group the trees provide little more than scrub cover.

- *Character Group Four: Trees Growing in Front Gardens along Hempstead Road*

3.25 Although low in number and often relatively small the trees provide some amenity and are a feature of this area of Hempstead Road.

Landscape Setting and Character

3.26 The site location is adjacent to established built up areas of the town, which minimise the impact on the countryside, particularly the Glaven Valley Conservation Area and the Norfolk Coast Area of Outstanding Natural Beauty (AONB). Holt is valued for its scenic, topographic, cultural and historic interest, and the development of Heath Farm offers an opportunity to connect the site with this landscape. The nature and diversity of the landscape surrounding the development site can be appreciated in both a physical and visual manner through connections with the town and its surroundings. The distinct division between the built form and open fields on the east and west sides of the town reinforces this market town flavour and rural connectivity, as well as allowing for easy connections with these landscapes.

3.27 When developing the landscape setting and character of the site regard needs to be given to the impact the development could have on the countryside and to ensure that the proposals are in keeping with the historic character of Holt. This includes the widespread understanding that the town and associated landscape contribute to tourism in the area, to ensure that the design of the proposals are sympathetic with the landscape character of Holt.

Movement

3.28 The site is located approximately 600 metres from the Market Place in the centre of Holt at its nearest point. The site is separated from the town centre by the bypass. As detailed proposals come forward steps will need to be taken to improve pedestrian and cyclist links from the site to the town centre and to the local schools. Provision should also be made to provide good pedestrian access to Holt



Country Park to the south. The proposals will need to include the provision of a link road between Hempstead Road and the bypass, which will have the effect of reducing the level of traffic along Hempstead Road. Traffic management solutions will need to be implemented to reduce the level of HGV traffic along Hempstead Road, when the development comes forward.

Utilities

- 3.29 The provision of the development will create a demand for services to provide communication, water, foul drainage and energy to the site. It has been established that services are available within the region and local improvements can be undertaken to deliver the services to the site. The provision of additional development will increase the demand but all new buildings should be constructed in accordance with current standards of energy efficiency to minimise the impact of the development and decrease per head consumption rates.



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4. VISION STATEMENT

4.1 In consultation with NNDC and Holt Town Council the following Vision has been produced for the development:

Vision: The development of land at Heath Farm will create a sustainable extension to the town, strengthening the role and positive image of Holt by creating high quality, housing, employment opportunities and supporting green infrastructure.

4.2 To help achieve this it shall:

- Encompass imaginative urban design and well considered architectural solutions to create a locally distinctive development with a strong sense of place.
- Incorporate a broad mix of housing types (including affordable housing)
- Ensure the phased provision of serviced employment land.
- Provide an attractive well connected pedestrian environment, together with good links to the town centre, open space network and Holt Country Park.
- Feature high quality, connected, multi- functional and biodiverse open green spaces.
- The access to the site from the A148 shall provide a positive approach to the town and function as a landscaped ‘gateway’ to the development.
- Contribute towards comprehensive and timely provision of necessary physical, social and environmental infrastructure.
- Incorporate measures to effectively manage/reduce the number of heavy good vehicles using Hempstead Road.

4.3 The development will contribute towards a comprehensive and timely provision of necessary physical, social and environmental infrastructure. It will create a strong “sense of place” which integrates with, and responds to policy and context and which emerges from



collaboration with North Norfolk District Council. It will be sustainable, based on a balanced community, with housing, employment and leisure opportunities all easily accessible, with connectivity to the Town and local area. It will enhance economic activity within the Town, acting as a catalyst for growth and promote social cohesion through providing housing meeting a wide range of needs.

- 4.4 Section 5 of this Development Brief sets out how the vision for the development shall be integrated into the proposals for the site.



5.0 DEVELOPMENT FRAMEWORK

Introduction

- 5.1 This section sets out key development framework principles, which will be used as a guide to the delivery of new development on Heath Farm. This has been prepared in accordance with national and local planning policy guidance taking account of the local characteristics of Holt and the site context.
- 5.2 The objective of this section is to provide guidance on the potential development of the site. It has been prepared against the background of the Council’s objective to see the site developed in a comprehensive manner based on an agreed overall strategy. It is recognised that the site will be developed in phases and the likely phasing of development is set out in section 6.
- 5.3 Table 1, below sets out how the vision for the site as set out in section 4 will be integrated into the development principles and identifies the key opportunities for the development:

Development Opportunities	Development Principles – ‘Shaping’ the site
To create a sustainable development	<p>Minimise the environmental impact of the development</p> <p>Layout of the development should allow new residents the opportunity access the town centre and other key facilities on foot/cycle.</p> <p>The development should minimise loss of existing natural habitats and features and aim to reduce potential impact on designated sites close by.</p> <p>Ensure the new development accords with sustainable development principles in relation to drainage, construction and energy efficiency.</p> <p>Ensure there is the necessary infrastructure in the town to accommodate the growth</p>



<p>Create a sense of community</p>	<p>Provide a variety of housing types and tenures - to meet the needs of a range of households of different sizes, ages and incomes</p> <p>Provide opportunities for local employment</p> <p>Create an attractive and safe place to live</p> <p>Provide access to good quality open space</p>
<p>Provide new employment opportunities</p>	<p>Provide land suitable for a mix of employment opportunities – flexible, commercially attractive and with good road access to the A148.</p> <p>Ensure new industrial land is available in a location where future operations would have minimal impact on residential amenity</p> <p>Incorporate traffic management measures which will reduce the number of heavy goods vehicles using Hempstead Road</p>
<p>Create a place with identity</p>	<p>The development will have a ‘sense of place’ which integrates with and responds to its context within Holt while remaining locally distinctive</p> <p>Urban design will be imaginative with well-considered architectural and landscaping solutions creating an attractive public realm</p>
<p>Create attractive multi-functional open space</p>	<p>Retain and extend existing natural habitats and features to provide connected open space which provides wildlife benefits, sustainable drainage, recreational opportunities and an attractive setting to the built development.</p>
<p>Create a well-connected place</p>	<p>Provide an attractive well connected pedestrian environment , together with goods links to the town centre, key facilities, the new open space and Holt Country Park</p>



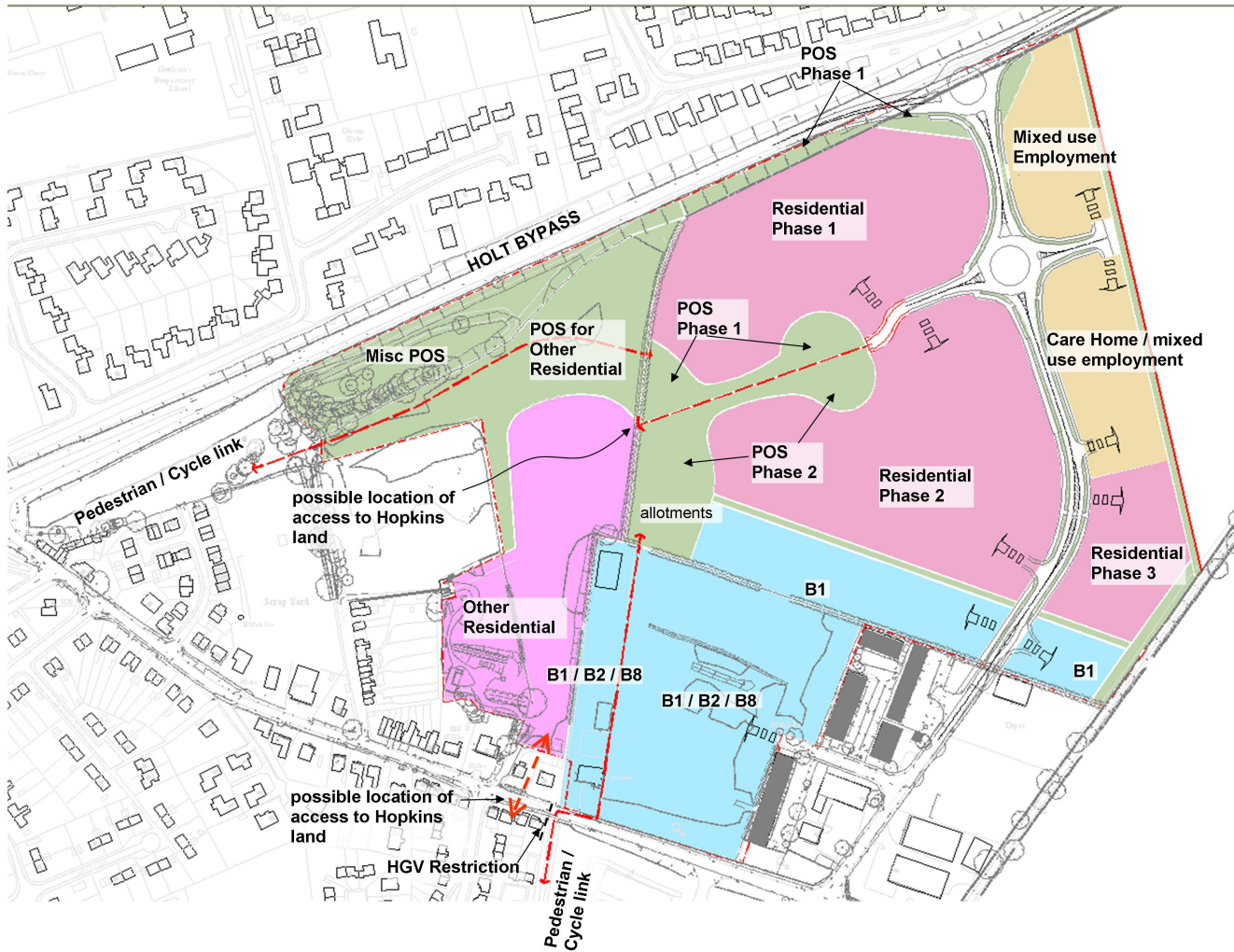
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Amount and Type of Development- Creation of High Quality Mixed Use Development

- 5.4 Within the surrounding area, the density of housing development ranges from higher urban levels to increasingly lower urban fringe/suburban levels. Policy HO7 of the adopted Development Control Policies (2008) sets out that the Council will seek to make the most efficient use of land and that proposals for residential development will be permitted provided that the development optimises the density of the site in a manner that protects or enhances the character of the area. In principal settlements (including Holt) Policy HO7 refers to achieving a minimum density of 40 dwellings per hectare. However, given the rural fringe location of the site it is considered that a density range of between 30 and 40 dwellings per hectare is more appropriate for this site. Lower density, more substantial properties could be grouped informally around existing and newly created landscape features. Higher density development could appropriately be grouped around key nodal points and courtyards.
- 5.5 Policy HO9, which relates to the site allocation, refers to a mixed use development comprising approximately 200 dwellings and not less than 5 hectares of land for employment generating purposes. The actual site area is 18.5 hectares rather than 15 hectares referred to in Policy HO9, and as a result it is likely that the amount of residential development to be delivered within the allocation could be between 275-290 dwellings, subject to infrastructure capacity considerations.
- 5.6 Employment will be split into three discrete areas, with the majority adjacent to, and contiguous with, the existing Heath Drive Industrial Estate. Class B1/B2/B8 uses will be appropriate on land immediately west of the existing industrial estate, whilst Class B1 uses or residential compatible employment will be appropriate on either side of the new link road where the employment land borders with the residential areas. To the eastern side of the link road mixed use employment generating development which could require a street presence (e.g. care home, hotel and/or public house) is considered appropriate in this location. Vehicles travelling to and from the proposed (and the existing) developments will use the new access road and avoid the built-up length of Hempstead Road leading into town, keeping the impact on the existing and proposed residences to a minimum.
- 5.7 The employment designation would most likely consist of a variety of small to medium sized buildings for businesses, light industrial or small scale storage and distribution operations. The mixed use development would be sited in an area that provides a frontage desirable for commercial reasons.

The amount and type of development is summarised in the schedule and on the illustrative masterplan fig 01.



Use	Area (ha)	Area (ha)
Employment		
Mixed Use	0.68	
Care Home / B1	0.82	
Total		1.50
Residential		
B1	1.17	
B1/B2/B8	2.80	
Total		3.97
Public Open Space		
Phase 1	2.40	
Phase 2	2.92	
Phase 3	0.73	
Total		6.05
Other residential Development Sites	1.86	
Total		7.91
Public Open Space		
Total Phase 1	0.55	
Total Phase 2	0.70	
Misc POS	0.91	
POS for Other Residential	1.32	
TOTAL POS		3.48

Fig 01 Illustrative Masterplan & Schedule



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Creating a Well- Connected Place

- 5.8 A new roundabout junction shall be constructed on the A148 bypass to provide the primary vehicle access to serve the development site as well as providing a road link through to Hempstead Road via the existing Heath Drive Industrial Estate. This new access would have the benefit of diverting vehicles, in particular buses and HGV vehicles from Hempstead Road to the A148. Measures will be required to deter HGVs from continuing to use Hempstead Road as a route to and from the A148.
- 5.9 Within the site a road hierarchy is to be provided in accordance with the Manual for Streets (DfT). The layout of the development should be designed to provide safe crossing points across the link road incorporated into the highway design. See fig 02.
- 5.10 The possible location of an access to the south- western residential part of the site is from Hempstead Road. The rationale for this is that it will avoid the need for a link road dissecting the public open space and will allow connected green infrastructure throughout the site. The access arrangements from Hempstead Road will be the subject of detailed discussions with the Highway Authority. In the event that an access cannot be obtained from Hempstead Road, provision could be made from the eastern part of the site.

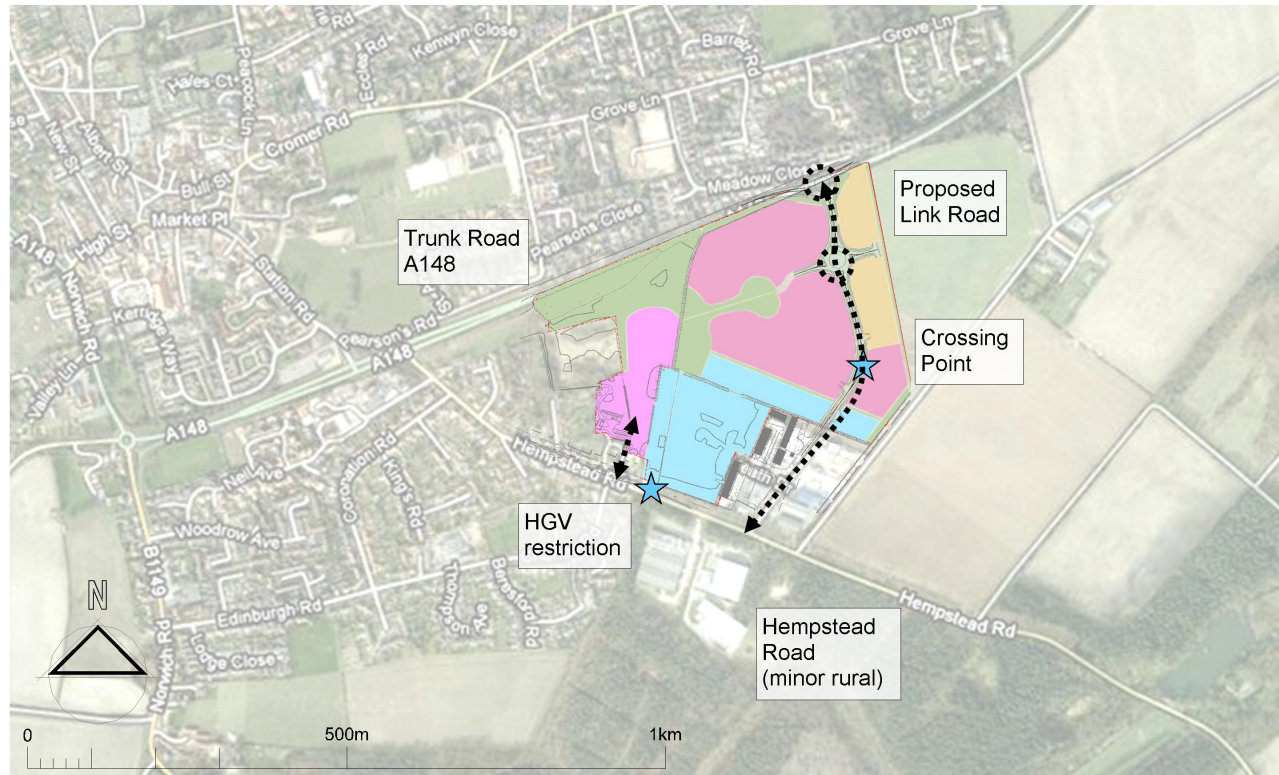


Fig 02 Primary Vehicle Access

- 5.11 New access routes for pedestrians and cyclists should be created from within the site linking to existing pedestrian and cycle paths outside the site as shown in fig 03. The preferred primary route should be through the proposed landscape and ecology corridor to the west of the main area of housing development, connecting with the existing pedestrian / cycle path underpass at the end of Hempstead Road. This represents a distance of about 1km, approximately 20 minutes walk and 5 minutes by bicycle to the town centre. A secondary route could lead from within the site accessing and passing through the employment area onto Hempstead Road at the

proposed HGV restriction point to link with the existing path on the opposite side of Hempstead Road leading to Holt Country Park. In the event that the other cycle/pedestrian route cannot be delivered, this route onto Hempstead Road would also provide access to the town centre. Other cycle routes will be created leading alongside the new access road from the roundabout to the end of the Heath Drive Industrial Estate access road.

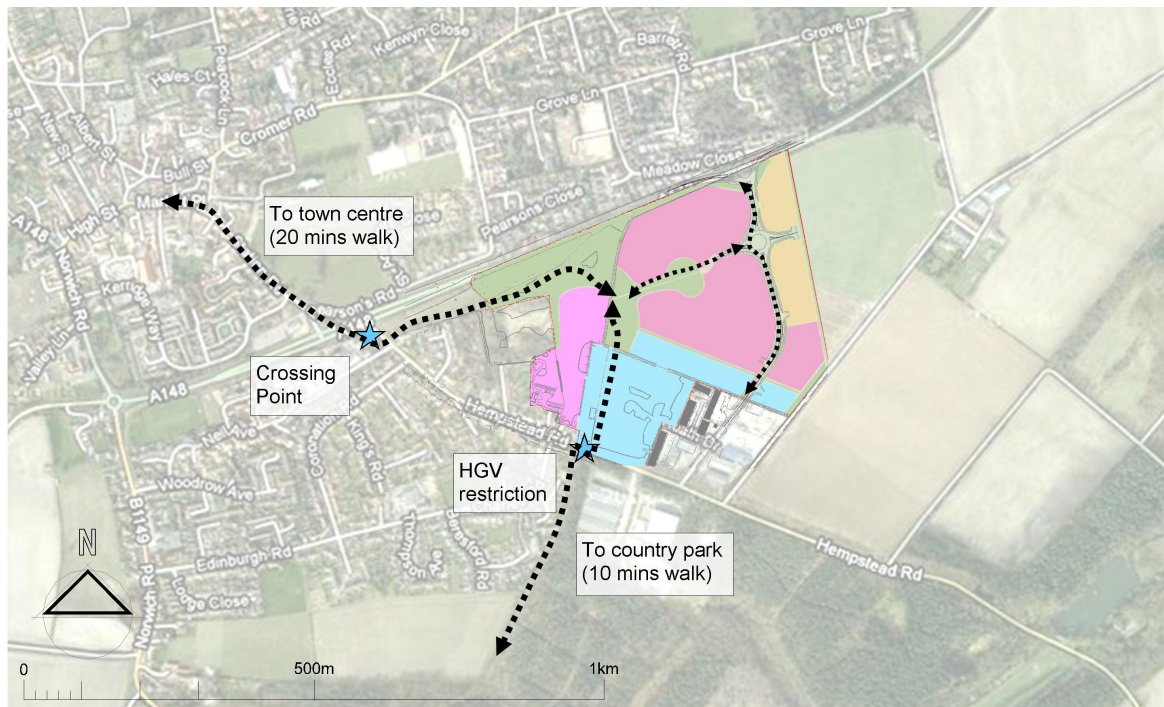


Fig 03 Pedestrian & Cycle links

- 5.12 Within the south-western employment area the existing service road from Heath Drive Industrial estate should be extended west. Smaller employment areas could be serviced directly from the new access road. Secondary roads within the residential areas should

be designed to limit traffic speeds to a maximum of 20 mph. Mews Courts should be designed to considerably lower speed levels. Appropriate traffic calming measures and definition of surface treatments should be incorporated to ensure safety for pedestrians and cyclists and to clearly define the road hierarchy. See fig 04.

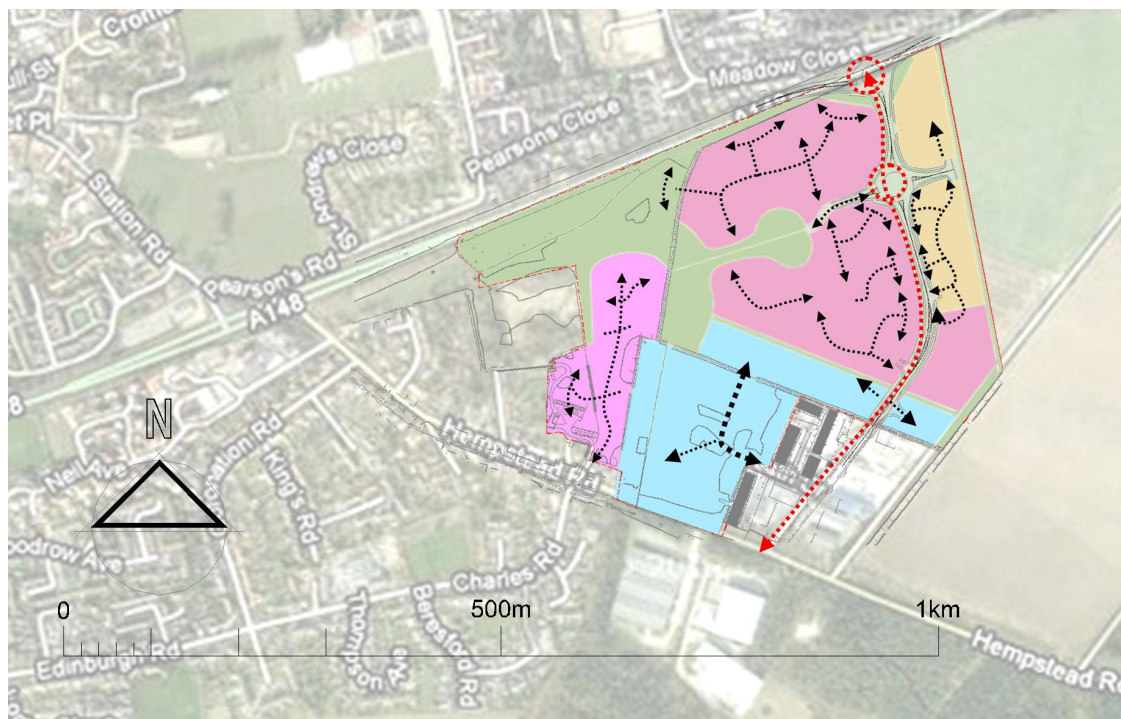


Fig 04 Secondary Vehicle Access

- 5.13 The parking strategy for the development will be based upon Norfolk County Council and North Norfolk District Council policy guidance. In order to minimise crime car parking areas will be designed in locations where there is good natural surveillance. The use of traffic



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regulation orders between the access roundabout on the A148 bypass and Hempstead Road shall be considered to maintain the free flow of traffic along this road.

Creating Attractive and Functional Public Open Space

- 5.14 The layout shall incorporate usable areas of public open space and a landscape framework, with connectivity between different parts of the development.
- 5.15 The public open space strategy has been informed by the constraints of the site and the current landuses. Accordingly a large area of public open space is to be provided to the west of the site. This will create a large usable area as well as help to protect the ecological value of the land directly to the east of the County Wildlife Site. This strategy will also help to maintain an existing hedgerow which runs north- south across the site. This hedgerow will need to be partially removed in places to provide good pedestrian and cycle links between the connected areas of public open space.
- 5.16 Holt Town Council has identified a current shortage of allotment land within Holt. Accordingly part of public open space is shown to be used solely for this purpose. The allotment area is located adjacent to the employment land (which is considered to be an appropriate neighbouring land use).
- 5.17 A high quality area of public open space is to be provided centrally within the main part of the residential development. It is the intention that this area will provide both a visually attractive open space within the development as well as a usable amenity for residents.
- 5.18 The landscape strategy for the site should seek to strengthen the functionality of the place and create a positive environment for residents to live. Vegetation on site should be strengthened with local native species where appropriate to provide a mature backdrop for the setting of the new development and provide new hedgerow and tree planting to reinforce the character of the Glaven Valley and the mature parkland setting of development around Holt and High Kelling.



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Create a Place with Identity

Highlight Buildings

- 5.19 These should be placed at key focal points within the development, to define gateways and terminate vistas or address courts as indicated on fig 05. They should have a heightened architectural status, achieved both through increased scale and mass, larger and more detailed fenestration, increased complexity of detailing and dressings. Primary materials, including cream Gault bricks, flintwork panels dressed with brickwork quoins in the traditional manner and render in traditional pastel colours as a contrast.

Public Open Space

- 5.20 This is a public space, surrounding a small landscaped and open park and should provide a high quality area of public realm, situated centrally within the main residential development of the site, allowing good access for residents.
- 5.21 The appropriate development here would be terraced, linked or detached dwellings, two, two-and-a-half and three storeys with an informal building line set behind an access path or drive. Paved access to the front of the dwellings may include golden gravel.
- 5.22 Car parking could be on-street, within a nominal curtilage and communal parking in some courtyards and garaging to the rear. Shared cycle and bin storage should generally be in rear gardens accessible onto side streets.
- 5.23 Provision of a path from the public open space– the intention to link the POS/town centre more fully towards phase 3 residential dev't/care home buffer strip in south east corner.
- 5.24 Large open areas of grass (amenity, flexible, usable) with intermittent tree planting and bulbs.
- 5.25 Option to contain with railings if closure/ security required or create privacy by hedgerows/planting at edges.



Fig 05 Residential Character Areas



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Low Density Fringe

- 5.26 This character area is defined by its relationship with existing and enhanced public landscaping and hence has a less urban character than the remainder of the development. Houses will be grouped in an informal manner and relate to a buffer zone which addresses fringe elements (landscape / access road). The buffer zone will consist of landscaping (designed where appropriate for acoustic buffering or as a blurred edge addressing the public open space), and a shared surface accommodating occasional car access to private garages and spaces, cycle path and footpaths as appropriate. The footpath/cycle path running alongside the access road will be diverted and incorporated within this shared surface, widening the grass verge to form the landscape buffer.
- 5.27 The appropriate development here will be detached dwellings, two and two-and-a-half storey with an informal building line accessed from private drives and mews courts leading from the internal street. Car parking will be accommodated in garages, on street parking within curtilage, and communal parking some in courtyards to the rear of buildings. Boundaries will be timber rails, fencing and hedging.



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The Street

- 5.28 Development here will define the route of the internal street through the site leading from the internal roundabout to the western residential development with a common building line with minimum space to the rear of the pavement. Surfacing will be tarmacadam.
- 5.29 Development will be generally terraced or linked dwellings, generally two and two-and-a-half storey.
- 5.30 Car parking for these buildings will be either from the street, or courts to the rear.

Site Entrance

- 5.31 This entrance will have the feel of a gateway into an estate, with highlight residential buildings to the western side and commercial buildings to the eastern and will be set back from the proposed roundabout behind a landscaped buffer.



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- 5.32 Surface materials will change in material from asphalt to a beige colour/softer anti skid surface finish.
 - 5.33 Soft landscaping will be carefully considered and will include central reserves to be planted to create boulevards on the approaches. A visual break in planting toward the highlight buildings behind will allow recognition and street presence.
 - 5.34 Possible use of the ground here to create a SUDs feature at this point (as part of the drainage strategy) would be beneficial providing both a visual feature and ecological enhancement. This is the most appropriate location on the site for a SuDs feature because it is the lowest part of the site. The SuDs strategy for the site will be subject to detailed discussions with statutory consultees and it is possible that a SuDs feature may not be required in this location. This will be determined as part of the application submissions.

Internal Areas

- 5.35 This represents the bulk of the residential development, with boundaries onto the new access road, structural landscaping accessed from a series of informal roads within the development and mews courts.
- 5.36 The development will provide a mixture of detached, semi- detached and terraced properties set behind an informal building line with gaps for access to parking courtyards or garages. Housing fronting onto the secondary lanes will be set out parallel to the lanes with minimal depth where required for car parking access in order to visually define the development. To avoid the appearance of monolithic buildings large groupings of terraced housing will not normally be more than 6 dwellings long and will be confined to those addressing the secondary lanes. The scale of the properties will be generally two-storey but with some one, two and a half and three storey properties for highlight, especially at “gateway” and visual focus points for emphasis and orientation. A proportion of buildings will be provided to meet Lifetime Homes standards in accordance with policy. Garages will be utilised to provide privacy between dwellings and increase local density.
- 5.37 Designed traffic calming will utilise changes in material, tree planting and street furniture to encourage low speeds. Car parking will be accommodated in garages, on street parking within curtilage, and communal parking some in courtyards to the rear of buildings. The parking courts will accommodate small numbers of cars and be designed to allow passive surveillance to limit crime and antisocial behaviour.



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5.38 Where the boundaries are not defined by buildings, these will be defined by a mixture of open railings and close boarded timber fencing.





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- 5.39 Core Strategy Policy EN4 relates specifically to design and stipulates that all new developments will be designed to a high quality to reflect local distinctiveness. This policy is particularly relevant to Holt, given the strong Georgian and Victorian character of the town centre. Policy EN4 stipulates design criteria with which new developments are expected to comply, in conjunction with the adopted North Norfolk Design Guide which provides detailed design advice. Subsequent sections of this Development Brief set out a number of key design parameters that will be integral to creating a successful and well-designed development.
- 5.40 The development will be to a high quality in the use of materials and design standards which respond to the principles set out for siting, grouping and scale in policy EN4 of the adopted Development Control Policies and the North Norfolk Design Guide by creation of a range of identifiable spaces between buildings with their own character. This will include integration of a visually coherent hierarchy



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between formal and informal spaces. The buildings will be defined using a number of different grouping examples, which will define the spaces between buildings, but with equal attention to the design of the buildings.

- 5.41 The material pallet for each phase of the development will be agreed at detailed application design phase. However, consideration has been given to the local building vernacular in Holt and the materials described in this are appropriate for residential and employment development while allowing more contemporary design solutions and use of materials for the employment buildings.

Form

- 5.42 Policy EN4 of the adopted Development Control Policies and the North Norfolk Design Guide define acceptable approaches for design which respond to the local vernacular form and detailing and these recommendations should be followed. The following will apply to the residential development as a whole;
- 5.43 Primary roofs will be pitched, either pantiles, plain tiles or reconstituted slate. Secondary roofs (dormers, porches etc) will be pitched, either lean-to or gabled. Accessories for hips, verges, ridges and related fittings, will be of an appropriate scale. Flat roofs (except to dormers) will be avoided. Parapets or bedded verges are preferred, with fascias and barge-boards generally avoided (except for dormers).

Bin and Recycling Storage

- 5.44 In accordance with Core Strategy Policy EN6 adequate provision should be made for the separation and storage of waste for recycling. Bin storage should be provided where possible to rear gardens, where external access is available from the front of properties. Where bin storage is provided for grouped properties, these should to be close to the front entrance for ease of use, conveniently accessible from the rear of the pavement, but also appropriately screened from prominent view.

Cycle Parking

- 5.45 Cycle parking will be provided in accordance with the adopted cycle parking standards for North Norfolk as set out in Appendix C of the adopted Core Strategy For single and semi-detached dwellings cycle parking should normally be accommodated in sheds or rear



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gardens. For grouped dwellings where separate storage is required and for employment areas, these should be secure, roofed and sited reasonably close to front entrances with suitable paving connecting with the site (and wider cycle routes).

Boundaries

5.46 Boundaries on the public side of properties should be carefully designed to create visual interest and where possible be of hedging, fencing, walling or railings that reflect the local detailing.

5.47 Material Palette

- Roofing

Pantiles and plain tiles should be in local colours, i.e. browns and reds, with black glazed tiles limited to some highlight buildings only. Reconstituted slates should be blue-grey. Dormers should be flat roofed or arched with lead appearance to cheeks and roofs.

- Walling

Walling should be predominantly red brick, reflecting 'Norfolk Reds' or similar in both colour and texture, with limited use of contrasting materials to add visual variety, including cream Gault bricks, flintwork panels dressed with brickwork quins in the traditional manner, render in traditional pastel colours and timber cladding. There are examples of all of these materials in use in the local context.



Red Brick



Cream Gault Brick



Flint cobble panels



Render



Timber Cladding

- Surfacing

5.48 Except for primary roads, concrete paviors and setts with details picked out in contrasting colour and patterns. Other surfacing materials, including local cobble stones and reclaimed timber sleepers would be appropriate in other locations together with a range of street furniture including bollards, railings and soft landscaping designed to emphasise the semi-private nature of the court. Golden gravel would be appropriate for pedestrian and cycle paths and private drives.



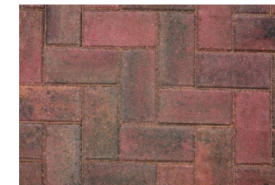
Harvest Setts



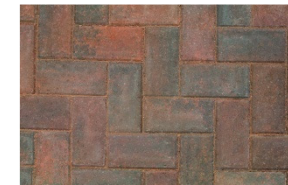
Charcoal
Setts



Grey Setts



Brindle Blocks



Ochre Blocks

5.49 Character Areas

The residential development is split into distinct character areas responding to context as shown on fig 05.

- The Low Density Fringes
- The Street, the site entrance and the internal areas

Incorporating Sustainability Measures into the Development

5.50 Core Strategy Policy EN6 sets out the Councils standards with regard to sustainable construction and energy generation. The policy states that new developments should give consideration to issues such as:



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- Orientation to maximise solar gain
 - Use of low water volume fittings and grey water recycling
 - High level of insulation; and
 - Adequate provision for separation and storage of waste for recycling
- 5.51 Development proposals for the site should be in accordance with NNDC Sustainable Construction and Energy Efficiency policy (Policy EN6) subject to viability considerations. New dwellings should be in accordance with the Code for Sustainable Homes standards target level applicable at the planning application stage. Criteria to be considered when designing buildings include re-use of existing materials, energy conservation, water conservation, information technology and selection of new materials.
- 5.52 Consideration should be given to the layout of the buildings to benefit from solar gain and to provide enhanced thermal insulation.
- 5.53 Measures should also be undertaken to promote the use of renewable energy sources to limit carbon dioxide emissions in accordance with the requirements of policy EN6. These sources may include solar or hot water panels and/or ground and air source heat pumps
- 5.54 Water conservation objectives are to reduce water demand and storm water run-off. To reduce water consumption all homes should be equipped with dual flush WCs with a maximum 6 litre flush and lower 3 litre flush and hand basins will be fitted with spray/aerator taps. Water meters will be installed in all homes to encourage occupants to make further savings.
- 5.55 Provision should be made to allow people to work from home with connectivity through Information Technology by ensuring sufficient power sockets and additional telephone sockets / cable access where possible are provided.
- 5.56 The selection of materials and construction techniques should wherever possible favour those with the lowest ecological impact over their projected lifetime. All insulation materials specified should be CFC free. This would include insulation for walls, roofs, hot water cylinders, pipework, lintols and cavity closures etc.
- 5.57 Sustainability measures should also be taken to reduce the impact of construction operations. Where waste is generated contractors will need to provide separate segregated skips to assist with recycling. Contractors are legally required to prepare a Site Waste Management Plan to assist with recycling and waste disposal. Re-use of existing materials is not possible on a green field site,



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although land previously used for agriculture will provide an excellent growing medium for the establishment of new landscaping, gardens and allotments. Careful siting of stockpiles and care during construction works will allow the best advantage to be taken of this resource.

Sustainable Urban Drainage Strategy

- 5.58 The relevant Code for Sustainable Homes standard for sustainable drainage will be achieved in this development. The level will be determined at the time of detailed approvals, currently set at Level 3. The sustainable drainage strategy shall be predicated on reducing water consumption and enhancing wherever possible and feasible the retention of rainwater within the site. This could be achieved through the provision of tap flow restrictors, water butts, permeable paving, rainwater/greywater harvesting etc.
- 5.59 The surface water drainage strategy for the development will seek to discharge surface water by a range of SUDS methods, which will involve initial flows being discharged at source with a provision to direct flows from more severe events through a network of features. This may include provision for a basin or trench close to the site entrance and therefore the natural point of collection for extreme events. As an alternative it is possible that the development will be served by soak ways, which would negate the need for an attenuation basin. The detailed SuDs scheme for the site will be worked up as part of the formal planning application.



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Foul Water Drainage Strategy

- 5.60 A new foul water network will be provided within the site to service the proposed development and will be offered to Anglian Water Services for adoption under a Section 104 agreement. It is proposed that the network discharged to the public sewer system operated by Anglian Water, whereby it will flow to the sewerage treatment work to the west of Holt.

Utilities

- 5.61 Kingdom TP has undertaken initial engagement with Anglian Water, with regard to Utilities. Anglian Water has provided confirmation that they can accept foul sewerage discharge from the site. The treatment works has sufficient capacity but upgrading work will be required to the offsite sewer network connecting to the works. Anglian Water has identified a scheme for this upgrade.



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6. IMPLEMENTATION

- 6.1 This section sets out the likely timescales for submission of outline and reserved matters applications and delivery of the development in terms of phasing. The planning application process will be informed by undertaking detailed and meaningful consultation with interested stakeholders, including local residents, the Town Council and Chamber of Commerce throughout the process.

Planning Application

- 6.2 This Development Brief sets out the key principles and parameters, with regard to the delivery of the development and will be used as a guide to inform all applications submitted on the site. Extensive pre- application engagement will be undertaken with all statutory and non- statutory stakeholders prior to the submission of formal applications. The scope of the application, including national and local validation requirements will be agreed with North Norfolk District Council prior to the submission of the application.
- 6.3 The screening opinion issued by North Norfolk District Council on the 19 November 2011 confirmed that the development is not Environmental Impact Assessment development and that an Environmental Statement will not need to be submitted with the development. Therefore in accordance with National guidance applications on the development should be determined within 13 weeks of submission, unless an extended period is agreed with NNDC.
- 6.4 One of the key components of the application will include the submission of a Design and Access Statement and Planning Statement. These documents will be critical to provide a clear demonstration of how the submission of detailed applications will reflect the main principles set out in this Development Brief. The Planning Statement submitted with subsequent applications will demonstrate the compliance of the proposals with adopted Core Strategy, Development Management and Site Specific Allocation Policies, as well as the National Planning Policy Framework.
- 6.5 Other key statements to be submitted with the application will include a detailed Transport Assessment, Flood Risk Assessment, a Foul Sewerage and Utilities Assessment and an Ecology Report.



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Phasing

- 6.6 Policy H09 of the adopted Site Allocations Plan requires the Development Brief for Heath Farm/Hempstead Road to set out phasing of the development, including the phased provision of employment land. Figure 6 shows an indicative phasing plan for the development, which proposes a rational and timely delivery of the proposals. It should be noted that, whilst the majority of the development is phased, the western part of the site is not phased and could be delivered earlier or later in the allocation, dependent on the owners preference. The proposed phasing plan is shown on figure 6.
- 6.7 The Phase 1 of the development will include the delivery of approximately 70-75 residential dwellings on the northern part of the site. It will also include the construction of a new roundabout onto The Holt Bypass (A148), principle access infrastructure and provision of an area of public open space and landscaped buffer. The area of public open space will be provided on land directly to the west of the development. It will also include delivery of the northern part of the proposed area of public realm, which will be situated between phase 1 and phase 2. Part of the main link road will be delivered along with the internal roundabout to the south- east of phase 1. It will also facilitate the implementation of a road east to west within the development, to the extent required to serve phase 1. This phase will include the making available of the mixed use area to the north- east boundary of the site, subject to demand. This is likely to be a road side use such as a hotel and/or a pub or petrol filling station. A pedestrian link to the town centre will also be made available as part of phase 1.
- 6.8 Phase 2 of the development will include the delivery of a residential area centrally within the site, to the south of phase 1. Phase 2 provides capacity for delivery of approximately 115- 125 dwellings. At an agreed stage but no later than the completion of phase 2 the main link road from the A148 bypass to Hempstead Road will be completed and operational. During phase 2 it is envisaged that the mixed use development will also be provided along the east boundary of the development. The mixed use development may be delivered earlier or later, subject to demand. The implementation of phase 2 will also include the delivery of an area of public open space to the west, including a dedicated area to be used as allotments. It will also facilitate access to employment land north of Heath Drive Industrial Estate and the employment land to the south of phase 3.
- 6.9 The 3rd phase of the residential development will be located to the east boundary of the site to the south of the mixed use employment area. This will be a low density area, with provision of approximately 15 dwellings.



- 6.10 The land to the far west of the site will provide a residential development and public open space and will be delivered in separation from the remainder of the site. It is possible that access from this development will be onto Hempstead Road, subject to agreement on junctions and visibility splays with the Highway Authority. Alternatively this land will be accessed via Phase 1 & 2 as indicated on figure 1. This part of the development will deliver 70- 75 dwellings and will also include provision for a large area of public open space to the north- east of the County Wildlife Site. The phasing of this development may come forward at an early stage or later on.
- 6.11 The employment and industrial areas will be located to the south of the residential development. The area of land to the west of Heath Drive Industrial Estate will provide for the 3.5 hectares of Industrial Land as required by HO9. This will be accessed from Heath Drive Industrial Estate and can therefore be implemented in separation to the delivery of the residential development. It is proposed that predominantly office (B1) uses will be located to the north of Heath Drive. The employment land will be available following the completion of the main link road.
- 6.12 **Table 2:** Intended phasing for the development:

Phase	Residential	Employment	Highways/Infrastructure	Public Open Space
1	Approximately 70- 75 dwellings in northern area (2.40 ha)	Mixed use employment area in north- east (0.68 ha)	Roundabout onto bypass Roundabout to south in site. Road east- west as required to serve phase 1. Footpath link to town centre	Large area of POS in north- western boundary (0.91 ha). Area directly to west of phase 1 residential (0.55). Landscaped entrance at north- east corner.
2	Approximately 115- 125 dwellings to south of	Care Homes/Mixed Use Employment to east	Completion of main link road between Holt bypass	Area directly to west of phase 2 residential,



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	phase 1 (2.92 ha).	boundary (0.82 ha) Office (B1) area to south of phase 2 residential, including area to south of phase 3 residential (1.17 ha)	and Hempstead Road. Road east- west as required to serve phase 2.	including allotments (0.70) Public realm area situated centrally within site to north of phase 2.
3	Approximately 15 dwellings along east boundary to south of Care Home/Mixed Employment Area (0.73 ha).	N/A	N/A	N/A
Not Phased	70-75 dwellings on west part of site (1.86 ha)	General Industrial area to the west of Heath Drive Industrial Estate, to be served from the Industrial Estate (2.8 ha).	Provision of possible access onto Hempstead Road, as part of residential development in south- east area. Alternatively access provided via Phase 1 & 2.	Public open space to north- east of County Wildlife Site (1.32 ha)
Total	275- 290 dwellings (7.91 ha)	5.47 hectares		3.48 hectares

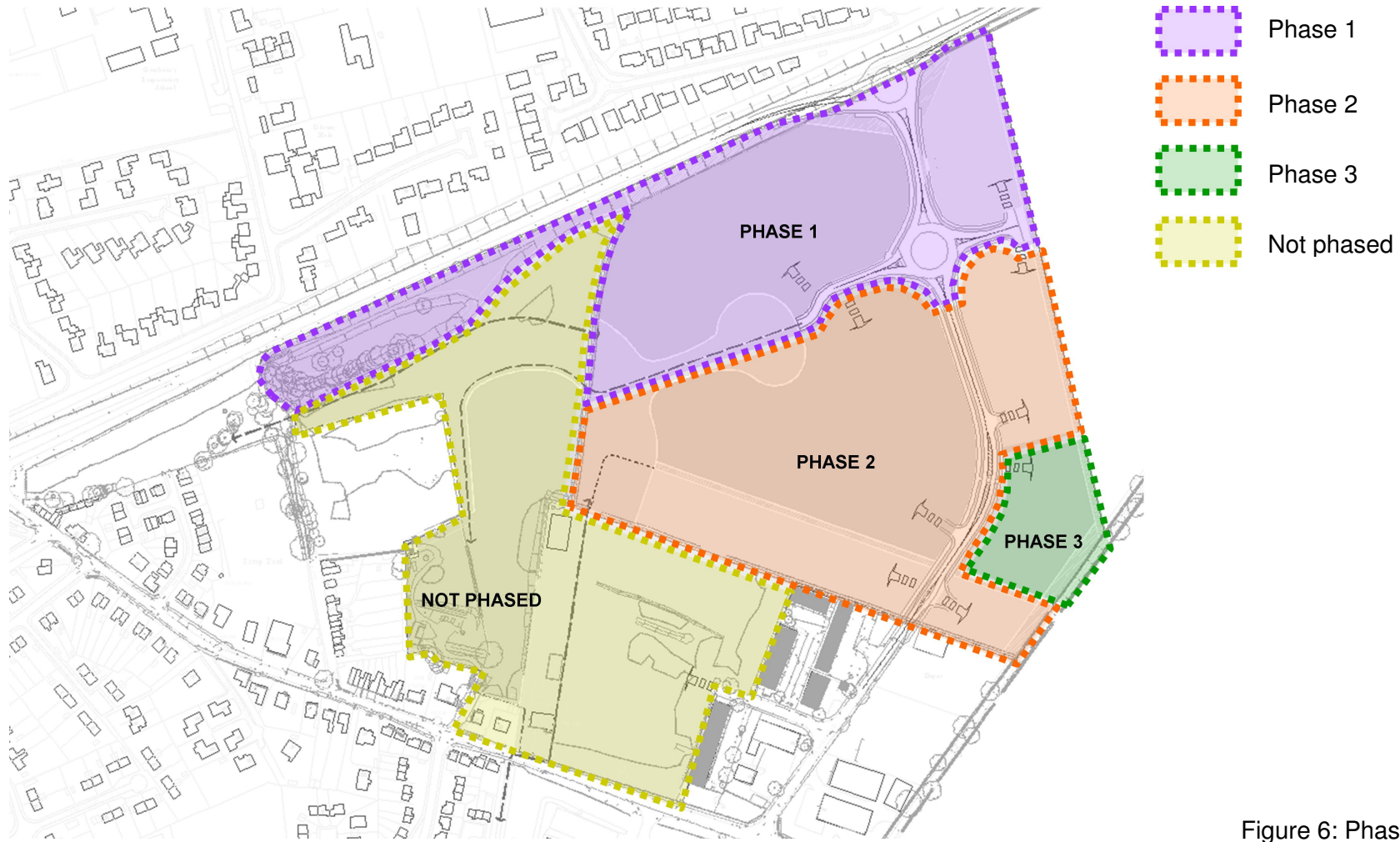


Figure 6: Phasing Plan



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7. CONCLUSION

- 7.1 This Development Brief has demonstrated how the development of the site at Heath Farm, Holt will be undertaken to create a high quality mixed use development that will create a strong sense of community. The Development Brief demonstrates that the proposals will be in accordance with the adopted Site Specific Plan Policy HO9, along with adopted Core Strategy and Development Control Policies. At National policy level, the proposals are considered to be fully supported by the principles of the National Planning Policy Framework, and will provide new homes and new jobs for the town of Holt, as well as a number of other benefits.
- 7.2 Benefits of the development include the following:
- A high quality residential development, that follows a number of positive design principles to create a positive living environment for new residents as well as a visually appropriate development.
 - Provision of high quality areas of open space that are well linked and integrated with the residential areas. This will include provision for allotments, to meet the identified current shortage in Holt.
 - Provision for a vehicular link road between Holt bypass and Hempstead Road, which will reduce vehicular traffic and congestion along Hempstead Road. Good pedestrian network will also be provided.
 - Creation of significant new areas of employment land, to allow the economy of Holt to grow and thrive.
- 7.3 The site owners are keen to progress with the formal submission of applications on the site, to allow for the early delivery of the development. Paragraph 14 of the National Planning Policy Framework urges decision makers to approve development proposals that accord with the development plan without delay. The Development Brief is in full accordance with Local and National adopted policies and therefore should be adopted as Supplementary Planning Guidance.