

Land adjacent to Church Farm, Ingham Road STALHAM



Development Brief: May 2012

Draft for Consultation

Prepared in response to North Norfolk District Council's
Site Allocations DPD: February 2011

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1. **Introduction**

1.1 *Scope & Purpose*

Land adjacent to Church Farm, Ingham Road, Stalham has been allocated for mixed use development in Norfolk District Council's Site Allocations DPD (Adopted February 2012). It is intended that the site will bring investment in new housing for the town, but also address other needs within the Plan Period to 2021, including creation of a neighbourhood park, as well as other community and employment generating uses.

This Development Brief establishes the planning and design principles which will guide the development of the site. It seeks to build upon the requirements of the Adopted Local Development Framework Policy for the site, informing potential developers of the Local Planning Authority's expectations as to acceptable uses, built and natural forms on the site.

The brief further establishes the overall planning framework against which any future planning applications will be assessed. It will therefore be a material planning consideration in the Development Control process. It will not, however, bind the Council to grant Planning Permission for any particular development on the site.

The key objectives of this Development Brief are to:

- Develop a vision for the mixed-use development of the site that is well integrated with the existing town of Stalham, pays appropriate regard to the character and identity of the settlement and achieves creation of a sustainable and balanced community.
- Establishes broad development principles that will guide development, including key issues such as the mix and nature of uses, general layout including built form, density and landscaping strategy, as well as approaches to access and movement through the site and relative to the surrounding area.

1.2 *Structure of Development Brief*

The Development Brief commences with an overview of the site, including a description of its location, current usage, and relationship to the existing town, with particular regard to key facilities and services. Next the planning policy context relevant to proposals for the site's development is set out, at both local and national levels, through consideration of the recently published National Planning Policy Framework.

Attention then turns to the range of constraints affecting the site which it will be necessary to address through the preparation of formal development

proposals for the site, including issues raised within the Site Allocations DPD in relation to Policy ST01, which deals with allocation of the site. Opportunities presented by development of the site are also considered in this context.

A number of development principles are established that will guide development proposals in respect of an overall vision for the site before implementation issues are finally outlined, including a summary list of validation requirements that would be expected in support of any future planning applications.

2. Site Information

2.1 Location

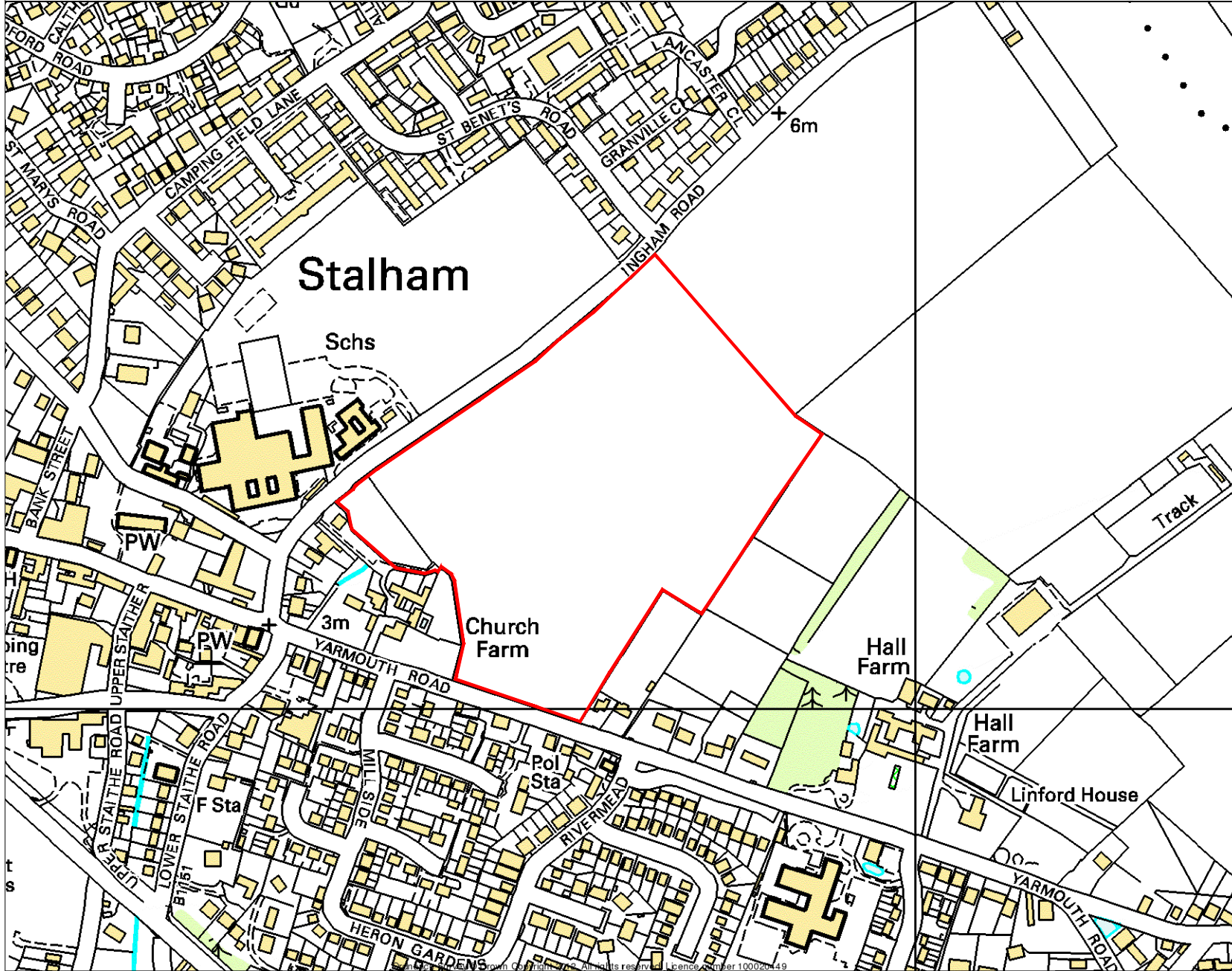
The site (shown edged red at Figure 1) lies between Ingham Road to the north-west and Yarmouth Road to the south, forming a single agricultural field of approximately 9 hectares in area, on the eastern side of the town. The site lies close to the existing town centre and facilities, most notably the High School directly to the west, on the opposite side of Ingham Road.


Figure 2 illustrates the relationship of the site to key facilities and services within Stalham, emphasising the sustainability of the location and providing an overview of important linkages that will inform a strategy for movement and accessibility relating to development proposals.

2.2 Description & Usage

The existing single agricultural field is relatively flat and unremarkable, forming a broadly rectangular parcel of land, itself devoid of any notable physical features. Some individual mature trees and sporadic indigenous hedgerows delineate the majority of the boundaries of the field with the Ingham and Yarmouth Road's respectively, together with the existing farm yard and a handful of residential dwellings to the south-west, adjacent to the junction of the two roads with the High Street to the west. The north-eastern boundary of the field is not defined. An existing public footpath near to the north-eastern boundary runs from Ingham Road south-eastwards, past and beyond the south-eastern corner of the site.

Figure 1: Site Location Plan



LEGEND
 Allocation Boundary

Rev	Date	Description
-	13/04/12	First Issue

Client
Hopkins Homes

Project Title
Ingham Road, Stalham

Drawing Title
Development Brief - Site Location Plan

Date	Drawn	Checked	Authorised
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Number	Rev.	Scale
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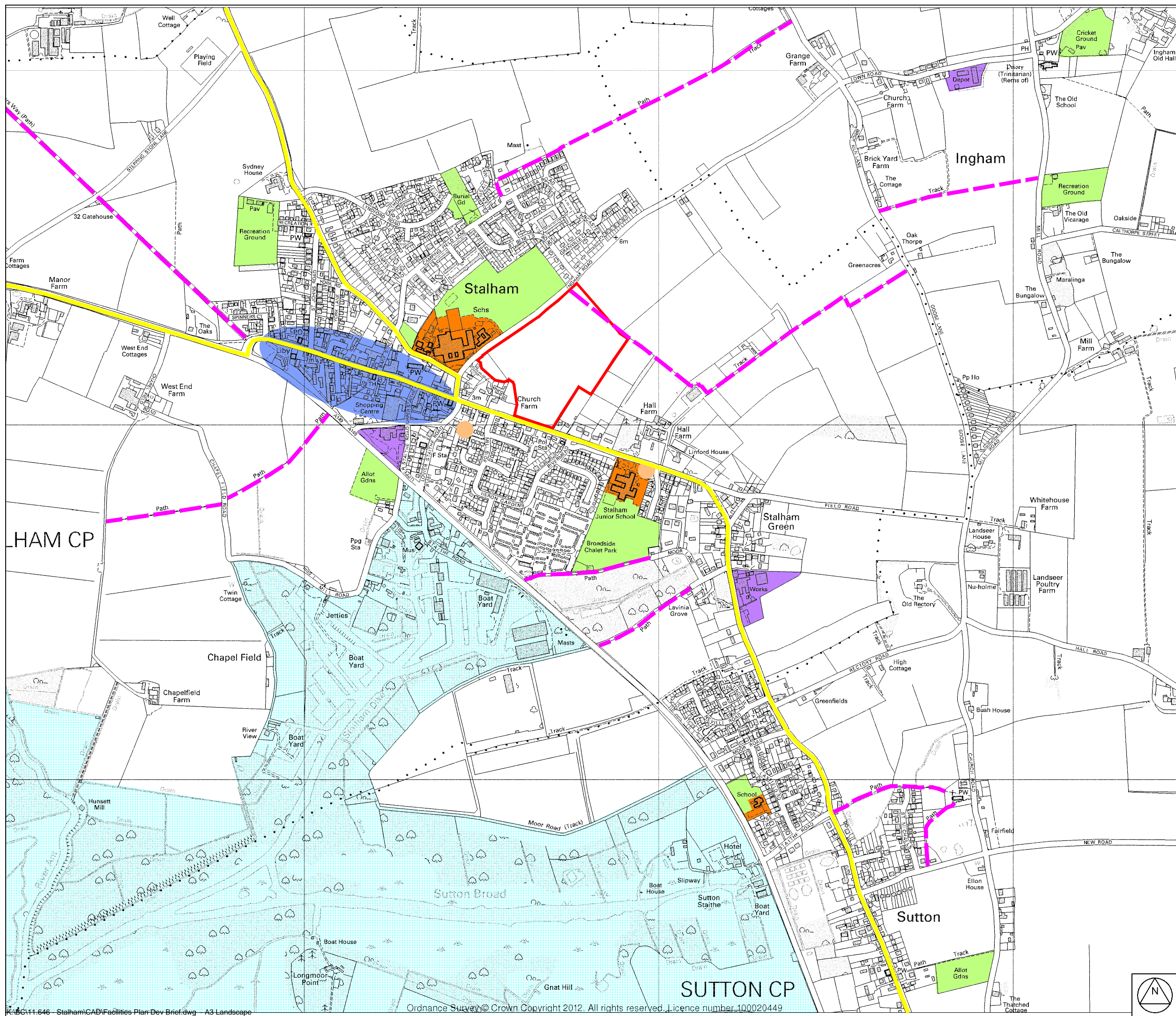


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Figure 2: Facilities and Accessibility Plan



- LEGEND**
- - - Allocation Boundary
 - Town Centre
 - Employment
 - Health Facilities
 - Education Facilities
 - Open Space
 - Broads National Park
 - Bus Routes
 - Footpaths

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Ingham Road, Stalham

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**Facilities Plan
 Development Brief**

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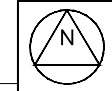
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3. **Policy Context**

3.1 *North Norfolk Local Development Framework*

3.1.1 *Site Allocations DPD*

The site is allocated as Site ST01 within the adopted Site Specific Allocations Development Plan Document of the North Norfolk Local Development Framework (February 2011).

Policy ST01 reads:

“Land Adjacent to Church Farm, Ingham Road

Land amounting to approximately 9 hectares is allocated for a mixed use development of not more than 160 dwellings, 2 hectares of public open space, community facilities and low-key employment uses. 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. *Comprehensive mixed development in accordance with a development brief that must incorporate:*
 - *not more than 160 dwellings at a net density of not less than thirty dwellings per hectare;*
 - *provide not less than 2 hectares of land suitable for community and low key employment generating uses;*
 - *provision of a neighbourhood park (incorporating suitable public open space and recreational facilities) of not less than two hectares on a suitable part of the site; and,*
 - *a footpath and cycle link joining the Ingham Road and Yarmouth Road and suitable footways linking the development to the town centre;*
- b. *provision of at least two separate vehicular access points (one each to Ingham Road and Yarmouth Road).*
- c. *the layout, design and landscaping of the site, respecting the setting of the edge of the town and the adjacent Listed Buildings and Conservation Area;*
- d. *a suitable landscaping scheme including retention of mature trees along the Yarmouth Road frontage and planting of new trees within the site;*
- e. *prior approval of a scheme of mitigation to minimise potential impacts on the Broads SAC/ Broadland SPA and Ramsar site arising as a*

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

- f. demonstration that there is adequate capacity in sewage treatment works and the foul sewerage network, and that proposals have regard to water quality standards, and that there is no adverse effect from water quality impacts on European Wildlife Sites.*

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

3.1.2 Core Strategy and Development Control Policies

In addition to this site-specific Policy, reference will need to be made within any future applications, to the relevant Policies of the Adopted North Norfolk Core Strategy (adopted September 2008), which provides both strategic policy guidance alongside more issue-specific, detailed Development Control policies.

Policy SS13 sets out the development strategy for Stalham, which has informed Policy ST01. It specifies that Stalham is designated as a Secondary Settlement with a Small Town Centre, which will see development of between 300 and 400 new dwellings in the period 2001-2021, of which between 150-200 dwellings will be on a newly identified site(s). It also refers to approximately 5 hectares of land being identified for employment generating development.

Relevant Development Control policies in the Core Strategy include:

Policy	Requirement
HO1 Dwelling Mix and Type	40% or more of dwellings will be 1 or 2 bed and have floorspace no greater than 70m ² ; at least 20% will be suitable or easily adaptable for occupation by the elderly, infirm or disabled.
HO2 Provision of Affordable Housing	Not less than 45% of dwellings on sites of 10 or more dwellings should be affordable, where it is viable to do so, the mix and tenure of which is to reflect identified housing needs.
EN2 Protection and Enhancement of Landscape and Settlement Character-	Conserve and enhance the distinctive character of the area, in accordance with the NNDC Landscape Character Assessment SPD.
EN4 Design	High quality and innovative design, in accordance with the North Norfolk Design Guide

	SPD.
EN6 Sustainable Construction and Energy Efficiency	Developments are to achieve Code for Sustainable Homes Level 3 by 2010 and Level 4 by 2013, and provide on-site renewable energy to meet 20% of total requirements, rising to 30% by 2013.
EN8 Protecting and Enhancing the Historic Environment	Development proposals should preserve or enhance the character and appearance of heritage assets and their settings.
EN9 Biodiversity and Geology	Protection of nature conservation interests.
EN10 Development and Flood Risk	Appropriate surface water drainage arrangements, utilising SUDS where possible.
EN13 Pollution and Hazard Prevention and Minimization	Minimise all forms of pollution including light and noise, and ensure no deterioration of water quality.
CT2 Developer Contributions	Planning conditions or obligations will be used to secure infrastructure improvements necessary to make developments acceptable.
CT5 The Transport Impact of New Development	Reduce the need to travel, maximise use of sustainable forms of transport, and achievement of access without detriment to highway safety and the amenity and character of the area.
CT6 Parking Provision	Provision in accordance with the Council's parking standards is required.

3.2 *National Government Policy*

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.

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.

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.

Policies relating to the topics of meeting the challenge of climate change and flooding, and conserving and enhancing the natural and historic environments will also be relevant to proposals for the site.

4. **Constraints and Opportunities**

4.1 *General*

As a result of its allocation for development, the site now lies within the defined settlement boundary for the town, albeit in a location on the edge of the existing built form of the settlement. Suitable regard will need to be paid to both the relationship of the development to the existing town and the resulting interface with the countryside beyond. At the southern end of the site, the neighbouring Church Farmhouse and associated Stable Block are both Grade II Listed, whilst they also lie within the wider designated Conservation Area of the town.

Figure 3 shows the location of the site relative to these constraints and opportunities, which are discussed in greater detail below.

4.2 *Landscape and Ecology*

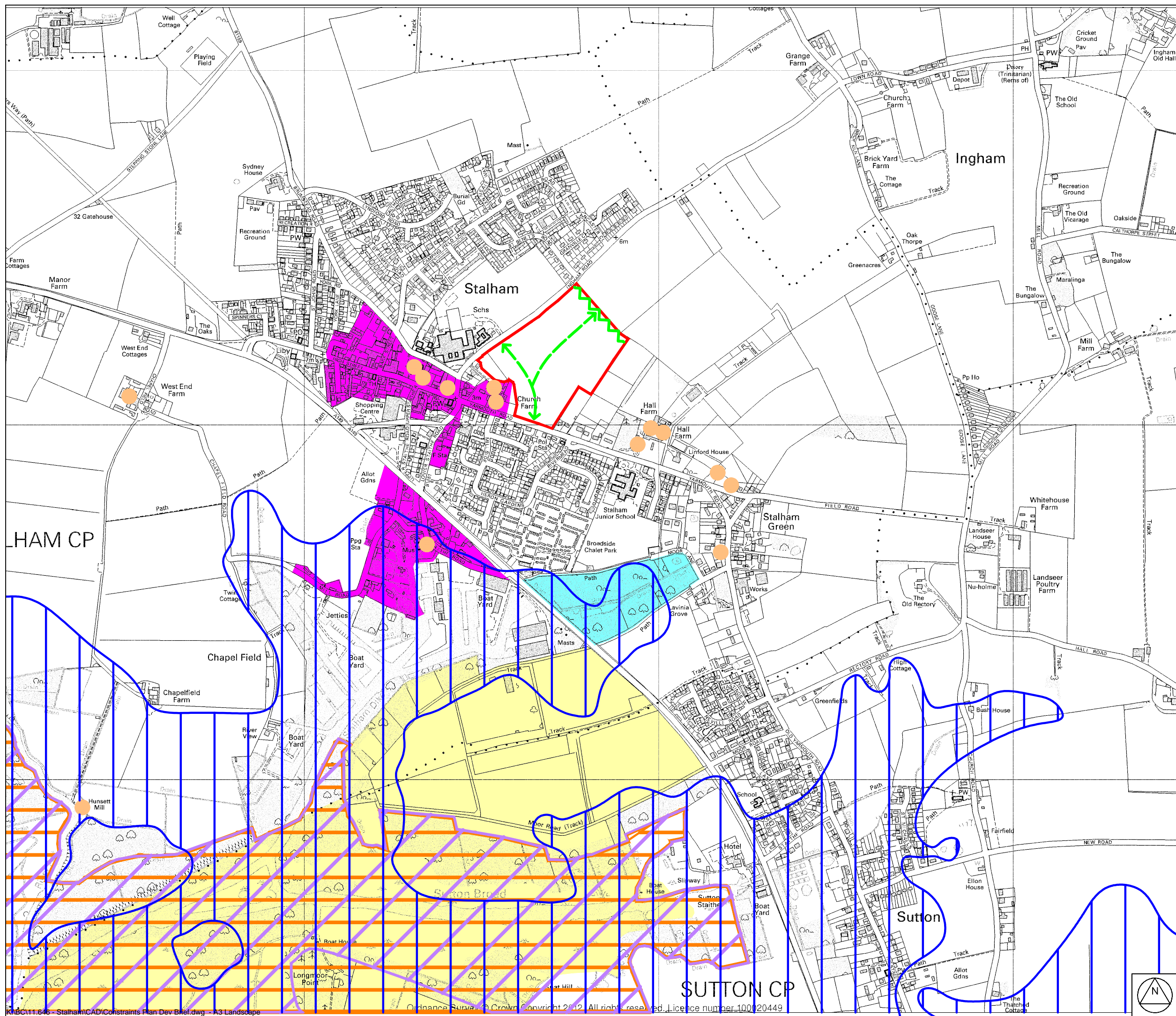
The site currently forms a relatively flat and unremarkable single agricultural field on the eastern edge of the settlement, with further agricultural land beyond to the north and east. Some individual mature trees and sporadic indigenous hedgerows delineate the majority of the boundaries of the field with Ingham and Yarmouth Roads respectively, together with the existing farm yard and a handful of residential dwellings to the south-west, adjacent to the junction of the two roads with the High Street to the west. The north-eastern boundary of the field is not hedged, but is delineated by an existing public footpath which runs from Ingham Road south-eastwards past and beyond the site.

The Council's Adopted Landscape Character Assessment of 2009 notes that the site lies in an area of 'Low to Moderate' landscape value, on the boundary between the 'Low Plains' area LP2 (Stalham Area) and 'Settled Fen' area SF1 (Stalham, Ludham & Potter Heigham), where additional planting would assist in enhancing the visual approaches to the town from the north and east providing positive ecological and landscape enhancement. The development should be informed by, and be sympathetic to existing landscape features (such as existing trees and field boundaries), landscape character and views. The requirement for vehicular access points on both the Ingham and Yarmouth Road frontages may have some implications for the retention of trees in these areas.

Views of the site are possible from Yarmouth Road and Ingham Road and the edge of the Conservation Area to the south west as well as the surrounding countryside to the north and east towards Ingham. The north eastern boundary of the site will need to be appropriately designed and landscaped to integrate the development into the existing settlement.

Whilst assessment of potential ecology within the site and immediate surrounding area will be required, further consideration will also need to be given to safeguarding the sensitivity of the nearby Norfolk Broads area and associated ecological designations, namely the Broads SAC/ Broadland SPA and Ramsar site. Particular regard will need to be had to minimising impacts arising as a result of increased visitor pressure.

Figure 3: Site Opportunities and Constraints Plan



- LEGEND**
- Allocation Boundary
 - Conservation Area
 - Listed Buildings
 - County Wildlife Site
 - Ramsar Site / Site of Special Scientific Interest
 - Special Protection Area
 - Sutton Fen RSPB Reserve
 - Flood Risk
 - - - Improved Pedestrian Connections
 - ↔ New Pedestrian Connections

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4.3 *Flood Risk and Drainage*

The site lies within Flood Zone 1 of the Environment Agency's mapping zones, where the risk of flooding from the sea or rivers is of the lowest level. Notwithstanding this fact, any proposed development of the site will need to ensure that the risks of increased surface water run-off as a result of development remain unchanged from that of the current scenario. Early consideration should be given to the incorporation of Sustainable Urban Drainage Systems (SUDs), alongside liaison with Anglian Water regarding capacity to accept any outfall from the site. Both surface water and foul drainage proposals for the development must not adversely affect the current drainage system, and must have regard to water quality standards, as specified within Policy ST01, particularly in relation to water regimes affecting the River Ant.

4.4 *Heritage Assets*

The site lies adjacent to the town's Conservation Area, with both the Church Farmhouse and Stable Block, to the south of the site, Grade II Listed buildings. Appropriate regard will need to be given to conserving or enhancing the settings of these features within development proposals, in terms of the layout and design of buildings within the site.

Whilst there are no known heritage assets upon the site itself, promoters of any proposals for development will be required to consult with Norfolk County Council's Archaeological Department to ensure that adequate investigation of archaeological potential is undertaken prior to development.

4.5 *Access*

Whilst the site lies in close proximity to the existing town centre and local facilities, both vehicular and pedestrian access points will be required onto both the Ingham Road and Yarmouth Road frontages of the site, in order to maintain and enhance this level of accessibility. This requirement is specified in Policy ST01, and has been developed further within the Vision Statement for the site, set out in the subsequent section of this Development Brief.

The view of the Highways Authority is that access to the employment-generating uses should be taken from Yarmouth Road. This is based upon the assertion that such access should be separated from the frontage of Stalham High School opposite the site along Ingham Road. Norfolk County Council have also suggested that there should be no vehicular route available through the site, in order to prevent rat-running opportunities.

Given the proximity of the High School and nearby Infant and Junior Schools the provision of Safe Routes to School will form an important consideration.

The provision of pedestrian and cycle routes through the site, linking appropriately with other key facilities, such as the town centre and the wider Rights of Way network, will also need to be explored.

4.6 *Services & Utilities*

Any formal proposals put forward will need to indicate the availability of adequate services and utilities to serve the new development, whilst similarly ensuring that those currently available to existing residents are not compromised as a result. In particular, if proposals seek to utilise the main foul sewage network, any proposals put forward will need to demonstrate that there is adequate capacity in sewage treatment works and the foul sewerage network, whilst all proposals will need to pay adequate regard to water quality standards, and ensure that there is no adverse effect upon designated European Wildlife Sites.

It is understood that concerns exist locally in respect of the foul drainage network for the town. Early dialogue with Anglian Water has however suggested that sufficient capacity is available to accept flows from the proposed development within existing flow consents, and that discharge to the River Ant is well within the quality standards set by the Environment Agency. Further confirmation of this situation will however be required in support of any future planning applications, and therefore this matter will need to be the subject of on-going discussion with these bodies as preparatory work progresses.

4.7 *Contaminated Land*

The site is currently undeveloped agricultural land, where no obvious land contamination issues are apparent at the time of writing. Nonetheless, any proposals for development will need to undertake suitable levels of Soil Investigation to confirm that no contamination issues will arise as a result of any development upon the site.

4.8 *Opportunities*

The site and the development for which it is allocated present a number of opportunities which should influence the nature and form of development within the site. These include the potential to provide a neighbourhood park that will represent a recreational resource for existing and future residents, with scope to capitalise on the proximity of local schools. The presence of the lowest lying land within the western part of the site also provides an opportunity to site a Sustainable Drainage feature within this area.

Although the site is largely open with little vegetation present, its boundaries do contain some mature vegetation which will provide the basis for

enhancement to ensure an appropriate edge treatment. Furthermore the proximity of the footpath close to the north-eastern boundary of the site which is currently open and exposed, represents an opportunity for creation of a more attractive setting, and increased accessibility as a result of the development.

The inclusion of employment and community facilities as part of the mixed use development of the site will enable the creation of a balanced and sustainable extension to the settlement.

5. **Development Principles**

5.1 *Vision Statement*

Following adoption of the Site Allocations DPD North Norfolk District Council has produced, in consultation with the prospective developer and the Town Council, a vision statement relating to allocated site ST01. This picks up on many of the constraints and opportunities discussed above.

The Vision Statement is presented below, and provides a useful starting point in terms of a set of key principles to be applied to development of the site.

ST01: Vision Statement

The development of land adjacent to Church Farm will create a sustainable extension to the town, strengthening the role and image of Stalham by creating high quality; housing, employment opportunities and neighbourhood park. To help achieve this it shall:

- ***Encompass imaginative design and architectural solutions to create a locally distinctive development sympathetic to the rural fringes of the settlement***
- ***Incorporate a broad mix of house types (including affordable housing).***
- ***Allow for the provision of low key employment generating and community uses compatible with a residential setting.***
- ***Feature a high quality neighbourhood park and built development embedded within a strong natural landscape framework.***
- ***Provide an attractive well connected pedestrian environment incorporating good links between Ingham Road and Yarmouth Road, to the High Street and to the wider countryside.***
- ***Incorporate comprehensive and timely provision of necessary physical, social and environmental infrastructure.***
- ***Incorporate reasonable measures to effectively manage the potential impacts of traffic both on and off the site.***

Within the remainder of this section each of these elements is considered in turn, with reference to the Conceptual Masterplan for the site (included at Figure 4), demonstrating how these could be achieved in practice, in a manner that would represent a sustainable and balanced extension to Stalham.

5.2 *Design and Layout Principles*

5.2.1 *Uses*

The site is allocated for a mixed use development of no more than 160 dwellings, together with at least 2 hectares of public open space and 2 hectares of community facilities and low-key employment-generating uses.

5.2.2 *Design/Layout*

The design and layout of any development proposed will need to be undertaken on a comprehensive basis, showing how the uses above can be accommodated in a practical way whilst ensuring adequate regard is paid to both the visual character and appearance of the surrounding built and natural environments beyond the site and the existing amenities of surrounding and nearby residents. The relationship between the uses proposed will likewise need to suitably address the same issues.

During the course of developing proposals for the site a number of options have been considered. The initial conceptual approach proposed that the commercial uses be located on the north-eastern side of the site, accessed from Ingham Road. This has been discounted based on the stated preferences of the Highways Authority that access for the commercial element should be taken from Yarmouth Road, and the conclusion that employment uses are likely to have a greater visual impact on the fringes of the site, through the potential for larger and bulkier buildings, producing a harder urban edge to the scheme.

Within the Conceptual Masterplan (Figure 4) the uses on the site have been positioned broadly as follows:

- The commercial and community uses are located towards the south and west of the site, influenced by the Highways Authority's preference that such uses should be accessed via Yarmouth Road;
- The residential uses are situated centrally and towards the northern and eastern parts of the site, providing scope for creation of a softer landscaped outer edge to the development;
- The neighbourhood park is located within the western part of the site, providing an undeveloped buffer adjacent to the Listed Buildings and Conservation Area to the west, providing scope for incorporation of SUDs features within this naturally lowest lying land, and opportunities for pedestrian linkages through this area.

Figure 4: Conceptual Masterplan

CONCEPTUAL MASTERPLAN 1:1000.



5.2.3 *Built Form & Scale*

Whilst the surrounding built form comprises predominantly low-density single and two-storey residential dwellings to the south and west, together with the slightly larger-scale public buildings of the High School and the Baptist Church, the significant size of the available site area will enable a degree of flexibility in the approach taken to the form and scale of the built form proposed. The wording of the Policy for the site seeks a net residential density of at least 30 dwellings per hectare.

It is envisaged that the site will comprise largely 2 storey dwellings, but with potential for some variances to provide variety and visual interest, assisting in the creation of a sense of place and provision of visual enclosure in key locations.

5.2.4 *Materials*

Whilst the site lies beyond any specific built or natural environment designation, the edge of settlement, gateway location, together with the adjacent historic built environment of the Stalham Conservation Area and Listed Buildings to the south-west, nevertheless indicate that high quality materials will be required to be utilised within any development upon the site.

Development proposals will need to incorporate elements of both materials and architectural detail which provide local distinctiveness. Consideration has been given to the characteristics of local buildings that could be used to inform decisions on such features, and which could be reflected within the development to reinforce local distinctiveness. This contextual analysis is presented at Figure 5.

5.2.5 *Sustainability*

The homes will be built in accordance with the requirements of Policy EN6 of the Core Strategy with regard to the Code for Sustainable Homes rating and provision of on-site renewable energy generation sources. Details of the manner in which these requirements will be met should accompany any future planning applications for the site. Possible options could however include grey water recycling.

The principles of passive solar gain should also inform the detailed layout and design of the scheme, in respect of the orientation of buildings, as far as reasonably practical.

Figure 5: Contextual Character Analysis

Character Appraisal

The physical context of the site's surroundings was assessed by undertaking a character appraisal of Stalham. This included an appraisal of the Town's street patterns, materials and built Form. This assessment was undertaken at an early stage to inform the development of the concept and draft layouts.

Town Centre - Street patterns and character

1. Stalham Town Centre is a market town with its High Street being its main focus. This is the connecting point from four main connecting routes. One from the northern part of the High Street, one from Yarmouth Road, one from Ingham Road and one from Brumstead Road.
2. Branching out from the High Street are residential areas. These are mainly to the north with shopping/employment areas towards the south.
3. There is a clear distinction between public and private domain with walls, fences or changes in paving surfacing demarcating these areas.
4. The High Street pattern has a relatively strong building line with generally 2 and 3 storey buildings.

Materials and Details

There is a variety of architectural styles within Stalham which comprise of 18th and 19th Century within the Town Centre and more recent 20th Century architecture on the edges. The High School is of Art Deco Design and dates around the 1930's.

Architectural Style

1. A market town on the edge of the Norfolk Broads National Park. The town is located on the old Roman Road from Caister and has a 15th Century church located off the High Street.
2. There are a number of listed buildings in Stalham including Stalham Hall a Grade II listed building built around the late 17th Century located off Yarmouth Road.
3. Grade II listed buildings at Hall Farm and early 18th Century brick on brick plinth barn with thatched roof.
4. The main architectural style of dwellings along Brumstead Road dates around 1930's and 1940's. St. Mary's church is of 15th Century and is located off the High Street.

Traditional materials consist of a variety of red and smut pantiles, red and buff bricks, details are very simple with doorcases and sash windows general.

Common Features

1. Variety of building heights
2. Variety of materials
3. Door cases and simple porches / portico's
4. Simple eaves and verge detailing
5. Buildings acting as vista stoppers
6. Gables with vertical studwork and rendering



Example of terraced / semi-detached dwellings (junction off York Road with Brumstead Road)



Early-Mid 20th Century dwelling on Brumstead Road (opposite Bank Street). red brick, red pantiles, white sash windows. Gable with studwork with render



Variety of roof / building heights (High Street)



Art Deco style high school



Linstead House - Buff brick, smut pantiles, multi-paned Georgian style windows and doorcases (Yarmouth Road - opposite Heron Gardens west)



Building Frontage hard up against the public highway. (High Street)



Rendered walls with smut pantiles, simple eaves and verge details, multi-paned sash windows (junction off Old Market Road and Lower Staithe Road). Buildings marking corners of streets / junctions



Simple verge detail and front eaves boxing returning around gable (Mill House, Yarmouth Road)



Mill House - Red brick and parapets, simple sash windows and door case to front entrance

5.3 *Mix of House Types and Tenure*

The site will provide a range of dwelling types, including 1, 2, 3 and 4 bed dwellings within the affordable and intermediate tenures and 2, 3 and 4 bed homes within the private market. These will comprise a mixture of houses, flats and bungalows, including those adapted for wheelchair users.

Subject to the viability of doing so, up to 45% of the total number of dwellings being proposed will need to be 'affordable'. The affordable units will include both affordable rent and intermediate/shared ownership tenures in line with policy requirements. The precise mix of the affordable component, in terms of dwelling size and type should be determined in liaison with the Housing Strategy Team at North Norfolk District Council.

The affordable housing should be integrated into the masterplan layout as far as practically possible, within a number of groups spread throughout the scheme rather than being focussed on a single area.

5.4 *Commercial and Community Uses*

As noted above, 2 hectares of community facilities and low-key employment-generating uses will also be provided within the scheme.

It is anticipated that part of the community provision may comprise a new Police facility, to be developed directly by Norfolk Constabulary. Other community focussed uses could potentially include those within D1 use class (health care facility or place of worship), D2 (community centre) or C3 (residential care home).

Other employment-generating uses should be low-key in nature, in terms of compatibility with existing and proposed residential properties, and the type of traffic generated, but could realistically include B1 office space or small scale starter units catering for other general B1 uses.

5.5 *Neighbourhood Park and Landscape Framework*

The public open space will need to form a single entity comprising a high quality neighbourhood park. This should provide a focus to the development, and act as a green buffer between the Conservation Area, and Listed Buildings and the new built development.

The neighbourhood park should achieve creation of an attractive public realm, which also offers scope to incorporate a pedestrian/cycle corridor between Ingham Road and Yarmouth Road.

Aside from the new park, green infrastructure should be integrated into street design, assisting in the creation of high quality public spaces throughout the development as a whole. This could take the form of street trees and hedges with dwellings behind, on approaches to and in conjunction with a central green feature and integral planting within private driveway areas to complement existing, retained trees on the boundaries of the site.

Additional soft landscaping measures will specifically be required to enhance the existing northern and eastern boundaries of the site with the rural countryside beyond, whilst existing hedgerows and mature trees along the southern and western roadside boundaries of the site will need to be retained where possible. Regard will be had to the objective of safeguarding mature trees of greatest value, when selecting vehicular access locations, subject to the findings of an Arboricultural Assessment and the need to ensure appropriate visibility splays are achieved.

It is envisaged that there would be further landscaping between the commercial and residential elements of the scheme to assist in the creation of an appropriate transition between these uses.

Landscaping should be provided sufficiently early in the development process, especially where planting is required to achieve visual mitigation, in order to ensure that the desired effects are achieved at the earliest opportunity. These landscape framework principles are illustrated within the conceptual Landscape Strategy Plan at Figure 6.

Opportunities for ecology enhancement measures in conjunction with the open space and green infrastructure features of the scheme should also be pursued, and could potentially include the addition of bat and bird boxes, reptile hibernacular, and retention or creation of dead wood habitats or species rich grassland, subject to the recommendations of ecology assessment work. Consideration should also be given to connectivity of features in order to link habitats within and through the site.

The site is within 1.3km of the Ant Broads and Marshes SSSI (SSSI/00/40), which is entirely within the Broads Authority administrative area. Public access to the Broads waterway network can be gained locally at the public staithe and via numerous boatyards in the locality. There is no Public Right of Way coverage within the northern section of the SSSI, which for the most part consists of the RSPB managed Sutton Fen. The RSPB restrict public access to this 170 hectare reserve. Moor Road provides a pedestrian route adjacent to the boundary of a section of the reserve.

Residential development could potentially increase the number of residents seeking walking opportunities in the area, particularly for dog walking. The Appropriate Assessment of the LDF highlighted that this may increase the risk of unauthorised access to the SSSI and possible disturbance.

Development proposals should therefore seek to provide enhanced recreational opportunities within this part of the town and promote convenient access to the Public Rights of Way network away from the Broads. Such opportunities should be attractive to existing as well as new residents.

It is for this reason that Policy ST01 includes a requirement to provide a neighbourhood park. In addition a Public Right of Way runs along the north-eastern boundary of the site providing access to the wider countryside, north of Yarmouth Road, and away from the Broads. The scheme should therefore provide attractive and convenient access to this section of the Rights of Way network and seek to provide an attractive circular route within the development itself.

Figure 6: Landscape Strategy Concept Plan



Key

- Adjoining residential properties
- Listed Buildings (Grade II)
- Stalham church
- Conservation Area
- Enhancement to public rights of way (designated route) and incorporate into the design layout
- Actual alignment of footpath
- Existing trees and other vegetation to be retained, including Root Protection Area. The masterplan should ensure that development is set outside of the root protection areas.
- Existing trees and other vegetation to be retained, where possible
- Existing ditch
- Significant views (refer to Landscape and Visual Appraisal)

Landscape Strategy

- Proposed strategic tree planting
- Proposed avenue trees
- Proposed buffer planting towards existing residents and Conservation Area
- Proposed native and strategic hedge
- Proposed multi-functional open space to include informal recreation, wildlife habitats and sustainable drainage
- Buffer towards the north eastern boundary
- Possible location for drainage pond at the lower part of the site
- Proposed play area (LEAP) including min. 400m² activity zone and 10m buffer to boundary of adjoining properties. To incorporate a mix of natural and formal play equipment in a landscaped setting.
- Proposed green corridor between residential and employment development linking existing hedgerows with proposed open space
- Proposed circular footpath and connection with existing public rights of way
- Possible road access (to be confirmed by Highway engineers)
- Building frontage (to be confirmed by architect)
- Permeable settlement edge comprising a mix of buildings and informal courtyards (to be confirmed by architect)
- Employment area

Rev	Date	Revision

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	Dwg Title Dwg No	Landscape Strategy JBA 11/382-01 Rev .
	Scale Date	1:2000 @ A3 29/02/2012

5.6 *Pedestrian Environment*

Footpath and cycle linkages will be required through the site, connecting appropriately with the wider public network. Enhancements to existing footpath linkages from the site into the town centre may also be required, and will be identified through the Transport Assessment process that will be undertaken in support of any future applications. This will also need to consider Safe Routes to School in the same context.

It is envisaged that any footway in the vicinity of Ingham Road will need to be set back from the highway frontage within the site, and incorporated within landscaping features in this area.

A key objective, in providing footpath routes within the site, is to make these sufficiently attractive to encourage informal recreational activity within the new neighbourhood park and connectivity to the north and east, and therefore away from the more sensitive areas of the Broads to the south. Inclusion of a circular walking route will also assist in this regard.

It is known that there is a discrepancy between the alignment of the Public Right of Way contained within the Definitive Map held by Norfolk County Council and that which is in evidence and used on the ground in the vicinity of the north-east boundary of the site. Efforts should be made, as far as possible, to plan positively for this area of the site so that an attractive edge to the development is created, but also to encourage and facilitate use of this pedestrian route.

5.7 *Infrastructure Provision*

Any infrastructure identified to be necessary to make the development acceptable in planning terms, through relevant assessments and consultation with key statutory stakeholders will be required to be provided in a timely manner. It is therefore important that discussions are entered into early in the process, to ensure that any future planning applications are supported by a set of well-informed Heads of Terms for a Planning Obligation Agreement.

Transport infrastructure will include on-site access roads, but may also relate to off-site works required to facilitate the development, which will be identified in an appropriately detailed Transport Assessment. It is anticipated that the principal focus will be on development access junctions and enhancement of pedestrian links. Initial scoping by the Highways Authority has identified a number of junctions in the wider area whose capacity will also need to be assessed in this context. The triggers for any works will be identified in the Transport Assessment to ensure that they are implemented at the required time.

Other infrastructure provision will relate to ensuring that utilities and services relied upon to implement the development are appropriately catered for, including foul sewage connections, which will need to be put in place prior to the occupation of the development.

It is known that Norfolk Fire Service require four fire hydrants within the site, for which a contribution and installation at no cost to the Fire Service will be required.

5.8 *Traffic Management*

Access will need to be taken from suitable locations from both the Ingham Road and Yarmouth Road frontages of the site, for vehicles and pedestrians alike. In selecting detailed access points regard should be had to the objective of safeguarding high value mature trees, where possible, subject to the need to provide appropriate visibility splays and a safe pedestrian environment.

As required by the Highways Authority, the employment-generating uses shall be accessed only from Yarmouth Road. As this will comprise B1 uses it is considered that the nature of this traffic, comprising largely cars and small vans, will be compatible with this approach. Creation of a continuous vehicular route through the site should also be avoided, to prevent rat-running, and to ensure that commercial traffic is adequately managed, although pedestrian permeability between the uses and within the site generally is to be facilitated.

A variety of car parking solutions should be incorporated, with any communal parking areas designed as positive public realm features, as far as practical.

6. Implementation and Contacts

6.1 Implementation

Once formally adopted it is North Norfolk District Council's intention that planning applications demonstrating broad accordance with this Development Brief will be considered favourably. The parameters of this brief require a comprehensive approach to the planning and development of this site, in order to deliver much needed additional high-quality housing, employment and community facilities for the town, in a form which visually enhances the surrounding locality upon two of the main entrances into the town.

6.2 Summary of Validation Requirements

The following material will be required in support of any future planning applications for development of the site in accordance with this Development Brief:

- Application Plans
- Planning Statement
- Design and Access Statement
- Ecology Assessment
- Tree Survey
- Landscape and Visual Assessment
- Ground Conditions/Contamination Assessment
- Archaeological Assessment
- Transport Assessment
- Flood Risk Assessment and Drainage Strategy
- Sustainability/Renewable Energy Assessment
- Affordable Housing Statement
- Utilities Assessment
- Section 106 Heads of Terms
- Statement of Community Involvement

6.3 Contacts

The Local Planning Authority very much welcomes early discussions with any interested parties to implement the desired package of development upon this site. The relevant Officer contact details are shown below:

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