

# North Norfolk Local Plan

2016 - 2036



NORTH  
NORFOLK  
DISTRICT  
COUNCIL



## FIRST DRAFT LOCAL PLAN (PART 1)

Consultation Period 7 May to 19 June 2019

[www.north-norfolk.gov.uk/localplan](http://www.north-norfolk.gov.uk/localplan)

## Important Information

### Document Availability

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# Foreword

## Foreword

### Foreword

This draft Local Plan sets out the long-term vision for the District. It identifies where new homes, jobs and infrastructure will be created and how we will protect and enhance our unique natural and built environment. This is our first draft of the new Local Plan and before proceeding any further we are seeking your views. This is your District and we want to know what matters to you. We have some difficult choices to make about our land use over the next 20 years and we are interested to learn what you would want us to prioritise. We will consider the comments you make, amend the Plan, and then consult again before we submit the final Plan for independent examination.

Over the period covered by the Plan the population of the District will continue to grow, so that by 2036 around 11,000 more people are expected to live here. A large, and growing, proportion of this population will be over sixty-five years old, which creates its own unique set of challenges for our decisions in this Plan. Meeting the housing needs of this growing population, providing local homes for local people, strengthening the local economy and delivering supporting infrastructure and services, whilst also protecting the special character of the District and managing the potential impacts of climate change are very significant challenges and difficult trade-offs will be necessary.

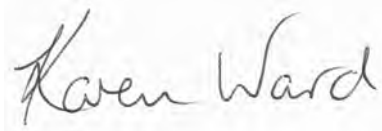
This Local Plan covers a period of around 20 years and includes policies which will be used to determine future planning applications. We need to build many new homes over the period of the Plan and we know you want these to be attractive and distinctive, so this draft also explains our proposals for new development sites. We all value the special characteristics of the built environment in North Norfolk and so we are proposing to introduce new policies on building design supported by a new local Design Guide and Landscape Character Assessment which are also published for consultation alongside the Draft Plan.

We recognise that just planning for houses is not sufficient - we know you are interested in where you will work, go to school, get your healthcare and how you will travel. We therefore want to ensure that where new development is built it is supported by the necessary infrastructure so that new schools, health facilities, open spaces and other essential services are provided.

We understand that not all proposals in this Plan will be popular with everyone. We have considered many alternatives, which are also published for consultation. If you believe one of these alternatives is a better choice, or that the Plan could be improved, or, that you support our proposals, then please give us your feedback so that we can reconsider it in the next phase of our work.

We believe that this Plan represents the most sustainable choice to shape the immediate future of our District, and provide the homes, jobs and infrastructure that we need in a way that respects our beautiful countryside.

We look forward to hearing from you.



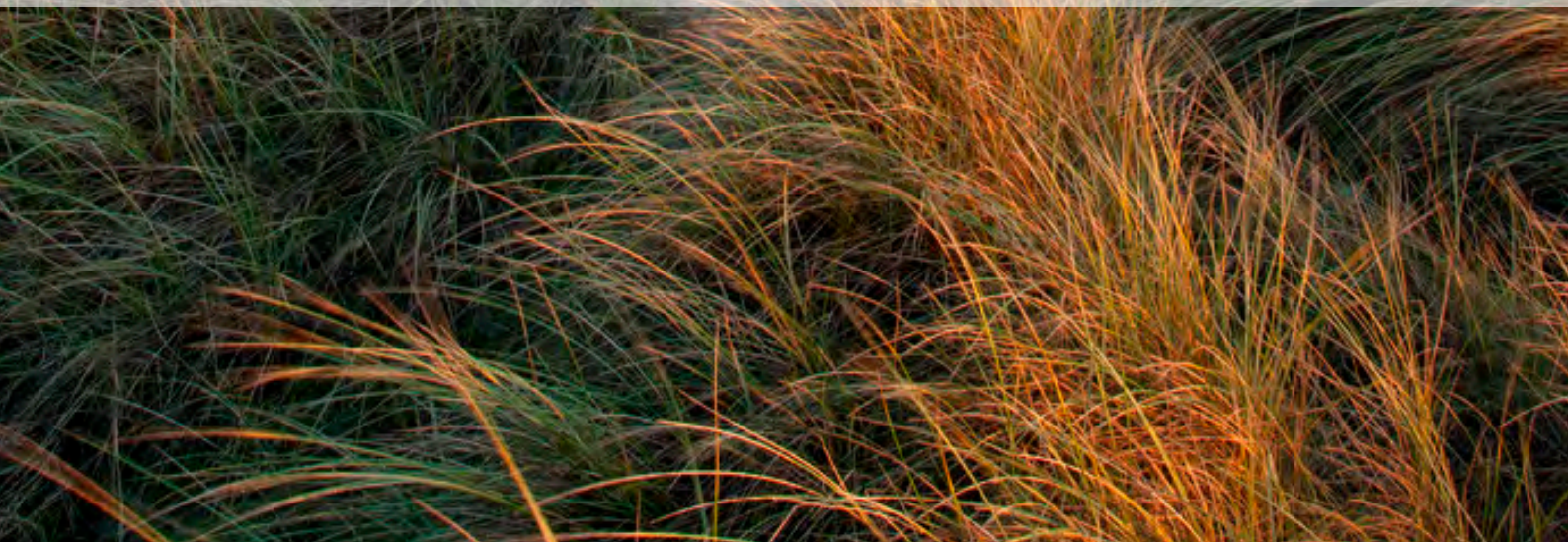
**Councillor Karen Ward**

Cabinet Portfolio holder for Planning, Planning Policy & Housing

Member of North Norfolk District Council for Glaven Ward



# 1 Introduction



# 1 Introduction

## 1 Introduction

### The Local Plan

- 1.1** North Norfolk District Council is producing a new Local Plan. This Plan reviews and updates the currently adopted Core Strategy and Site Allocations Development Plans and, when adopted, will entirely replace both of these documents. The Plan, along with any made Neighbourhood Plans, the Broads Local Plan and Minerals and Waste Local Plans, will become part of the adopted Development Plan for the District. We have also updated the **North Norfolk Design Guide** and the **North Norfolk Landscape Character and Sensitivity Assessments** which the Council intends to adopt as Supplementary Planning Documents (SPDs). These are published for consultation alongside this Draft Local Plan (Part 1).
- 1.2** It is proposed that the new Plan will cover a twenty year plan period commencing from 2016 through to 2036 but it will be reviewed over this period to ensure it does not become out of date. It identifies land for development which will be needed over this period and includes policies which the Council will use to determine planning applications.
- 1.3** This is the first of two parts of the Plan. In this **Part 1** Plan we explain the overarching strategic approach to development in the District including how much and what type of development is required and where we propose that it should be located. We are also seeking views on the suitability of proposed development sites (allocations) in all of the District's towns and four of the larger villages. **Part 2** of the Plan will make further proposals for small-scale developments in some additional village locations (listed in **Policy SD 3 'Settlement Hierarchy'**) and the Council will consult separately on these later in the process.
- 1.4** As with the currently adopted Plans the new Plan covers the whole of the administrative area of North Norfolk apart from that part which lies within the Broads Area, for which the local planning authority is the Broads Authority. The Broads Authority produces a separate Local Plan for this area.

# Introduction 1

## North Norfolk Administrative Area

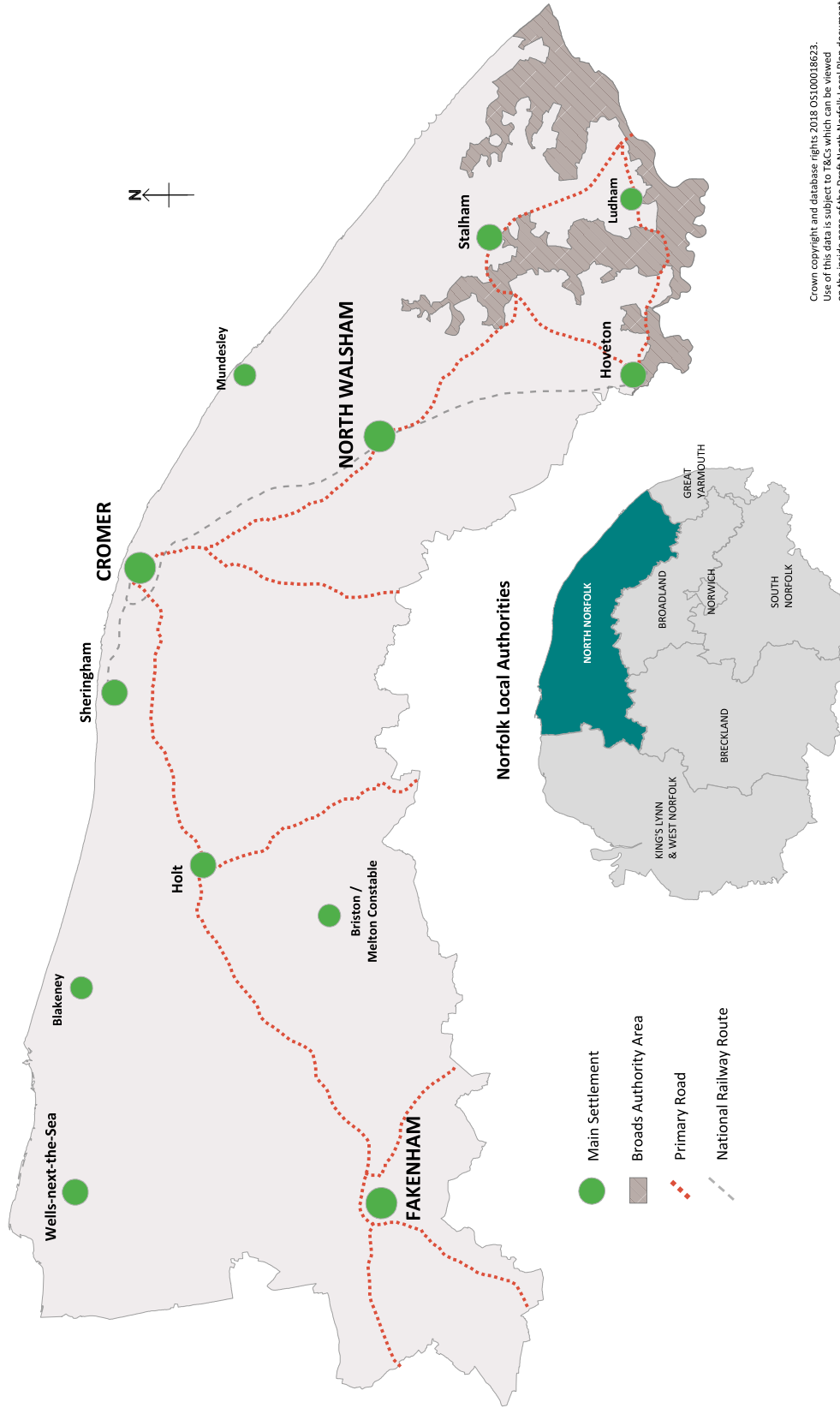


Figure 1 North Norfolk Administrative Area

# 1 Introduction

## About the Consultation Documents

**1.5** This consultation represents a key stage in the statutory process of preparing a new Local Plan for the District (Regulation 18 Stage). The Council has prepared supporting evidence, considered the options which might be available, both in terms of planning policies and in relation to the options for allocating land for future development. Following consideration of these and a process of Sustainability Appraisal it has identified the options which it considers will best meet the development needs of the District over the plan period.

**1.6** The key stages in preparing a Local Plan are:

- Gathering evidence to understand what development is likely to be required, the options available, and the merits of these options (completed except for sites in small villages).
- **Undertaking public participation on the Draft Policies and Draft Site Allocations and the Alternative Options which have been considered (current stage).**
- Amending the Plan in response to public participation.
- Preparing and consulting on the Final Draft Plan.
- Making any further modifications and submitting to the Secretary of State for independent examination.
- Independent examination of the Draft Plan by the Planning Inspectorate.
- Receipt of Inspector's report which is binding on the Council.
- Adoption of the Local Plan by the Council.

**1.7** This is a consultation document and the policies and site allocations identified within it **do not** represent the Council's final view on the contents of the new Local Plan. Before coming to that view we wish to hear from as many people as possible. The consultation is open for a six week period between **Tuesday 7 May - Wednesday 19 June**.

**1.8** Alongside this Plan we have published a range of supporting documents which are referred to throughout the text. These are accessible by using the links embedded within the Plan and are available in the Local Plan Document Library<sup>(1)</sup>. These include:

- **Procedural and Technical documents** - In preparing the Plan legislation requires that it is subject to **Strategic Environmental Assessment (SEA), Sustainability Appraisal (SA), Habitat Regulation Assessment (HRA)** and various regulatory requirements including a formal Duty to Co-operate with other Authorities and organisations. Drafts of these have also been published to support this consultation.
- **Evidence documents** - These contain the evidence which the Council has relied upon in preparing this plan. They include a range of regularly published sources of information such as the Census, population and household projections published by government, and studies related to specific issues.
- **Background Papers** - We have prepared a number of non-technical topic based papers to help explain various aspects of the Draft Plan and why we are proposing to take a particular approach. These are:
  - Paper 1 - Approach to Setting the Draft Housing Target
  - Paper 2 - Distribution of Growth
  - Paper 3 - Approach to Employment
  - Paper 4 - Infrastructure Position Statement
  - Paper 5 - Green Infrastructure Position Statement
  - Paper 6 - Development Sites Selection Methodology
  - Paper 7 - Housing Construction Standards

<sup>1</sup> [www.north-norfolk.gov.uk/documentlibrary](http://www.north-norfolk.gov.uk/documentlibrary)

# Introduction 1

- 1.9** This First Draft Local Plan details the planning policies which, subject to the results of this consultation, the Council intends to submit for examination including strategic policies dealing with issues relating to the overall quantity and type of development that is required and its distribution across the District, and policies which deal with specific issues such as the design of development or the approach to the delivery of affordable homes. It also includes draft details of the proposed development sites (Site Allocations) which the Council proposes should be made available for development. These proposed sites are specifically identified as future development sites and the Council expects that they will be developed for the identified purposes within the time-frame covered by this Plan, namely by 2036. Each of the proposed sites has been subject to an appraisal to establish that it is available for development, that the site is suitable for the proposed use and that there is a reasonable prospect of development being viable and deliverable within the plan period. Following this consultation we will refine these draft proposals, undertake further detailed work (particularly in relation to the viability and delivery of the larger development sites), and then undertake further public consultation.
- 1.10** Each of the Site Allocations is subject to its own proposed policy which specifies what the Council would expect to happen before and when the site is developed. All of the proposed allocations would require planning permission before development could commence.
- 1.11** Each of the proposed policies and site allocations are identified in a coloured box and given a unique reference. Before each policy we have included some explanation, sometimes referred to as the 'reasoned justification'. This explains why the Council is proposing the specific policy and will often refer to the various evidence documents which have been prepared. Further explanation can also be found in the **Background Papers**.
- 1.12** In making these draft proposals the Council has considered a range of alternative options. This is particularly the case in relation to potential residential site allocations where a very large number of options have been suggested to the Council. Only a fraction of the possible sites will be necessary to ensure that development needs are addressed. Details of the alternative sites considered and which ones are not preferred at this stage, together with the alternative policy options which have been considered, can be found in the **Draft North Norfolk Local Plan - Alternatives Considered** document. You can also find out more about the site selection process in **Background Paper 6 - Development Site Selection Methodology**
- 1.13** The policies included in this Draft Plan will either relate to the entire District or to specific areas, called policy area designations. For example, some areas in the District are designated as Town Centres and **Policy ECN 4 'Retail & Town Centres'** would apply to the designated town centre area and not elsewhere. These designated areas are shown on the adopted Core Strategy Proposals Map<sup>(2)</sup>. The proposed Site Allocations and the areas in the District where specific policies would be applied will be shown on an amended **Policies Map** when the final Local Plan is published. This consultation document includes map extracts showing where the currently adopted Core Strategy Proposals Map would change as a consequence of the proposals we are suggesting in this Draft Plan.
- 1.14** **Policy SD 3 'Settlement Hierarchy'** of this Plan provides for further small-scale developments to take place in a number of named **Small Growth Villages**. We are seeking your views on the appropriateness of allowing development in these locations before undertaking a process of identifying potential development sites. Alongside this draft Plan we are undertaking a further **'Call for Sites'**<sup>(3)</sup> in the Small Growth Villages and following this consultation we will

<sup>2</sup> <https://www.north-norfolk.gov.uk/proposalsmap>

<sup>3</sup> A process which allows land owners, Parish Councils, developers and others to nominate areas of land which they think may be suitable, or wish to promote, for development.

# 1 Introduction

identify potential sites and complete a further round of public consultation on a Part 2 Plan. If you wish to suggest a site to be considered for potential allocation in one of the named Small Growth Villages you should do so by completing the Call for Sites Registration Form.

**1.15 Details of how to respond to all of the consultation documents are provided in the next section.**

## How You Can Have Your Say

**1.16** We are inviting comments on all aspects of the proposed policies and site allocations, and the alternatives options which have been considered and discounted at this stage. We are also consulting on the North Norfolk Design Guide and North Norfolk Landscape Character & Sensitivity Assessments. You may also comment on the Interim Sustainability Appraisal. We want to hear from you if you either support or object or if you simply wish to make a comment or suggest a modification. In doing this you may wish to comment on other options that the Council has discounted or refer to some aspect of the supporting evidence. You may also wish to suggest options the Council has not yet considered.

**1.17** While you may comment on any aspect of the documents it is important to make clear which document, and specific part of the document, your comments relate to. Our online Consultation Portal allows you to navigate the document and to log comments in the relevant places.

**1.18** You can comment as follows:

- Online: <https://consult.north-norfolk.gov.uk/portal>  
(Submit multiple comments with ease, attach files, save comments for later use).
- If you are unable to use the Consultation Portal please contact us on 01263 516318 so that we can arrange an alternative way of submitting your comments.

**1.19 We are unable to accept any representations which are made outside of the formal consultation period.**

**1.20** When making representations you may refer to or rely upon evidence that may not have been considered by the Council. If this is the case please ensure that this is clearly referenced in your representation and that copies are uploaded along with your comments.

### Privacy Notice

**1.21** Please be aware that the content of representations received cannot be treated as confidential and will be made available for public inspection. This may include the name and organisation name of persons making representations. Other personal information including email and property address details will not be published in any way or made available for public inspection.

**1.22** The content of your comments may reveal personal information about yourself or others. It is your responsibility to ensure that your comments are submitted in a way that is satisfactory to you and also does not reveal personal information about others.

**1.23** The ways in which we will process your personal data is detailed on the consultation response form. This form must be submitted in order to make a qualifying representation.

### What Happens Next?

**1.24** The Council will consider all representations made during the consultation period and will amend the proposals where it is considered to be appropriate. Although we will acknowledge



## Introduction 1

and consider all representations we will not be able to respond individually. However, we will publish a **Consultation Report** on our website providing details of the representations received together with the Council's responses. Following this consultation a Final Draft Plan will be prepared which will be subject to a further period of consultation before being submitted for independent examination by a government appointed Inspector. A public inquiry will be held and the Inspector will determine if the Plan is sound and meets a number of specific legal tests.

- 1.25** The next stages of the Local Plan preparation can be followed on our website [www.north-norfolk.gov.uk/localplan](http://www.north-norfolk.gov.uk/localplan). You can also sign up to receive notification of Local Plan progress and other Planning Policy matters [www.north-norfolk.gov.uk/localplanupdates](http://www.north-norfolk.gov.uk/localplanupdates)

**We look forward to your involvement at this consultation stage and at future stages of preparing the Local Plan.**

# 1 Introduction

## **2 Document Guide & Summary**



## 2 Document Guide & Summary

# 2 Document Guide & Summary

### Introduction

**2.1** In this section of the document we have provided a short overview of the First Draft Local Plan's structure and content. We recommend that you read this first. The document comprises three related parts. The first part comprising Sections 1 to 6 explains the process of plan preparation, describes the District and identifies the key issues which the Plan aims to address. This is followed by a set of draft policies which would be used by the Council when making decisions on planning applications. These are grouped together in themes in Sections 7-10 covering Sustainable Development, Environment, Housing and Economic policies. In Sections 12 -24 we provide details of our draft proposals for specific settlements and the sites which would be identified for future development.

**In Section 1 we have explained what the Local Plan is and how you can get involved in the consultation. In summary:**

**2.2** The **North Norfolk Local Plan 2016-2036** will provide the land use policy framework for the delivery of development across the District up to 2036. Planning legislation requires that decisions on planning applications are made in accordance with up to date Local Plans unless there are sound planning reasons for departing from adopted policies. Once adopted the new Plan will replace our current Core Strategy and Site Allocations Development Plan documents and will be part of the Development Plan for North Norfolk. The Plan is being prepared in two main parts. In **Part 1** (this document) we have explained the overall strategic approach to development in the District including how much development is likely to be required and where, the approach to job creation, and strategic policies relating to subjects such as retail, tourism and leisure and commercial developments and the infrastructure which will be required to support growth. In this part of the Plan we have also identified proposed development sites (referred to as Site Allocations) in the larger communities in North Norfolk.

**2.3** In Part 2 we will identify a number of smaller site development opportunities in each of a number of selected villages identified for growth in **Policy SD 3 'Settlement Hierarchy'**.

**2.4** This consultation relates solely to the Part 1 Plan and a number of associated documents. Part 2 will be subject to consultation at a future date.

**2.5** We have also updated the **North Norfolk Design Guide** and produced new **Landscape Character and Sensitivity Assessments** which the Council intends to adopt as Supplementary Planning Guidance (SPG). These will be taken into account when planning applications are determined. They are also published for consultation.

**2.6** Following the consultation the Council will consider the comments which are made and will prepare an amended Plan which will be subject to further consultation before being independently examined by a government appointed Inspector following which the Council will decide whether it should formally adopt the Plan.

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### Context

**In Section 3 we have explained the legislative and regulatory framework which applies to the preparation of Local Plans. In summary:**

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- 2.7** The plan making requirements are included in the National Planning Policy Framework (2018) and Plan Making Regulations, and are used by Inspectors during plan examination to determine if the Plan is sound and suitable for adoption.
- 2.8** The National Planning Policy Framework 2018 requires that Plans are positively prepared, they should be aspirational but realistic, and should seek to address the identified needs for all types of development including as a minimum the Objectively Assessed Need for new homes over the period covered by the Plan. They should be informed by agreements with other authorities so that unmet needs from neighbouring areas are met and any cross boundary issues are taken into account. At the heart of the framework is a presumption in favour of sustainable development (see **Policy SD 1 'Presumption in Favour of Sustainable Development'**).
- 2.9** The Plan should be justified and should be *an appropriate strategy when considered against reasonable alternatives*, and it should be based on *proportionate evidence* which explains how the proposals have been arrived at. It should be effective meaning that it *should be deliverable over its period and based on effective joint working on cross boundary strategic priorities* with sufficient flexibility to allow for changes of circumstance. The Plan should also be consistent with national planning policy. These requirements, referred to collectively as the 'tests of soundness', will be applied by the appointed Planning Inspector when the Plan is independently examined.
- 2.10** In preparing this Plan the Council has identified the development needs of the District and has taken full account of the development needs of other areas and how these might impact on our own proposals. This is explained in the **Norfolk Strategic Planning Framework (NSPF) and Statement of Common Ground** and associated **Duty to Co-operate Statement** which outlines the agreements which have been reached between the Norfolk Planning Authorities and others. The partners have agreed that outside of the Greater Norwich Area, comprising Norwich City, South Norfolk and Broadland District Councils, each of the Norfolk Planning Authorities will produce separate Local Plans to address their own housing and other development needs taking full account of cross boundary considerations where these arise. We have also agreed our approaches with others in relation to coastal management and this is explained in a **Coastal Planning Statement of Common Ground**.
- 2.11** The Policies and Site Allocations suggested in the Plan, and the options which are not currently favoured, have been subject to a comprehensive assessment process including **Sustainability Appraisal** and **Habitat Regulations Assessment** and the Council considers that the proposals represent appropriate options.

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### Spatial Portrait of North Norfolk

**In Section 4 we describe the key characteristics of the District. In summary:**

- 2.12** North Norfolk is predominantly a rural area located on the east coast of England. North Walsham, Fakenham and Cromer are the largest towns and serve the day to day needs of residents in the east, west and centre of the District respectively with the smaller towns of Holt, Sheringham, Wells-next the Sea, Stalham and many smaller villages and hamlets dispersed across a wide rural area predominantly in use for agriculture. The coast is one of the defining characteristics of the District. It retains a sense of remoteness, is home to internationally important wildlife and nationally important landscapes. It is at risk from the forces of coastal erosion and flooding. This coastal area is an attractive place to live, although house prices are high and there is a high proportion of second home ownership. Dwelling

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affordability here, as elsewhere in the District, is a major concern. Much of the coast is designated as an Area of Outstanding Natural Beauty and is defined as both a Heritage and Undeveloped Coast.

- 2.13** There were around 104,000 residents living in the District in 2016. The population is already aged and will become more so throughout the next plan period so that by 2036 it is expected that around 10,000 more people will live here and some 40% of the resident population will be over 65 years of age.
- 2.14** Economic activity rates are much lower than national averages and unemployment rates are also low. Many of the available jobs are in poorly paid sectors including retail, tourism, agriculture and health and social care. Average household incomes are also lower than the national average.
- 2.15** In addition to its protected wildlife and landscapes the District has a rich and varied architectural heritage with distinctive building materials and styles across the district recognised by the many Listed Buildings and Conservation Areas.

### Key Issues & Vision

**In section 5 we identify the key issues which need to be addressed by the Plan. These in turn inform the Vision for North Norfolk, and the Aims and Objectives identified in Section 6.**

- 2.16** The Plan is intended to cover a period of approximately 20 years and its policies will need to be sufficiently flexible to respond to changes over this time. There are a number of key issues which will need to be addressed by the Plan. These have been derived from previous consultation events, discussions with a wide range of organisations, and consideration of the evidence which has been prepared to support the preparation of the Plan. We have grouped these issues into the following themes and from these developed a Vision for the District in 2036 and beyond, and a set of objectives (Section 6) which are then used to develop the detailed policies of the remainder of the Plan. These issues include but are not limited to:
- Managing the potential impacts arising from climate change.
  - Meeting the housing needs of a growing and aging population.
  - Accessing better paid local jobs.
  - Managing the impacts of development pressures on the character of the area.
  - Improving health and well-being.

### Aims & Objectives

**Building on the key issues and vision in Section 5, Section 6 identifies five thematic aims and a number of related objectives. These provide the foundation for detailed policy development and are:**

- Providing for sustainable development.
- Protecting the character of North Norfolk.
- Meeting the need for new accommodation and other types of development.
- Enabling sustainable economic development.
- Providing healthy secure and thriving communities.

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### Development Policies

- 2.17** All of the policies in the Plan are intended to contribute towards the delivery of sustainable development. We have grouped the policies together into sections.
- 2.18** **Section 7** contains policies relating to the overall distribution of growth and how this will be managed, the retention and provision of the infrastructure which is necessary to support development, climate change, and transport policies.
- 2.19** This is followed in **Section 8** by specific policies relating to various aspects of the natural and built environment such as landscape protection, wildlife habitats, and types of green infrastructure and public open space. This section also contains our suggested policies relating to the design of new development including a new North Norfolk Design Guide and how we will manage developments in the District's Conservation Areas and proposals affecting Listed Buildings.
- 2.20** **Section 9** contains our proposed Housing Policies. These address the quantity, mix and types of homes we aim to provide, our proposed approach to the delivery of affordable homes, specialist types of housing, replacement dwellings and house extensions and our proposals for the re-use of existing buildings in the Countryside both for housing and other uses.
- 2.21** The final set of policies in **Section 10** explains our approach to various aspects of the economy including specific policies relating to employment land supply, retailing and town centres, and our approach to tourism development.

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### Town Strategies

**Sections 11- 24 outline our overall strategy for each of the larger settlements in the District. We explain how we have identified particular sites for future development and include details of which sites we prefer and our expectations for how these could be developed.**

- 2.22** In this section we have provided details of all of the sites which the Council intends to specifically allocate for new development. These sites will deliver around half of the required growth in the District including new housing sites, employment developments, retail and other identified needs. The remainder of the required development over the plan period will either already have planning permission or the Council expects it to be provided as small scale developments in locations which comply with the policies of this Plan.
- 2.23** All of the sites identified as Proposed Allocations are known to be available for the intended development and have been subject to a detailed appraisal process to establish their suitability. Each of the Proposed Allocations would require planning permission before development could commence and each is subject to a policy which the Council will apply when planning permission is sought. Further details about the site identification process can be found in **Background Paper 6 - Development Site Selection Methodology**.

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## **3 Context**

## 3 Context

### 3 Context

- 3.1** The preparation of Local Plans is a regulated process culminating in an Independent Examination by a government appointed Inspector. Plans must generally conform to national planning policies contained in the National Planning Policy Framework, they should be justified by proportionate evidence, be informed by public engagement and must be subject to formal processes including Sustainability Appraisal and Habitat Regulation Assessment. They must comply with a number of legal tests and tests of soundness before they can be adopted.

#### The National Planning Policy Framework

- 3.2** The National Planning Policy Framework (NPPF) states that land use planning should be genuinely plan-led, empowering local people to shape their surroundings, with succinct Local and Neighbourhood Plans setting out a positive vision for the future of the area. Plans should be kept up-to-date, and be based on joint working and co-operation to address larger than local issues. They should provide a practical framework within which decisions on planning applications can be made with a high degree of predictability and efficiency.
- 3.3** Plans must be *positively prepared, justified, effective, and consistent with national policy* and should meet all the likely future needs for development in an area, ensuring that sufficient homes are built to address local needs, that opportunities are provided for job creating developments, that development is served by appropriate infrastructure, and that services are available.
- 3.4** The Framework includes a number of core principles and extensive guidance both within the Framework itself and in associated National Planning Guidance (NPGs). Local Plans are expected to be consistent with this national framework including applying a presumption in favour of granting planning permission for sustainable development and failure to do so is likely to render a Plan unsound at the Independent Examination stage.

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#### The Duty to Co-operate

- 3.5** Following the abolition of Regional Spatial Strategies a new legal duty to cooperate has been introduced into the plan making process. This duty applies to all planning authorities which must demonstrate that in preparing development plans they have co-operated with neighbouring authorities and others to ensure that strategically important cross boundary land use issues are fully taken into account.
- 3.6** In 2015 a new county wide strategic planning member forum was established with terms of reference to ensure that the Duty to Co-operate is effectively discharged. All authorities in Norfolk including the County Council participate in the forum. The forum sought and gained agreement from each of the partner authorities to prepare a framework document. The **Norfolk Strategic Planning Framework and Statement of Common Ground** (NSPF) includes a high level vision, a set of objectives and a number of formal agreements relating to cross boundary issues which all Planning Authorities in Norfolk have resolved to contribute towards meeting when preparing their individual Local Plans. The partners are committed to an on-going process of co-operative working and the NSPF will be subject to a process of on-going review to keep it up to date. The Draft North Norfolk Local Plan takes full account of the NSPF.

- 3.7 Further details of how the Duty has been discharged can be found in the **Norfolk Strategic Planning Framework** and **Statement of Common Ground** and on the forums dedicated web site<sup>(4)</sup>.

## Supporting Evidence

- 3.8 The NPPF requires that the provisions in a development plan should be supported by proportionate evidence. This evidence should clearly justify the proposed policies and demonstrate that proper consideration has been given to reasonable alternatives. Where we have relied upon this evidence it will be referred to in the Plan. In making any comments we are interested in understanding any other evidence which may be available and which you may wish to refer to in making your comments. All of the evidence documents are available on our web site. The main documents are:

- **Strategic Housing Market Assessment 2017** - This explains expected population growth, household formation rates and considers the way in which dwellings are likely to be used to identify the total number of new dwellings required, their size, and the different tenure types which will be necessary to address all housing needs.
- **Housing and Economic Land Availability Assessment 2017** - Assesses the potential supply of suitable housing and employment land in the District and identifies the location of potential development sites.
- **North Norfolk Settlement Profiles 2018** - Presents key information relating to population, facilities available and other key characteristics of settlements.
- **North Norfolk Strategic Flood Risk Assessment 2017** - Documents those areas in the County which may be at risk from flooding including tidal, fluvial and surface water flooding with allowances for the potential impacts of future climate change.
- **North Norfolk Retail and Main Town Centre Uses Study 2017** - Considers the expenditure which is likely to be available for different types of retailing and how this might impact on the District's town centres over the plan period.
- **District Wide Viability Assessment** - Explains the relationship between the costs of development and the value of completed development in different parts of the District in order to establish development viability and to quantify the ability of development to fund wider infrastructure improvements.
- **Gypsy, Traveller and Caravan Needs Assessment** - Establishes the likely future demand for these types of accommodation in Norfolk.
- **North Norfolk Landscape Character and Sensitivity Assessments** - Describes the main landscape character types in the District and assesses their sensitivity to changes resulting from development.
- **Amenity Green Space Topic Paper 2018** - Assesses the distribution and quality of various types of green open space in the District.
- **Green Infrastructure Background Paper** - Provides the strategic green infrastructure context and green infrastructure opportunities for the major growth towns of Cromer, Fakenham and North Walsham and informs the site allocation proposals.
- **Annual Monitoring Reports** - Annual reports of what has been happening in the District during the current local plan period including details of homes built, employment related development and other key measures of the effectiveness of current policies.
- **Annual Five Year Land Supply Statements** - Demonstrate how a supply of suitable housing development sites have remained available over the current plan period, details

4 <https://www.norfolk.gov.uk/what-we-do-and-how-we-work/policy-performance-and-partnerships/partnerships/norfolk-strategic-planning-member-forum>

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the sources of supply and presents a growth trajectory over the next five years and beyond.

- **Business Growth and Opportunities Study** - Assesses the health of the local economy and identifies opportunities for growth.
- **Recreational Visitor Pressure** - Considers how additional housing growth might impact on the numbers of visitors to designated wildlife sites.
- **Infrastructure Position Statement** - Explains how infrastructure is provided and identifies any deficiencies which will need to be addressed.

### Sustainability Appraisal & Options

- 3.9** When preparing Local Plans the Authority is subject to a number of legal and regulatory requirements. This includes specific requirements to consider a range of *reasonable* alternative approaches and subjecting these alternatives to a process of **Sustainability Appraisal** and public consultation before determining the final approach. Sustainability Appraisal is a systematic approach which allows each of the options to be considered against a range of sustainability objectives and specific criteria. The results of this process, which incorporates the requirements of Strategic Environmental Assessment (SEA), are published alongside this Plan.

### Habitat Regulations Assessment

- 3.10** The purpose of the **Habitat Regulations Assessment (HRA)** is to consider any aspects of the emerging Local Plan that could have the potential to cause a likely significant effect on Natura 2000 or European Sites (Special Areas of Conservation (SACs), Special Protection Areas (SPAs) and Ramsar sites), (either in isolation or in combination with other Plans and projects), and to identify appropriate avoidance and mitigation strategies where such effects are identified.
- 3.11** There is a legal requirement for Local Plans to be subject to a HRA. The need for HRA is set out within The Conservation of Habitats and Species Regulations 2017, as amended. Habitat Assessment is a legal requirement of Plan preparation.
- 3.12** North Norfolk has a number of designated Natura 2000 sites both within the District and nearby. New development proposals have the potential to have direct and indirect impacts on these sites and the purpose of HRA is to assess these potential impacts and if necessary specify any mitigation measures. This draft Plan has been subject to an Interim Habitat Regulation Assessment and the results are published alongside this consultation. The Assessment concludes that whilst adverse effects cannot be ruled out at this early stage, it should be possible to do so, pending additional work and further progression of a Recreation Mitigation Strategy. The interim assessment suggests a number of minor changes to policies and their supporting text which will be incorporate as appropriate into the Plan.

## 4 About North Norfolk



## 4 About North Norfolk

### 4 About North Norfolk

- 4.1 The Local Plan should be based on a clear understanding of the key characteristics of the District - what are the defining features of the area, its weaknesses and strengths, what are the connections between places and so on. The following 'Spatial Portrait' describes the key characteristics of North Norfolk in relation to population, the environment, economy and the functional relationships between places.

#### Spatial Portrait of North Norfolk

- 4.2 The North Norfolk District is a large rural area of some 87,040 hectares (excluding the Broads Authority Area) situated on the northern periphery of the East of England region. The nearby urban area and major economic, social and cultural centre of Norwich (estimated population 213,166) is situated some 35km (22 miles) to the south of Cromer and exerts a significant influence over parts of the District. The towns of Kings Lynn situated 34 km (20 miles) to the west of Fakenham and Great Yarmouth situated 25km (16 miles) to the south-east of Stalham are the other principal neighbouring settlements, but their impact on the District is far more limited.
- 4.3 North Norfolk District had a reported resident population of 103,587 in 2016 and is predicted to have a population of 112,078 by 2036 according to the latest Office for National Statistic projection (2016 base). The main settlements in the District are its seven towns (Cromer, Fakenham, Holt, North Walsham, Sheringham, Stalham and Wells-next-the-Sea) and three large villages; Briston / Melton Constable, Hoveton, and Mundesley. These settlements are distributed more or less evenly across the District, and accommodate around half of the population. The other half live in the large number of smaller villages, hamlets and scattered dwellings which are dispersed throughout the rural area. Overall the District is one of the most rural in lowland England.
- 4.4 The District can usefully be considered in three smaller sub-areas:
- 4.5 The **west of the District** remains very rural and despite recent developments retains a sense of relative remoteness particularly along the coast. Its character is defined by the mainly undeveloped and unspoilt coast line with its expansive areas of reed bed and grazing marshes, the wooded Cromer ridge, and the wide expanses of principally arable agricultural land interspersed with small characterful villages. Much of this western area is designated as an Area of Outstanding Natural Beauty. There are many designated Conservation Areas and it is internationally important for its wildlife habitats. This part of the District is poorly served by public transport. House prices are notably higher than other parts of North Norfolk and in the coastal areas a higher percentage of the homes are in use as second homes than elsewhere in the District. The main centre is Fakenham (population 7,743), an historic market town on the upper reaches of the River Wensum, which has an attractive central market place and square, medieval church, and weekly market. The racecourse to the south of the town lies in the wildlife rich Wensum valley. Fakenham acts as a local centre for employment, retailing, health, higher education and other services meeting the needs for the residents of the town and a relatively large rural hinterland. Much of the growth allocated in the current Local Development Framework on land owned by Trinity College, Cambridge is yet to take place and is carried forward into the new Plan period.
- 4.6 Wells-next-the-Sea (population 2,174) with its working harbour, salt-marshes and wide beaches is an attractive town and important tourist destination. The town also acts as a local service centre. The recent addition of a small supermarket and petrol filling station has strengthened this role, but its remote location, in addition to the high price of housing has created problems in terms of providing for affordable housing for local people including key workers. The town

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is a very popular tourist and visitor destination and for an increasingly lengthy period of the year can suffer from traffic congestion and lack of sufficient parking. The entire town and the surrounding landscape are within the Norfolk Coast Area of Outstanding Natural Beauty.

- 4.7** The **central part of the District** is served by Cromer, Holt and Sheringham and has a strong tourist and retirement character. Cromer (population 7,704) is an attractive Victorian resort town, dominated by its medieval church tower and pier. Cromer's popularity as a holiday resort began in the Georgian era, and expanded greatly as a result of the coming of the railway in 1877. As well as its tourist role, it acts as a local centre for retail, local government and health services and hosts the District's main hospital and District Council Offices. Holt (population 3,988) is a charming small Georgian town with a good range of specialist gift shops and galleries and a Country Park to the south. It is home to Gresham's independent school which provides a significant level of employment opportunities in the Central North Norfolk area. Sheringham (population 7,395) is an attractive resort town nestling between the sea and the Cromer ridge and is a popular location for retirement. The Victorian town developed from a small fishing village as a result of the railway arriving in 1887 and quickly attracted a number of fine hotels and a golf course. As well as its continuing tourist role, it acts as a local centre for retail, leisure and other services. These three towns are physically closely related and there is significant travelling between them to access the facilities, services and job opportunities which are available. Both Cromer and Sheringham benefit from main line rail stations providing services to Norwich and beyond.
- 4.8** The **east of the District** forms part of the Norwich travel to work area, with pockets of social deprivation and the coastal area suffering potential blight associated with the risks of coastal erosion and tidal flooding. North Walsham (population 12,647) is the largest settlement in the District, it is an historic market town with a large number of Listed Buildings and was once rich from the medieval wealth of the wool trade. The town had a solid manufacturing base, but this has been in decline in recent years suffering from poor road transport links to Norwich in addition to the constraints of the railway bridges in the town making HGV access to employment areas difficult. North Walsham is served by both passenger and freight rail services, providing good rail links to Cromer, Sheringham, Norwich and beyond. North Walsham's location has increasingly meant that it acts in part as a dormitory town to Norwich, with large numbers of commuters travelling to the Norwich area for better paid job opportunities and to access the wider choice of retail, recreational and other services available in the city. North Walsham has a sixth form college. Hoveton (population 2,023) and Wroxham sit astride the River Bure and together are the main 'gateway' to the Norfolk Broads. Although Hoveton is a village, rather than a town, its size, particularly taken with Wroxham (in Broadland District), means that it acts as a local retail and service centre. Stalham (population 3,276) is an attractive market town lying on the northern edge of the Norfolk Broads and has the largest boat hire business on the Broads. It is a tight linear settlement on the Yarmouth to Cromer Road and on the Weavers Way long-distance path. It is in need of regeneration and has high levels of commuting into the Norwich area, due to the limited employment opportunities available locally.
- 4.9** North Norfolk's peripheral location is reflected in the fact that it has no trunk roads or motorways. Only the A140 (Cromer to Norwich), the A148 (Cromer to King's Lynn - via Holt and Fakenham but also serving Sheringham) and the A1065 (Fakenham to Mildenhall) are regarded as part of the national 'primary route network'. Other important routes are the A1067 (Fakenham to Norwich), the A149 (Cromer to Great Yarmouth – via North Walsham and Stalham) and the A1151 (linking the A149 at Smallburgh to Norwich via Hoveton). The only public rail service is the 'Bittern Line', operated by Abellio, linking Sheringham with Norwich. This is part of the regional rail network and includes stations at Cromer, North Walsham and Hoveton as well as several rural halts. The 'Poppy Line' provides a tourist attraction rail link from Sheringham to Holt. There is also the Bure Valley Railway in Broadland which provides a tourist / leisure link between Aylsham and Hoveton / Wroxham. Most of North Norfolk's villages are served

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only by very limited public bus services. The 'Coast Hopper' bus service runs from Hunstanton to Cromer and Mundesley providing a popular regular service for locals and visitors along the coast. Related to the modest level of public transport services across the area is the finding from the 2011 Census that 84% of households in North Norfolk owned at least one car or van and 37% owned two or more vehicles. The recent opening of the Norwich Northern Distributor Road (NDR) has improved access to and from the east of the District and provided a more direct link to the A11.

- 4.10** The District has 73 km (45 miles) of North Sea coastline between Holkham in the west and Horsey in the south-east. The vast majority of this is very attractive and parts of the coast and surrounding rural landscapes are nationally recognised in the designation of the Norfolk Coast Area of Outstanding Natural Beauty (AONB) and the North Norfolk Heritage and Undeveloped Coast. The east of the District surrounds and provides a gateway to the Norfolk Broads, a unique area of internationally recognised wetlands. North Norfolk is also important for its biodiversity and areas of nature conservation interest. In particular, the north coast stretching from Weybourne in the east, westwards along to the boundary with the Borough Council of Kings Lynn and West Norfolk in the west is of international importance for wildlife habitats.
- 4.11** Whilst the coastal area plays a major role in creating North Norfolk's distinctive environment and is important to the economy through tourism, it also presents two significant challenges. The first emanates from the fact that North Norfolk's cliffed coastline between Kelling Hard (near Weybourne) and Cart Gap (near Happisburgh), which is made of soft glacial deposits, has been eroding since the last Ice Age. The second concerns the low-lying coastline either side of the cliffs, which is at risk from tidal flooding.
- 4.12** The varied landscape and geology of North Norfolk has led to the development of local architectural styles and traditions such as flint, pantiles and thatch roofs which are still prevalent today. The quality and distinctive character of the built environment derived from these architectural styles and traditions is particularly apparent in the areas' town centres, small villages and older farm buildings; and has been recognised in the large number of Listed Buildings (2250)<sup>(vi)</sup> and Conservation Area designations (82).
- 4.13** As well as underpinning a strong and diverse tourism industry, North Norfolk's attractive and distinctive coastal and rural environments have proved popular retirement locations. The 2011 Census shows that 58% of the population were over 45 compared to 43% in the eastern region and 41% nationally. Retirement has been a major cause of the net inward migration which has fuelled population growth in the area over the last thirty years or so (in spite of the fact that deaths have exceeded births in the area during this period). This attractiveness to retired incomers is an economic resource supporting a range of local services and businesses, but also raises challenges for housing, health care and provision of services. By 2036 projections suggest that nearly 40% of the population of North Norfolk will be over 65 years of age.
- 4.14** A Study of the 2016 Council Tax records indicated that overall around 8% of homes in North Norfolk are second homes. However this is not uniform across the District and in some settlements it is far higher, for example 44% in Cley-next-the-Sea and 30% in Blakeney. House prices have almost tripled since 2001, rising from £91,560 to £258,580 for an average house, creating housing shortages for local people, many of whom are not able to access the private housing market as a result of relatively low average incomes in the District.
- 4.15** Although overall the area appears affluent, there are pockets of social deprivation. Unemployment within the area is low, as are rates of economic activity due to the high numbers of retired residents. Rates of pay / household income in the District are only 70% of regional and national averages (£20,766 compared with £28,988 in England) and are amongst the



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lowest in England, reflecting the dependence of employment on low value-added sectors i.e. agriculture, tourism and social care. Rural poverty is often exacerbated by lack of transport to jobs and services.

- 4.16** The economy of North Norfolk remains fairly narrowly based with a relatively high dependence upon employment in the agriculture, retail, public services and tourism sectors. The local economy is particularly characterised by the fact that the majority of employees (84%) work in small businesses. Whilst there has been a change in the business base of the manufacturing sector with business closures / rationalisations in the food processing and engineering sectors in recent years, there has been a growth in employment in the manufacture of plastic and timber products and marine engineering / boat-building which continue to perform strongly.
- 4.17** Today, significant numbers of employees in the District are engaged in the provision of education, health and social care, public administration, retailing and tourism. In recent years the tourism sector has enjoyed growth through investment in quality accommodation and attractions, and a move to year-round operations capturing short breaks and specialist markets in addition to the traditional summer holiday.
- 4.18** Whilst most of North Norfolk's towns have small industrial estates, the main concentration of manufacturing employment is in Fakenham and North Walsham. Cromer, Mundesley, Sheringham and Wells-next-the-Sea are traditional seaside resorts, and Hoveton acts as an important centre for Broads-based tourism.

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# 5 Key Issues & Vision



## 5 Key Issues & Vision

### 5 Key Issues & Vision

- 5.1** In this section we have identified the high-level land-use issues in the District which the Local Plan aims to address. These issues then provide the foundation for the development of a Vision for North Norfolk and the policies and development site proposals that follow.

#### Managing the Potential Impacts of Climate Change

- 5.2** It is widely accepted that increasing emissions of greenhouse gases from human activity has contributed substantially to the climate change experienced across the globe in the past 100 years. It is expected that our climate will continue to change and, consequently, North Norfolk - along with the rest of the East of England Region - may experience hotter and drier summers, milder and wetter winters, flooding and more extreme climate events. In addition some areas will suffer increasing risk of coastal flooding and erosion due to rising sea levels. Climate change will create both opportunities and threats. For example, warmer summers may lead to water shortages but also an increased demand for leisure and tourism-related facilities and new challenges for agricultural production. Wetter winters will increase pressure on drainage systems. Climate change, sea level rise and coastal erosion will also have impacts on biodiversity and coastal geology and measures need to be taken to enable wildlife to adapt to future changes. The challenge for the Local Plan is to devise ways to ensure that the carbon footprint of existing and new development is reduced and to build new developments in a way that adapts to inevitable changes to the climate.

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#### Providing Enough Homes of the Right Type in the Right Places for a Growing Population

- 5.3** Throughout the last two decades, with the exception of the few years following 2007, there has been strong demand for new homes in the District. This has mainly arisen as a consequence of inward migration particularly by those seeking to retire to the area or acquire a second/holiday home. At the start of the current plan period in 2001 the average house price in the District was £91,560 and by 2018 this had increased to £255,133. Those on lower quartile average household incomes will now need around nine times their income to purchase a starter home in much of the District and in the coastal areas in the west of the area this multiplier is much higher. In some areas, particularly in the smaller villages there is a concern that young people are unable to afford to buy a home, leading to a population imbalance skewed towards elderly people, and an inability to attract young and key workers. There is a concern that some services such as primary schools will become increasingly less viable.
- 5.4** Between 2016 and 2036 the population of North Norfolk is forecast to grow by around 10,000 people. This represents a 9% increase and to accommodate this increase in population, address the changing needs of those who already live here, and to make a meaningful contribution towards providing an increased supply of affordable homes, it is projected that a further 10,000 - 11,000 new homes will need to be provided at an average rate of between 500 -550 per annum. As well as growing, the population will continue to age and by the end of the plan period in 2036 around 40% of the population will be over 65 years of age. Meeting the housing requirement, not only in terms of numbers, but also in terms of types (affordable and elderly person's accommodation), represents a significant challenge.
- 5.5** Around 8% of the homes in the District are used as second homes and a further 3% are recorded as long term vacant. These homes are not therefore available for permanent occupation and new housing targets need to be adjusted to take account of this. In some

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communities particularly in the west of the District the proportion of second homes is between 20 and 40%. Concerns have been raised that this is leading to house price inflation and eroding the long term sustainability of settlements.

### Strengthening the Local Economy

- 5.6** The economy of North Norfolk is dominated by tourism and the service sector and has seen a decline in jobs in manufacturing and agricultural employment in recent years. It is mainly a low-wage economy dominated by small businesses. Parts of the District are strongly influenced by the close proximity of Norwich with its wider range of jobs and strong retail offer and the closure of defence establishments at Coltishall, Neatishead, Sculthorpe and West Raynham has also drawn jobs away from the area, with limited subsequent investment. The recent completion of the Norwich Northern Distributor Road (NDR) may open new opportunities for business growth by improving access to local markets and the wider economy.
- 5.7** Given its peripheral location and extensive coastline, the economic prosperity of North Norfolk is irrevocably linked to the success of its tourism sector (although E-commerce may present opportunities to overcome problems of peripherality). A recent tourism study of North Norfolk noted that the area has one of the most distinctive and diverse tourism offers in the East of England, with the main appeal being its 'unique environmental assets' of coastline and beaches, the Broads and inland areas of countryside, which *'therefore represent the core foundation for the future development of tourism within North Norfolk'*. Tourism is vital to North Norfolk's economy; in 2017, 8,827,700 trips were made to the District (day and staying), accounting for a total tourism value of £505,109,250. Tourism accounts for 28.4% of all employment (Destination Research, n.d. p. 2)<sup>(5)</sup>.
- 5.8** Structural changes to agriculture generated by, for example, revisions to European policy on funding, farm amalgamation, increased mechanisation and the use of subcontractors, are likely to provoke further losses of employment and precipitate changes to the character of the rural landscape. However, these changes will also create new rural employment opportunities, such as the re-use of redundant farm buildings for a variety of other purposes. There is therefore a need to encourage farming to diversify into new agricultural and non-agricultural business activities which are compatible with protecting and, where possible, enhancing North Norfolk's most valued landscapes and environmental resources.

### Protecting the Natural & Built Heritage of the District

#### Areas at risk from coastal erosion and flooding

- 5.9** The full length of North Norfolk's coastline is either at risk from tidal flooding or subject to cliff erosion. In addition, much of the inland area at the south-eastern end of North Norfolk, around the Rivers Ant, Bure and Thurne and their associated broads, and including all or parts of a number of villages such as Hoveton, Hickling and Ludham, are at risk from either fluvial (river) or tidal flooding.
- 5.10** Shoreline Management Plans (SMP) for the coastline lying between Kelling Hard and Lowestoft propose changes in coastal defence policy which will cover the period up to 2105. These identify areas within which coastal erosion is likely to occur over the next 100 years and also areas currently at risk from tidal flooding that could suffer permanent inundation as a result

5 Economic Impact of Tourism North Norfolk, 2017.

## 5 Key Issues & Vision

of policies of managed retreat of the shoreline. They identify that several properties and community facilities, as well as parts of the A149, are at risk from coastal erosion over the longer term.

### Protecting character

- 5.11** North Norfolk's landscape has a significant economic, social and community value, contributing to a sense of identity, well-being, enjoyment and inspiration and being a major contributor to a strong tourism industry. The low-lying coast, the coastal cliff sections and the inland landforms are some of the finest of their kind in the British Isles.
- 5.12** The landscape of North Norfolk has been strongly influenced by the sea and is composed of, and enriched by, the combination of distinctive geological and geomorphological features. These features have resulted in valuable characteristics including nationally important wildlife habitats as well as features of cultural significance such as archaeological deposits, field patterns, building materials and settlement forms.
- 5.13** The link between people and place is engrained into the landscape of North Norfolk. This interaction, over millennia, between people living in and using the area, overlain with the geology and landforms, has resulted in the unique qualities and natural beauty we see today.
- 5.14** The District contains a number of nationally significant designed landscapes, these are designated as Registered Historic Parks and Gardens, examples include Voewood (II\*), Holkham (I) and Sheringham Hall (II\*). There are large areas of designated natural landscapes including the Norfolk Coast Area of Outstanding Natural Beauty, Sites of Special Scientific interest (SSSI), Country Wildlife Sites (CWS) and designated Open Spaces within settlements.
- 5.15** As well as its picturesque coastline, rural landscape and big skies, North Norfolk is known for its rich historic environment. The District's built heritage is an intrinsic part of its character and stands as testament to how the area has been shaped and evolved over time. This rich historic environment manifests itself in many forms and this is reflected in the number and variety of designations seen across the District. There are 86 Scheduled Monuments, 2,200 Listed Buildings, 33 Registered Parks and Gardens, 81 Conservation Areas, and over 200 buildings subject to Local Listings.

## Health & Wellbeing

### Leisure facilities and Town centres

- 5.16** It is important to ensure that leisure, retail and service facilities are provided locally in order to reduce car travel and to allow access for all. This is a difficult challenge in the face of centralisation of services and competition from the concentrations of retail in fewer, larger centres. However, town centres are at the heart of the Government's vision for developing and supporting successful, thriving, safer and inclusive communities and are seen to underpin the Spatial Strategy for the District. As the retail study<sup>(6)</sup> makes clear, North Norfolk's retail centres offer an important role in meeting the day-to-day shopping and service requirements of their local resident populations, local businesses and the broader needs of day-trippers and tourists. Whilst the visitor and tourist market helps to underpin the vitality and viability of a number of the District's towns it also creates significant fluctuations in catchment populations

## Key Issues & Vision 5

and spend throughout the year. The increasing centralisation of service provision makes it more difficult for those without a car to access essential services, made worse by the lack of public transport provision.

### Vision for North Norfolk

- 5.17** The following Vision for North Norfolk and the associated Objectives provide the foundation for the policies which follow. They are based on an understanding of the nature of North Norfolk and the key development issues which the area faces over the plan period as outlined in the previous sections. They reflect the provisions of current National Planning Policy to ensure that all development needs are addressed in a sustainable way and will contribute towards the overarching vision for the County as a whole as agreed by each of the Norfolk Authorities as part of the Duty to Co-operate.

#### Vision for North Norfolk

*In 2036, residents and visitors to North Norfolk will enjoy a high quality of life. The District will have retained its distinct identity as a unique and attractive coastal and rural tourist destination and will have a diverse and thriving economy, with vibrant and appealing towns and villages which act as employment and service centres for their surrounding rural areas. Residents will have increased access to good quality affordable homes, a wider range of local higher skilled and better paid jobs, and good quality services and facilities close to where they live.*

*The towns of North Walsham, Fakenham and Cromer will have been the focus for a significant proportion of the required development. A mix of resource efficient and secure residential development will have been delivered to meet local needs including affordable housing, homes for the elderly and those with specialist accommodation needs. The necessary infrastructure and community facilities/services will be in place to support this growth. In the wider countryside, appropriate small-scale development will have been delivered where this meets local needs and supports the long-term sustainability of a settlement.*

*The quality of the natural and built environment, the Area of Outstanding Natural Beauty, the Norfolk and Suffolk Broads and their setting will have been protected and enhanced. The overall diversity and quality of North Norfolk's countryside and natural environment will have been maintained and the District's many Conservation Areas and Listed Buildings will have been conserved or enhanced. There will be better access to the countryside and green spaces for local communities. New development will have been provided and designed to minimise resource and energy use and minimise the risks arising from flooding and coastal erosion.*

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A close-up photograph of a spiderweb covered in water droplets of various sizes. The web is stretched across a soft-focus green field, likely grass. The lighting is bright, causing the droplets to reflect light and appear as small, shimmering spheres. The overall composition is diagonal, with the web strands running from the top-left towards the bottom-right.

## **6 Aims & Objectives**

## 6 Aims & Objectives

### 6 Aims & Objectives

6.1 To achieve the Vision for North Norfolk this Plan contains the following aims and related objectives:

#### Delivering Sustainable Development

6.2 **Deliver sustainable development including by:**

- Minimising the demand for resources and mitigating the impacts arising from climate change.
- Facilitating the creation and maintenance of inclusive and environmentally sustainable communities, making the best and most efficient use of already developed land, buildings and natural resources.
- Focusing larger scale development into areas where services will be available, where facilities can be supported, and where new development encourages use of a choice of sustainable travel modes.
- Managing and adapting to the impacts of coastal erosion and flooding by restricting development in areas where it would expose people and property to risks and facilitating the replacement of buildings at risk.
- Minimising water use, protecting water quality and minimising the impacts of air, land, light, and water pollution.

#### Protecting Character

6.3 **Protecting the character of North Norfolk including by:**

- Protecting, conserving and enhancing the natural environment and valuing green infrastructure for the many functions it performs.
- Contributing to the positive management of change in the historic environment, protecting, enhancing and maintaining the unique qualities and character of the District, the wider landscape and its designated and un-designated heritage assets.
- Ensuring high quality design that respects its context.
- Minimising impacts on and providing net gains for biodiversity, including the enhancement of Green Infrastructure and ecological corridors.

#### Meeting Accommodation Needs

6.4 **Meeting the accommodation needs of existing and future residents including by:**

- Delivering the quantity of homes necessary to meet the assessed needs of the District.
- Providing a variety of house types, sizes and tenures including affordable homes, homes suitable for the elderly, those with disabilities, and those requiring specialist forms of accommodation.
- Encouraging high quality, sustainable, and climate change resilient design which makes the best use of improvements in technology.

#### Enabling Economic Growth

6.5 **Enable sustainable economic development including by:**

## Aims & Objectives 6

- Promoting and supporting economic growth, diversifying and broadening the economic base of the District, enabling inward investment and supporting the growth of existing businesses.
- Promoting the vitality and viability of the District's town centres.
- Promoting improved broadband connectivity.
- Maximising the economic, environmental and social benefits of tourism.

### Healthy Communities

#### 6.6 Delivering healthy, secure and thriving communities including by:

- Encouraging the creation of a network of accessible formal and informal green spaces.
- Protecting and enhancing community facilities, existing infrastructure, services, and public transport.
- Locating development so as to improve access to key services by public transport and facilitate increased walking and cycling.
- Improving the accessibility and resource efficiency of new homes.

## 6 Aims & Objectives



# 7 Sustainable Development Policies

## 7 Sustainable Development Policies

### 7 Sustainable Development Policies

- 7.1 This section of the Plan includes the policies which the Council intends to use in the future to determine planning applications. We have grouped them together in four themed areas - Sustainable Development, Environment, Housing, and Economic policies.
- 7.2 Development proposals will need to comply with all of the relevant policies of the Plan in order to secure planning permission. The policies are in draft form and we anticipate that they will require modification following this consultation but we have written them in a format which is as close as possible to that which we expect to submit for examination. Some policies will apply to the entire District whilst others are only applicable to specific defined areas. These defined areas are called 'Policy Area Designations' and they are referred to in the policies in **bold** print. Designated areas are shown on the existing Core Strategy Proposals Map <sup>(7)</sup> which will be updated when the Final Plan is adopted. Where we propose changes to the current Proposals Map as a consequence of this draft Plan we have shown these on the maps included in the Town Strategies part of this consultation document.
- 7.3 It is not the role of the Local Plan to amend the boundaries of Conservation Areas, the Area of Outstanding Natural Beauty, Flood Risk Areas or local or national wildlife designations. These, and many other types of designation, are defined under separate legislation and cannot be changed through the preparation of a new Local Plan. The Council has commenced reviews of some Conservation Areas in the District and these are subject to separate consultation processes.
- 7.4 The suggested policies will sometimes be the result of consideration of a number of alternative approaches. We have indicated where this is the case below each coloured policy box. In all cases we provide links to the relevant section of the **Alternatives Considered** consultation document. This allows readers to view details of the alternative approaches which have been discounted. The Council will reconsider these alternatives and any others which are suggested following this consultation before determining the final policies and which sites should be submitted for examination.
- 7.5 Each of the proposed policies is preceded by an explanation, or reasoned justification, for the approach being suggested. In some cases additional detail is needed and we have published **Background Papers** for this purpose. Where this is the case, these Papers will be referred to in the reasoned justification section for each policy.

#### How Decisions Will Be Made

- 7.6 When decisions are made on planning applications the relevant Planning Act<sup>(8)</sup> require that these decisions are made in a way which complies with the policies in an up to date Local Plan. Plan policies should provide certainty and a clear framework within which decisions can be made with a high degree of predictability and consistency. Policies should be positively prepared to support the delivery of sustainable development.

7 <https://www.north-norfolk.gov.uk/proposalsmap>

8 Section 38(6) of the Planning and Compulsory Purchase Act 2004.

# Sustainable Development Policies 7

## The Presumption in Favour of Sustainable Development

**The purpose of this policy** is to explain the process of making decisions on planning applications including in those circumstances where this Plan becomes out of date.

- 7.7 At the heart of the planning system is the principle of Sustainable Development. The World Commission on Environment and Development defined Sustainable Development as *'development that meets the needs of the present without compromising the ability for future generations to meet their own needs'* (Brundtland Commission, 1987).
- 7.8 Similarly, the National Planning Policy Framework states that *'the purpose of planning is to contribute to the achievement of sustainable development. Sustainable means meeting the needs of the present without compromising the ability of future generations to meet their own needs.*
- 7.9 The Framework defines three dimensions to Sustainable Development: economic, social and environmental. It requires that these roles should not be undertaken in isolation, because they are mutually dependent. Therefore, to achieve Sustainable Development, economic, social and environmental gains should be sought jointly and simultaneously through the planning system.
- 7.10 The Framework requires that there should be a presumption in favour of Sustainable Development on which all Plans should be based. This should be implemented through clear policies which guide how the presumption will be applied locally.
- 7.11 The Draft Local Plan is a positive strategy that seeks to deliver the amount of development required in the District up to 2036 in a sustainable way. It is consistent with, and in general conformity with, the Framework. When determining applications for planning permission the Council will seek to approve applications which deliver sustainable growth in accordance with the provisions of this Plan.

### Policy SD 1

#### Presumption in Favour of Sustainable Development

When considering development proposals the Council will take a positive approach that reflects the presumption in favour of Sustainable Development contained in the National Planning Policy Framework. It will work proactively with applicants to find joint solutions which mean that proposals which accord with this plan can be approved wherever possible, and to secure development that improves the economic, social and environmental well being of the area.

Planning applications that accord with the policies in the Plan (and, where relevant, with policies in Neighbourhood Plans) will be approved without delay, unless material considerations indicate otherwise.

Where there are no relevant policies or where the policies which are most important to the determination of the application are out of date at the time of making the decision, the Council will grant permission, unless:

1. the application of policies in the National Planning Policy Framework that protect areas or assets of particular importance provides a clear reason for refusing permission; or,
2. any adverse impacts of granting permission would significantly and demonstrably outweigh the benefits, when assessed against the policies in the National Planning Policy Framework taken as a whole.

## 7 Sustainable Development Policies



### Have any Alternative Options been considered?

It is not considered that any reasonable alternatives to this policy are available. For further details see the [Alternatives Considered](#) document.

### Community-Led Development

**The purpose of this policy** is to make clear the Council's support for various types of development proposals which are led by, and have the support of, the community.

- 7.12** Giving communities greater say in and control of development in their areas is a central theme of government policy. Community-led schemes are those that are proposed by local communities, rather than by local authorities or private developers. They can help communities to tackle local issues such as a shortage of affordable homes, key worker accommodation, or providing local jobs, and can generate income to help fund further investment in the local area. Mechanisms for delivering community-led developments include Community Land Trusts (CLTs), the preparation of Neighbourhood Plans, or simply making a planning application for community developments. CLTs are not-for-profit organisations based in, and run by, the community that seek to develop key community assets. The usual starting point for CLTs is the provision of affordable housing but other benefits such as community shops, pubs, allotments, gardens, play areas, orchards, work space, and renewable energy can also be provided via this mechanism.
- 7.13** Neighbourhood Plans are separate Development Plan documents which are prepared by a designated community group (usually a Parish or Town Council) and can be used as a way to promote additional development in an area beyond that which is proposed in the District Council's Plan or to add locally distinctive policies which complement and support the delivery of the strategic policies of a Local Plan. North Norfolk District Council is supportive<sup>(9)</sup> of the preparation of Neighbourhood Plans.
- 7.14** Some community-led schemes are likely to be located outside of the settlement boundaries identified in this plan where some types of development including market homes would be contrary to the policies of the Plan. The Council wishes to support Community-led developments including those which may not comply with some aspects of this Plan provided it is demonstrated that the development proposed is needed and will make a meaningful and lasting contribution to the vitality of the community. To secure planning permission it will be necessary to demonstrate that the proposal has wide spread community support.

#### Policy SD 2

##### Community-Led Development

The Council is supportive of Community-Led Development. This may include schemes involving affordable housing, community shops, pubs, allotments, gardens, play areas, orchards, small business units, renewable energy generation and other uses where it is demonstrated that the proposal will contribute positively to the vitality and viability of the community as a whole.

9 Further advice is available at <https://www.north-norfolk.gov.uk/neighbourhoodplans>



## Sustainable Development Policies 7

Proposal will be supported provided:

1. there is evidence that the proposed development is needed to support the vitality and viability of the community; and,
2. no significant harm would be caused to the character or setting of the settlement and the surrounding countryside; and,
3. the scale of the scheme is appropriate to the location; and,
4. the Council is satisfied that:
  - a. the scheme was initiated by, and is being led by, a legitimate local community group such as a Parish Council or Community Land Trust; and,
  - b. the scheme has general community support as evidenced by meaningful public engagement; and,
  - c. it is demonstrated that the scheme will be well managed and financially viable over the long-term and that any benefits provided by the scheme can be retained by the local community in perpetuity.

Where housing is proposed, an element of open market housing on the site will only be acceptable where:

1. it is demonstrated through a financial appraisal that this is essential to enable the delivery of affordable housing or other community benefits on the site and the community benefits of the scheme (such as the level of affordable housing or open space) are significantly greater than would be delivered on an equivalent open market site.



### **Have any Alternative Options been considered?**

Yes, for further details see the [Alternatives Considered](#) document.

## 7 Sustainable Development Policies

### Distribution of Development

- 7.15 In this section we have explained our proposals in relation to the high level distribution of development in the District and our reasons why we think some areas of the District are more suitable for development than others. The proposed distribution of development is illustrated by the **Figure 2 'North Norfolk Key Diagram'**.
- 7.16 The proposed strategy would continue to focus most development in and around the District's larger towns and villages. This Part 1 Plan makes specific development proposals in North Walsham, Fakenham, Cromer, Holt, Sheringham, Wells-next-the-Sea, Stalham, Hoveton, Mundesley, Briston, Blakeney and Ludham. Details of these individual site proposals are included in **Section 11 'Town & Village Proposals'**.

### Settlement Hierarchy

- 7.17 The proposed Settlement Hierarchy classifies each of the settlements in the District into one of five tiers based on an assessment of their facilities, role and function, character and functional relationships between places. This is described in more detail in **Background Paper 2 - Distribution of Growth**. The hierarchy is intended to inform the broad distribution, types and quantities of development that will take place in different parts of the District. Each of the settlements in the hierarchy has a distinct character, faces particular local issues and is variously constrained in its ability to accommodate the required growth. Hence, whilst the Settlement Hierarchy is useful in determining the broad distribution of development the Council, in making the proposals in this Plan, has carefully considered the characteristics of each place having regard in particular to:

- the identified development needs and particularly, the need for affordable homes;
- the level of supporting services and infrastructure in each place;
- the character of each settlement;
- the extent to which development may be constrained by environmental, social and economic considerations;
- the wider community benefits which may be delivered by growth in a particular location;
- the availability of suitable development sites;

- 7.18 The proposed hierarchy of settlements is:

1. **Large Growth Towns** - these are proposed as a focus for larger scale growth including a significant proportion of the required homes, jobs, large scale retail, public services, leisure and cultural facilities that are needed.
2. **Small Growth Towns** - smaller towns with a good range of services where more limited growth will be permitted.
3. **Large Growth Villages** - larger villages each with a reasonable range of day to day services including at least a primary school, shop(s), doctors surgery, village hall, public house, some local employment opportunities and reasonable public transport. The available services will support residents of the village itself and also those in settlements nearby.
4. **Small Growth Villages** - smaller villages with a limited range of facilities including either a school or a village shop, but not both, and a limited range of day to day services meeting the needs of the settlement but not the wider area.
5. **Countryside** - this is a defined policy area shown on the **Policies Map** and includes all settlements not identified in other tiers of the hierarchy together with the wider countryside. This area would be subject to **Policy SD 4 'Development in the Countryside'**.

- 7.19 In this Plan the places which are proposed for growth are collectively referred to as **Selected**

## Sustainable Development Policies 7

**Settlements.** Each is defined by a development boundary which determines the extent of the built up area and the Countryside Policy Area. These boundaries are shown on the Maps included in the Town Strategies section of this document. In the **Small Growth Village** category these boundaries will be defined in a **Part 2 Plan** and will be subject to further consultation. The Council is undertaking a 'Call for Sites' in those Small Growth Villages listed in the policy so that those who wish the Council to consider potential development sites can put them forwards at this stage<sup>(10)</sup>.

**7.20** This Plan seeks to focus most of the required growth within and closely related to the defined **Large and Small Growth Towns** and a small number of **Selected Villages**. This approach will help to secure the delivery of Sustainable Development because:

- the Selected Settlements have the broadest range of day to day services, jobs and facilities so that locating new development in these locations will help to retain, enhance and make efficient use of these;
- development in these locations will enable residents to choose to access services and facilities by walking, cycling and by public transport and hence help reduce the need to travel by car;
- these locations have high levels of need for affordable homes and allowing development here will enable the delivery of more affordable homes where they are most needed;
- development in these areas will maximise the use of existing infrastructure and allow infrastructure providers to plan for new facilities in the most efficient way;
- focusing growth close to areas which are already built up will help to preserve the rural character of the District;
- allowing development within the built up areas of the Selected Settlements will prioritise the development of previously developed land (brownfield sites);

**7.21** The Plan proposes to allocate additional land for development close to the defined settlements with the scale of growth determined by a settlement's position in the hierarchy, local needs and the capacity to accommodate development in a sustainable way.

**7.22** The **Large Growth Towns** are centres of population and have the broadest range of day-to-day services including 'higher order' services. These towns have primary, secondary and higher education, health care, an extensive choice of convenience and comparison goods shopping, good public transport and extensive local employment opportunities. They perform a strong role as service centres and employment providers across a wide area.

**7.23** The **Small Growth Towns** have more limited services but nevertheless a comprehensive range. They each contain a public secondary school (with the exception of Holt), large convenience store, reasonable range of comparison shops, health services and a range of local employment opportunities. Whilst their service role is more limited than the Large Growth Towns they nevertheless meet most of the day to day needs of residents within the towns and adjoining catchment area.

**7.24** The **Growth Villages (large and Small)** have a number of services but the range is often limited and only Ludham, Mundesley, Briston and Blakeney include a Primary School, convenience shop(s), doctors' surgery, some public transport, some local employment, and a limited selection of other services such as a public house, church, post office, and village hall. They act as limited service hubs for other nearby villages. Outside of these selected locations most settlements have very limited services and residents need to travel elsewhere to access schooling, shopping, employment and other facilities. Housing growth in such locations would be unsustainable as it would fail to meet the objectives outlined above.

10 See <https://www.north-norfolk.gov.uk/localplanconsultation> for further details.

## 7 Sustainable Development Policies

Nevertheless these communities have affordable housing needs and the Council believes these should be addressed locally provided such proposals are modest in size and do not result in harmful impacts.

- 7.25 Outside of the Selected Settlements identified in **Policy SD 3 'Settlement Hierarchy'** it is proposed that the remainder of the District will be designated as a Countryside Policy Area.

### Policy SD 3

#### Settlement Hierarchy

The majority of new development in North Norfolk will take place in and close to the towns and larger villages, dependent on their local housing and other development needs, their role as employment, retail and service centres, and identified environmental and infrastructure constraints. New development sites will be allocated close to the defined selected settlements in accordance with the following hierarchy:

North Walsham, Fakenham, and Cromer are defined as **Large Growth Towns** where the majority of new commercial, residential and other types of development will take place. Holt, Hoveton, Sheringham, Stalham and Wells-next-the-Sea are defined as **Small Growth Towns** in which a more limited amount of additional development will be accommodated.

The distribution of development will also have regard to the complementary roles played by Cromer, Holt and Sheringham in the central part of North Norfolk.

A lesser amount of new development will be focused in the **Large Growth Villages** of Briston & Melton Constable, Mundesley, Ludham, and Blakeney, recognising their role as local service centres and to support rural sustainability.

Small-scale developments<sup>(11)</sup>, including brownfield developments, community facilities and services will be permitted within the defined boundaries of the following **Small Growth Villages**:

Aldborough, Badersfield, Bacton, Binham, Catfield, Corpusty & Saxthorpe, East Runton, Happisburgh, High Kelling, Horning, Langham, Little Snoring, Little Walsingham, Overstrand, Potter Heigham, Roughton, Sculthorpe, Southrepps, Sutton, Trunch, Walcott, West Runton, Weybourne.

Within the defined development boundaries of the **Selected Settlements**, development proposals which accord with the land use designations shown on the Policies Map and the associated policies will be supported. In designated **Residential Areas** appropriate residential development and compatible non-residential development including small scale business, community, leisure and social uses will be permitted.

Outside defined development boundaries in areas designated as **Countryside** residential development will be permitted only where it accords with other policies in this Plan, or:

1. the proposal is for small scale development of typically no more than five dwellings; and,
2. the site comprises of previously developed land; and,
3. development of the site would result in infilling or rounding off in a predominantly built up area.

11 Infill development and new allocations of between 0-20 dwellings (to be selected in a Part 2 Plan).

## Sustainable Development Policies 7

The rest of North Norfolk, including all settlements not listed above, will be designated as **Countryside** and development will be restricted to particular types of development in accordance with **Policy SD 4 'Development in the Countryside'**.



### Have any Alternative Options been considered?

Yes, for further details see the [Alternatives Considered](#) document.

## Development in the Countryside

**The purpose of this policy** is to manage the types of development allowed in the designated Countryside Policy Area.

- 7.26** The countryside is an intrinsic and defining feature of North Norfolk. It provides land for food production, homes for wildlife, space for outdoor recreation and contributes to the health and well-being of residents and visitors alike. The countryside provides for a high quality of life and together with the historic built environment it underpins, and is the reason for, a strong tourist economy.
- 7.27** The Framework recognises the *intrinsic character and beauty of the countryside (para 170)*. Much of the countryside in North Norfolk is subject to national designations such as an Area of Outstanding Natural Beauty, Heritage & Undeveloped Coast designations and many internationally important wildlife sites. Outside these designated areas the countryside is sparsely developed, attractive and retains a sense of remoteness, particularly along parts of the coast.
- 7.28** This Draft Plan provides ample opportunities to address development needs without the necessity to build in the countryside. Nevertheless it is important that the countryside area remains vibrant and provides for local employment, food production, recreation and services to support the local population. **Policies SD2 & SD4** provide a positive framework to support necessary developments which support the viability and vitality of the countryside and the rural communities within it, whilst protecting the area from the impacts of unnecessary developments.

### Policy SD 4

#### Development in the Countryside

In areas outside of the defined development boundaries and designated as **Countryside** development will be limited to that which complies with the Policies of this Plan and is for one or more of the following:

1. use and development of land associated with agriculture or forestry;
2. the extraction of minerals and disposal of waste in accordance with the Minerals and Waste Local Plans;

## 7 Sustainable Development Policies

3. the provision of infrastructure including, but not limited to, roads, drainage, coastal and flood protection, power including renewable energy, and development by statutory undertakers, utility and telecommunications providers;
4. affordable homes, replacement dwellings, sub division of dwellings, key workers accommodation, and temporary and permanent accommodation for gypsies and travellers;
5. community facilities and services and community led developments;
6. recreation and tourism;
7. extensions to existing dwellings and businesses;
8. re-use of existing buildings;
9. new employment generating development, specialist accommodation for the elderly infirm and others requiring care, where there is a demonstrable need for the development and where alternative sites within adopted development boundaries are shown not to be available or suitable.

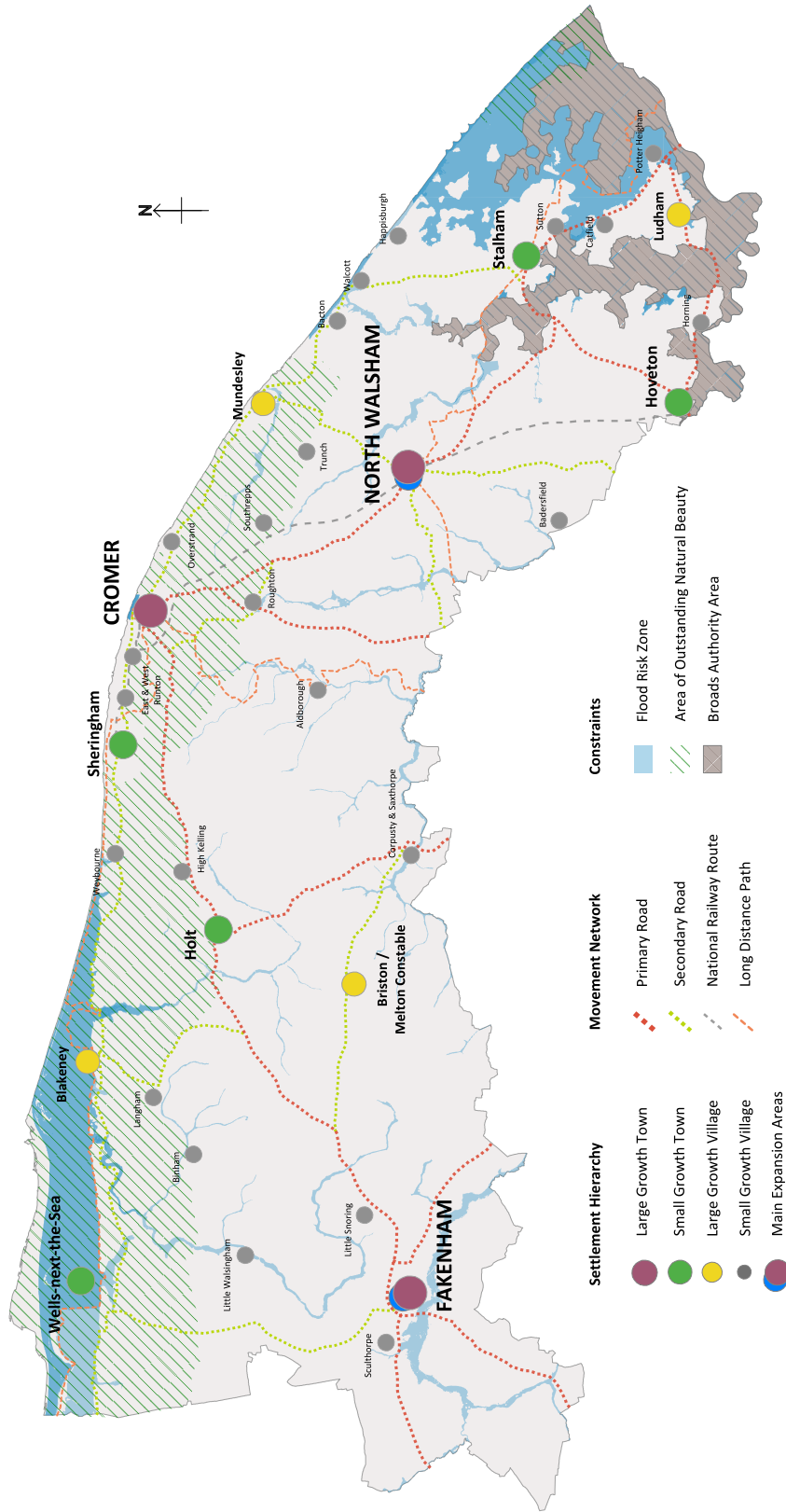


### **Have any Alternative Options been considered?**

Yes, for further details see the [Alternatives Considered](#) document.

# Sustainable Development Policies 7

## North Norfolk Key Diagram



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Figure 2 North Norfolk Key Diagram

## 7 Sustainable Development Policies

### Infrastructure

- 7.29** The retention of existing infrastructure and services and the provision of new infrastructure to support the proposed development in the Plan is critical to the delivery of Sustainable Development. Where new development is proposed it will often be necessary to improve infrastructure to make the development acceptable in land use terms.
- 7.30** The term "infrastructure" can include among other things: affordable homes; new school provision/enhancement of existing school provision; open space, play equipment and new sports pitches; road and drainage improvements; health care; flood defences; public paths, including cycle paths and other public services such as community facilities. The Council has prepared an **Infrastructure Position Statement** to identify infrastructure needs and priorities across the District.

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### Developer Contributions & Viability

**The purpose of this policy** is to set out the strategic approach to infrastructure delivery and viability across the District and to ensure that developments are well supported by new and improved infrastructure and to ensure that there is transparency in the process.

- 7.31** When planning permission is granted for development, particularly residential proposals, the value of land can increase substantially. While it is reasonable to expect that those selling land and those developing sites make a reasonable return on their investment (reflecting the risk being made), developers are also expected to make a reasonable contribution towards addressing any identified infrastructure shortfalls where improvements are necessary to make the development proposal acceptable in planning terms. Where infrastructure deficiencies exist, the Council is committed to achieving a coordinated approach to providing new or improved infrastructure through partnership working.
- 7.32** Where infrastructure improvements are required, these are often provided by developers through Section 106 planning obligations and Section 278 highway agreements or payments made via a Community Infrastructure Levy. Section 106 planning obligations are bespoke legal agreements made between the Council and the developer and any other parties with an interest in the land, to secure the delivery of new infrastructure, improve existing infrastructure, or to make a financial contribution towards its provision. The Community Infrastructure Levy is an alternative standard per sqm charge payable on most types of new development which the Council pools together to deliver necessary infrastructure. Monies collected in this way can go to priority projects identified across the District and are not limited to addressing the impacts of a particular development site as is the case in the Section 106 process. North Norfolk does not currently operate a Community Infrastructure Levy but may consider the introduction of such a levy in the future.
- 7.33** Where indicated in the site specific proposals and policies in this Local Plan the Council will seek agreements with developers, promoters and third party providers in order to deliver the required infrastructure. In these, and all other cases, S106 agreements will be negotiated and/or conditions will be imposed on planning permissions to secure the required infrastructure at the time of a planning application being made.
- 7.34** Some infrastructure provision will take place outside of development sites, however, in line with the policies contained in this Plan, the Council will seek opportunities to increase the provision of new on-site open space, play areas, improved recreation and accessibility, health facilities and integration of development into existing settlements. Where it can be clearly demonstrated that green infrastructure cannot be delivered on the site itself, then contributions



## Sustainable Development Policies 7

will be required to deliver enhancements and mitigation to existing green infrastructure in line with specific policies in this Plan. Other on-site infrastructure could include addressing local deficiencies in community centres and village halls as well as effective telecommunications, but only to the extent that improvements are necessary to make the development proposal acceptable. Much larger sites have the potential to support the provision of larger infrastructure requirements such as new primary schools, subject to local need.

### Health Provision

- 7.35** Health issues should be considered by all agencies involved in development as well as through Local Plan preparation. Post the Health and Social Care Act (2012), the responsibility for planning and purchasing healthcare services is now split between Clinical Care Groups (CCGs who control the majority of the NHS budget), and NHS England who commission primary care. Public Health England (PHE), an executive agency of the Department of Health also provides an advisory role to protect and improve the nation's health and to address health inequalities through local public health departments. In Norfolk this is part of Norfolk County Council. NHS Property Services manages NHS property on behalf of the Secretary of State for Health. Across Norfolk there are 5 CCG's. North Norfolk wholly falls under the direction of North Norfolk CCG. In 2016 the Norfolk and Waveney Sustainable and Transformation Partnership, (STP) was established to provide an integrated system of leadership in the provision of health services. The STP works across all health and care sectors, including primary care, community care, acute hospitals, mental health, social care, district councils and the voluntary & community sectors. It has the brief of producing an estates strategy reflecting the needs of the whole of the health economy, including both providers and commissioners across Norfolk and Waveney.
- 7.36** North Norfolk District Council is a signatory of the Joint Norfolk Health Protocol<sup>(12)</sup>. Given the complicated structure of health provision it is important that this engagement tool is utilised not only by the Council and health providers but by those promoting residential growth across the District. The protocol provides a practical tool to assist the Council, developers and health sector organisations to participate in discussions and to consider the relative merits of different sites and policies properly against public health related issues. The protocol also recognises that that health sector organisations can bring a positive influence to the design of new developments that offer people the chance to choose a healthier lifestyle.
- 7.37** The Council will consult with healthcare planning and commissioning bodies on applications for 50 homes or more and for those schemes including care homes, housing for the elderly, student accommodation and any proposals which would lead to the significant loss of public open space.
- 7.38** The Council will require the submission of Health Impact Assessments, (HIA) by developers for larger scale housing developments - currently 500 dwellings - in order to assess how their proposals will create healthy communities and provide adequate health facilities. Pre-application discussions should include the HIA's scope and nature in order to embed health planning considerations into the development process.
- 7.39** Planning applications for residential development of all sizes and HIAs should be informed by the Healthy Planning Checklist for Norfolk, which is available as Appendix 1 in the Health Protocol. The Checklist is a practical tool to assist developers and their agents when preparing development proposals and local planning authorities in policy making and in the application process. It also provides a framework for Norfolk County Council Public Health when considering health and wellbeing impacts of development plans and planning applications.

## 7 Sustainable Development Policies

- 7.40** Discussions and comments provided on all planning applications (50 units and above) will make use of the criteria set out in the Health and Wellbeing Checklist (Appendix 1) of the Health Protocol. It is therefore in everybody's interests to utilise this protocol in the early stages of a proposal.

### Viability

- 7.41** The viability of development and its ability to fund necessary infrastructure has become a central part of the planning system. There will often be complex and opaque negotiations between Local Authorities, land owners and developers about how the uplift in land value, as a result of planning permission, might be shared between the land owner, developer, and the local community in the form of necessary infrastructure contributions. Government advice is clear that the policies of adopted plans are expected to be reflected in land purchase prices and only in exceptional circumstances should it be necessary to re-visit viability at the stage of a planning application being submitted. The process of viability assessment should follow the government's recommended approach as set out in its National Planning Guidance and be proportionate, simple, transparent and publicly available.
- 7.42** In line with the framework, the Council will require a greater degree of transparency in the viability assessment process than has previously been the case. Applications that accord with the site specific policies and this Local Plan will be assumed to be viable and the full policy requirements sought. Where applications do not accord with the policy requirements and viability is a factor in determining the application it will be up to the applicant at the application stage to demonstrate whether particular circumstances justify a departure from policy through the submission of a viability assessment that accords with the standard methodology.
- 7.43** The Council have undertaken a proportionate assessment of plan viability as laid out in the PPG<sup>(13)</sup>. This takes into account relevant policies, local and national standards and feedback from local developers and site promoters. The intention is that this is kept up to date to inform plan making at each stage of the plan preparation process and the subsequent delivery of growth. The approach is intended to provide added certainty around viability and delivery, by setting clear affordable housing and other infrastructure requirements so that they can be accurately accounted for in the price paid for land. For the avoidance of doubt, it is the Council's intention to set affordable housing requirements at the highest viable level in order to increase the delivery of affordable homes across the District.
- 7.44** The Local Plan Viability Assessment also sets the preferred standard approach to appraisals. Any viability assessment for specific applications must refer back to the assessment of the Plan and the standard methodology used, and be transparent. In all cases, submitted assessments will be made publicly available<sup>(14)</sup>.
- 7.45** Viability assessments must be presented clearly, including stating what assumptions have been made. The assessment should include an executive summary and, in line with national guidance, must now not be based on information specific to the developer, and therefore need not be treated as commercially sensitive. If commercially sensitive information is included, then it should be aggregated in published viability assessments and executive summaries.
- 7.46** The onus is on site promoters and developers to ensure that the price paid for land does not negatively affect the delivery of this Local Plan's objectives. Government advice clearly states that the "price paid for land is not a relevant justification for failing to accord with relevant policies in the plan" PPG, Section on Viability, para. 002. Reference ID: 10-002-20180724 revision 24.07.18. and where necessary the Local Planning Authority will require submission

13 Paragraph: 010 - 019 Reference ID: 10-010-20180724 - ID: 10-019-20180724, Revision date: 24 07 2018.

14 In accordance with paragraph 57 of the NPPF.

## Sustainable Development Policies 7

of viability and option agreements. Where land with planning permission is subsequently sold, the price paid for land should not be inflated to such an extent that it compromises the existing permission. Such land transactions should remain at a price that ensures that the development remains policy compliant.

- 7.47** The Authority expects that the viability methodology, details and standard inputs of any viability appraisal are discussed upfront at pre-application stage. Information provided to the Council should be consistent with corresponding information that the applicant has themselves relied on to inform its commercial decision making and information that is used as the basis for securing development finance. Such evidence should provide a true and fair evaluation of the viability of the proposed development, be prepared by suitably qualified professionals and follow relevant professional codes of conduct. The Council reserve the right to share the submitted assessment and undertake any required third party review from suitably qualified and independent consultants.
- 7.48** It is important that the planning application process runs efficiently in order to meet statutory time frames for determination. Viability assessments should be submitted alongside other required application documents and include all the relevant information required, or as otherwise requested. A failure to accord with the requirements could result in limited weight being subsequently given to any viability argument in the determination and decision making process. If material changes are made to an application following submission that could affect viability, a revised appraisal will be required at the same time and the Council could reasonably expect to agree a new timetable for determination.
- 7.49** Viability assessments are based on current costs and values, however there are circumstances where a scheme requires phased delivery over the medium and longer term and it is reasonable that the Council should be able to take into consideration changes in the value of development and the costs of delivery. Such re-appraisals are generally suited to phased schemes over the longer term and as such the Council will use uplift clauses for the following types of development:
- Medium and longer term developments (5 years or more from issuing of consent to completion of scheme) OR schemes of more than one phase or which comprise of multiple sites.
- 7.50** The decision as to whether a scheme is considered medium/long term or multiple phased rests with the Council as Local Planning Authority, having regard to up to date case law.
- 7.51** Scheme viability will only be assessed at outline stage where it can be reasonably demonstrated to the Council that the proposed development includes significant Section 106 Agreement requirements and/or exceptional development costs. In such cases it may be appropriate to consider a shorter time frame for submission of any reserved matters and a shorter time frame for commencement of development, not only to encourage early commencement, but to ensure the development does not become classed as medium to long term development, at which point an uplift clause may be required. The Council has the right to vary this approach but it is anticipated that any such changes would first be reported to the Development Committee.

## 7 Sustainable Development Policies

### Policy SD 5

#### Developer Contributions & Viability

To ensure the delivery of infrastructure improvements, secure sustainable communities, and to meet the wider sustainability objectives, the Council will:

1. Subject to viability, secure site specific developer contributions in order to properly service, manage and mitigate the impact of development, which:
  - a. are directly related to the development, and are necessary to make the development acceptable; and,
  - b. cannot be secured by planning conditions.

Proposals are required to be informed by the infrastructure requirements needed to support and service the proposed development. The delivery of development shall align with the provision of infrastructure and, in certain circumstances, may need to be phased. The timing of provision of infrastructure and facilities will be carefully considered in order to ensure that appropriate provision is phased and in place when it is required.

2. Large scale proposals are required to submit a Health Impact Assessments and all residential proposals of 50 residential units or more are required to utilise the Norfolk Health Protocol.
3. Developer contributions will be required to secure infrastructure which is necessary to ensure<sup>(15)</sup>:
  - significant infrastructure requirements as identified in the site specific proposals;
  - the highest viable level of affordable housing;
  - the delivery of community infrastructure, including but not limited to education, healthcare, libraries, community facilities, telecommunications;
  - satisfactory access to the development, and pedestrian & highway safety improvements necessary to mitigate any impacts on the wider highway network;
  - the delivery and ongoing maintenance (or financial contribution/commuted sums) of formal and informal open space including sport and recreation, play space, allotments or other facilities required directly to serve the development and contribute to local community facilities;
  - sustainable transport;
  - the delivery of environmental infrastructure including biodiversity management, landscaping, flood defences, SuDS, waste management and, where necessary their maintenance;
  - visitor impact mitigation on European sites from additional pressure on Natura 2000 sites in line with the emerging mitigation and monitoring strategy for recreational impacts on those sensitive sites;
  - the delivery of any other infrastructure requirements in a made Neighbourhood Plan.

#### Viability

Proposals seeking to justify a departure from policy on viability grounds:

1. should be supported by a suitable, transparent viability appraisal that accords with the required Council's methodology;

## Sustainable Development Policies 7

2. should be submitted with relevant proposals at validation stage. In all cases the submitted assessment will be made publicly available;
3. additional appraisals will be required to support applications that are materially altered post submission.

On medium and longer term developments including phased schemes, the Council will require additional viability appraisals at subsequent phased / reserve matter stages where the Council and or Developer considers that there has been significant change in market conditions.



### Have any Alternative Options been considered?

It is not considered that any reasonable alternatives to this policy are available. For further details see the [Alternatives Considered](#) document.

## Provision & Retention of Local Facilities & Services

**The purpose of this policy** is to allow for new community facilities and services in sustainable locations and to prevent the premature loss of important local facilities where their continued use is considered to remain a reasonable prospect.

- 7.52** In a large rural area such as North Norfolk the loss of the last remaining convenience store, public house or other important facility in a village, or even a small town, can have a significant impact upon the ability of residents to meet their needs locally. As well as increasing the need to travel, the loss of services can threaten the viability and vitality of rural communities.
- 7.53** Proposals for redevelopment of a local facility will therefore be carefully assessed and, where there is no alternative provision planned, applications for redevelopment or change of use will need to be justified, including in the case of commercial uses, via viability testing. As a minimum, this should consider the demand for the use, demonstrate if there is a reasonable prospect of the use being retained, and show that the property has been subject to appropriate marketing for a period of at least 12 months in order to ascertain whether another operator is interested in running the facility / service. Applicants should not seek to demonstrate that the age or poor condition of a facility makes it no longer viable to maintain, or reduces demand for it, as these are matters that can often be addressed.
- 7.54** Increase in health care provision and the provision of homes suitable for the elderly, those with disabilities, and those requiring specialist forms of accommodation for older people is a key priority for the Council. Those areas designated as Health and Social Care Campuses will be safeguarded for health and social care developments, or those developments which facilitate the delivery of improved health and social care in the immediate vicinity.

### Policy SD 6

#### Provision & Retention of Local Facilities and Services

New or improved community facilities or services will be permitted within the **Selected Settlements** or within the designated **Countryside** where they meet the identified needs of the local community.

## 7 Sustainable Development Policies

Development proposals that would result in the loss of premises currently, or last used for, important local facilities and services<sup>(16)</sup> will not be permitted unless:

1. alternative provision of equivalent or better quality is available in the vicinity or will be provided and made available prior to commencement of redevelopment; or
2. it can be demonstrated that there is no reasonable prospect of retention of the facility or service; and if it is a commercial operation it has been marketed for a period of at least 12 months, a viability test has demonstrated that the use is no longer viable and that all reasonable efforts have been made to sell or let the property at a realistic market price<sup>(17)</sup>

Development proposals on designated **Health and Social Care Campuses** at Cromer, Fakenham, High Kelling, North Walsham and Wells-next-the-Sea that would otherwise accord with Development Plan policies but would result in the loss of health care facilities will not be permitted unless the proposal enables the delivery of a replacement facility of equal or greater community benefit in that locality before an existing facility is lost.



### Have any Alternative Options been considered?

It is not considered that any reasonable alternatives to this policy are available. For further details see the [Alternatives Considered](#) document.

## Renewable Energy

**The purpose of this policy** is to help increase the use and supply of renewable energy, low carbon energy and heat.

- 7.55** The Framework requires that Local Plans develop a positive strategy to promote energy generation from renewable and low carbon sources. The Framework encourages Local Plans to maximise renewable and low carbon energy development, while ensuring that adverse impacts are addressed satisfactorily, and to consider identifying suitable areas for development, and support community-led initiatives for renewable and low carbon energy.
- 7.56** The Framework states that when determining planning applications for renewable and low carbon development, local planning authorities should approve the application if its impacts are (or can be made) acceptable. Proposed wind energy development should not be considered acceptable unless it is located in an area identified as suitable for wind energy development in the Plan; and, following consultation, it can be demonstrated that the planning impacts identified by the affected local community have been fully addressed and the proposal has their backing.
- 7.57** Whilst the Council is keen to support renewable energy developments, these developments can have significant negative effects on the environment and these need to be carefully managed. There is a need to ensure sufficient protection for the distinctive and sensitive landscape and environment in North Norfolk.

16 Important local facilities and services include a primary school, convenience store, bank, post office, public house, petrol filling station, public hall or indoor sports facility, theaters and cinemas and other cultural facilities and small scale health care facility where the facility is within the Countryside or is the last of its kind within a selected settlement in the settlement hierarchy.

17 Demonstrated as commercial market price by local valuer to the satisfaction of the Council.

## Sustainable Development Policies 7

- 7.58** The Landscape Sensitivity Study, 2018 (LSS), provides evidence and context for policies within the Draft Plan and has been used to inform the draft Renewable Energy policy and to assist in the identification of potentially suitable areas for wind turbines. LSS uses the updated 2018 Landscape Character Assessment (LCA) as the basis for identifying the overall sensitivity to different renewable energy developments for each Landscape Character Type (LCT) and in the Area of Outstanding Natural Beauty (AONB), indicating areas that may be more or less sensitive in the landscape.
- 7.59** Wind energy development proposals will be supported in principle where it can be demonstrated that the landscape sensitivity for the proposed scale of turbine does not exceed 'Moderate-High'. This sensitivity classification maintains opportunities for wind energy development of up to 60m hub/100m tip height across the least sensitive parts of the District. All proposals should complement the particular characteristics of the surrounding landscape and the Landscape Character Assessment will assist in assessing the impact of individual proposals.
- 7.60** There is considerable potential for offshore wind power to contribute to renewable energy production, and, while offshore proposals are not subject to planning consent, permission is required for the associated on-land infrastructure. These applications will be determined in line with the criteria contained in the policy below.

### Policy SD 7

#### Renewable Energy

Renewable energy proposals will be supported and considered in the context of Sustainable Development and climate change, taking account of the wide environmental, social and economic benefits of renewable energy gain and its contribution toward energy supply.

Proposals for renewable energy technology, associated infrastructure and integration of renewable technology on existing or proposed structures will be permitted where individually, or cumulatively, there are no significant adverse effects on;

1. the surrounding landscape, townscape and cumulative landscape character and visual impacts; and
2. the special qualities of all nationally important landscape, heritage assets, including their settings which must be conserved or enhanced; and
3. residential amenity (noise, fumes, odour, traffic, broadcast interference); and

In the case of proposals for wind energy development, proposals that lie outside of an area classified as having high sensitivity within the Landscape Sensitivity Assessment , 2018 and there are no significant adverse effects on;

1. the cumulative impacts on air traffic safety, radar, reflected light, heritage, radar and telecommunications, or any such impacts have been adequately mitigated; and
2. residential amenity in terms of shadow flicker, vibration and visual dominance; and
3. landscape character, unless it can be demonstrated that the impact is acceptable in accordance with the adopted landscape character evidence base.

All planning applications for wind turbines should demonstrated that the planning impacts identified by the affected local community have been fully addressed and the proposal should have their backing.

## 7 Sustainable Development Policies



### Have any Alternative Options been considered?

Yes, for further details see the [Alternatives Considered](#) document.

### Fibre to the Premises

**The purpose of this policy** is to ensure the delivery of Fibre to the Premises (FTTP) to all homes on new developments so they have access to high speed broadband.

- 7.61** National policy sets clear, ambitious targets for the availability of full fibre broadband and seeks to ensure that FTTP is delivered to the majority of the population. Over the plan period, the use and demand of high speed broadband connections in homes will continue to grow exponentially - with increased dependency on technology in our everyday lives. Access to high speed broadband is a vital component of infrastructure in today's world, it is key to growing a sustainable local economy, vital for education and home working and an increasingly a central part of community cohesion and resilience, particularly in rural areas like North Norfolk. The availability, reliability and speed of fixed broadband provision is now a key consideration for most house buyers as well as visitors and many view it as just as essential as the traditional utilities. The provision of high speed broadband is also a key consideration for the business sector.
- 7.62** Broadband is now considered an essential utility and all new homes in North Norfolk should have access to full fibre high speed broadband. It is important that the vital fibre infrastructure is delivered at the earliest point and will be required to be operational at the first occupation. Development proposals will have to demonstrate how it is proposed that FTTP will be brought to the site and delivered to individual properties. High speed broadband is now an important factor for businesses and business growth and new employment generating development will be required to provide FTTP.
- 7.63** Development proposals will need to demonstrate that connections to full fibre broadband through FTTP have been planned for as part of development proposals. This will be evidenced in a 'Site Connectivity Plan' that will be submitted as part of any development proposal.
- 7.64** A Fibre to the Premises connectivity plan will contain the following:
- evidence that there has been engagement with the fixed broadband telecoms infrastructure provider resulting in a contract for provision, and;
  - evidence that an agreement to connect to the development site has been secured, and
  - details on how the physical infrastructure (e.g. ducting) on site is capable of supporting gigabit-capable networks, and;
  - once completed, information is provided to demonstrate that sites have gigabit-capable infrastructure – including network speed test and capacity information.

### Policy SD 8

#### Fibre to the Premises (FTTP)

All residential developments and all new employment generating development will enable FTTP at first occupation.



## Sustainable Development Policies 7

All new dwellings, including those provided via building conversions must be designed and constructed in a way that enables them to meet or exceed the Government's Building Regulations relating to provision of high speed FTTP infrastructure in the home or any subsequent national equivalent standard should the Building Regulations and/or national policy be reviewed in the future.

Where it can be demonstrated that FTTP is not practicable due to demonstrated special circumstances, then alternative technological options (for example Superfast Fibre to the Cabinet or Fixed Wireless Access) would need to be provided. For such schemes the Council's expectation is that provision in the form of ducting and other necessary infrastructure for the future delivery of FTTP will be provided, where practicable.



### Have any Alternative Options been considered?

Yes, for further details see the [Alternatives Considered](#) document.

## Telecommunications Infrastructure

**The purpose of this policy** is to facilitate the growth of mobile telecommunications systems and infrastructure while keeping the environmental impact to a minimum.

- 7.65** National policy sets clear, ambitious targets for the availability of 5G networks and seeks to ensure that high speed mobile infrastructure is delivered to the majority of the population. There is still a need to provide 4G mobile infrastructure in some parts of the district. Over the plan period, the use and demand for mobile will continue to grow exponentially and is key to growing a sustainable local economy, vital for education and home working and an increasingly a central part of community cohesion and resilience, particularly in rural areas like North Norfolk. The availability, reliability and speed of mobile is a key consideration for most house buyers as well as visitors.
- 7.66** Whilst the Council is keen to support the development and delivery of mobile communications infrastructure, these developments can have negative impacts on the environment and there is a need to ensure sufficient protection for the distinctive and sensitive landscape and environment in North Norfolk. The sharing of existing telecommunication infrastructure and use of existing buildings and structures to accommodate new equipment is strongly encouraged where it represents the optimum environmental solution. Operators and infrastructure providers will be expected to develop innovative solutions in terms of design, structure, materials and colouring to achieve these requirements. Operators may be required to provide evidence regarding the need for the proposed development, and conditions will be applied to permissions requiring the removal of any mast / apparatus when they become redundant.
- 7.67** New development should ensure that it has considered any need and demand resulting from the development and take pro-active steps in engaging with service and infrastructure providers to ensure that there is connectivity or coverage in the development location. Development proposals will need to demonstrate that connections to mobile telecommunications have been planned for as part of development proposals. This will be evidenced in a 'Site Connectivity Plan' that will be submitted as part of any development proposal.

## 7 Sustainable Development Policies

**7.68** Mobile telecommunications connectivity requirements plan will contain the following:

- evidence that developers have engaged with telecoms service and infrastructure providers to ascertain connectivity and mobile internet coverage for the site;
- where there are deficiencies in coverage, development proposals must provide information on how the coverage is to be improved. This may be information provided by operators regarding network improvements or it could be provision of physical infrastructure on the development site - where practical.

### Policy SD 9

#### Telecommunications Infrastructure

All residential developments and new employment generating development should consider the mobile telecommunications requirement of the development proposals to ensure and demonstrate that there is sufficient coverage.

The Council will support proposals for the provision and improvement of new telecommunications infrastructure provided that:

1. it has been demonstrated that there are no reasonable opportunities for sharing a site, mast or facility with existing telecommunications infrastructure in the area that would not result in a greater visual impact;
2. the installation and any associated apparatus is sited and designed to avoid any unacceptable impact on the North Norfolk landscape with particular consideration given to the impact on the Norfolk Coast Area of Outstanding Natural Beauty;
3. it has been demonstrated that the least environmentally intrusive option has been selected, including the use of innovative design and construction and/or sympathetic camouflaging;
4. any building-mounted installations would not have an unduly detrimental impact on the character or appearance of the building.

Prior approval of the siting and appearance of the development will be required if the proposal is within or would affect the Norfolk Coast AONB, The Broads, a Conservation Area, a Listed, or Locally Listed Building, an Historic Park or Garden, a site of archaeological importance, a site designated for its nature conservation importance or if it would have an adverse impact elsewhere.



#### Have any Alternative Options been considered?

Yes, for further details see the [Alternatives Considered](#) document.

# Sustainable Development Policies 7

## Climate Change

**7.69** The planning system should support the transition to a low carbon future taking full account of the potential impacts of climate change. In this section of the Plan we explain our approaches to managing flood risk, coastal erosion and adaptation, and minimising pollution. Taken together with our proposed housing construction policies, and support for renewable energy these policies will minimise the vulnerability of new development to the potential impacts of climate change by ensuring that it avoids risk areas wherever possible and is resilient to potential risks.

## Flood Risk & Surface Water Drainage

**The purpose of this policy** is to ensure appropriate management of surface water and to reduce flood risk across the District

- 7.70** The aims of national policy are to avoid inappropriate development in areas at risk of flooding by directing development away from areas at the highest risk of such flooding and that where development is necessary in such areas, the development should be made safe for its lifetime, without increasing flood risk elsewhere. The quantification of flood risk has two dimensions, the prospect of a flood event occurring and the potential consequences of flooding from all sources – including from rivers, sea and surface water<sup>(18)</sup>. Development proposals in areas at risk from flooding are required to undertake a sequential test, which steers new development to areas with the lowest risk of flooding and where it has to be proven there are no suitable areas of land with a lesser risk of flooding and an exception test which demonstrates sustainability benefits of development to the community that outweigh the flood risk and ensures the development is safe for its lifetime, without increasing flood risk elsewhere.
- 7.71** The National Planning Policy Framework requires the Council to prepare a Strategic Flood Risk Assessment, SFRA to inform the Local Plan. The risk of flooding should be avoided, where possible, taking into account the current and future impacts of climate change. An up to date SFRA was prepared in 2017 in co-operation and collaboration with other Norfolk planning authorities, the Environment Agency and the Lead Local Flood Authority. The SFRA is the most up to date assessment of flood risk extents from all sources of flooding and identifies areas at risk from flooding both now and in the future after taking climate change into account.
- 7.72** National policy directs that all development plans (including neighbourhood plans) are informed by a SFRA, and that they should manage flood risk from all sources, consider any cumulative impacts and take account of advice from the Environment Agency and the Lead Local Flood Authority (Norfolk County Council).
- 7.73** The Strategic Flood Risk Assessment has been used in assessing potential sites for allocation in this Local Plan. In determining development proposals the Council has to satisfy itself that any proposal would not increase flood risk elsewhere. In line with the NPPF<sup>(19)</sup> the Council requires Flood Risk Assessments to be submitted with all applications for development in flood zone 2 and 3 and for any proposals on sites of 1 hectare or more which are identified as in Flood zone 1 or which has been identified as having critical drainage issues by the environment Agency, or has an increased flood risk as identified in the SFRA, or where development would introduce a more vulnerable use on land that may be subject to other sources of flooding, such as on Dry Islands. In the case of minor development such as household development, small non -residential extensions and changes of use proposals should still meet the

18 PPG Paragraph: 002 Reference ID: 7-002-20140306.

19 Footnote 50, NPPF, 2018.

## 7 Sustainable Development Policies

requirements for site specific flood risk assessments but should not be subject to the sequential or exception tests as set out in the NPPF, para 163-164. The Strategic Flood Risk Assessment should be used in assessing the flood risk of new development proposals along with any new information that has become available since its production.

- 7.74** This Plan makes adequate provision to deliver all necessary growth without the need to develop in areas susceptible to flooding and there is limited justification for additional residential development proposals in areas of flood risk as identified by the Strategic Flood Risk Assessment (SFRA). Only in exceptional circumstances will permission be granted. Such an example could be where, through the preparation of a Neighbourhood Plan, additional need for housing has been identified. Here housing could be allocated on a site at risk from flooding providing it is demonstrated through the Neighbourhood Plan preparation that the sequential and exception tests have been undertaken including demonstrating that there are no other available sites at a lower risk of flooding within the Neighbourhood Area, that there are additional sustainability benefits and that the development can be made safe for its lifetime. This assessment would take into account all sources of flooding. In such circumstances applicants will need to provide a Flood Risk Assessment, FRA, prepared by a suitably qualified professional, demonstrating that the development provides wider sustainability benefits to the community that outweigh flood risk and that the proposed development will be safe for its lifetime, taking account of the vulnerability of its users, without increasing flood risk elsewhere, and, where possible, will reduce flood risk overall. The following should be considered in the FRA: The design of any flood defense infrastructure; access & egress; operation & maintenance of defenses; design of the development to manage & reduce flood risk wherever possible; resident awareness; flood warning and evacuation procedures; and, any funding arrangements required for implementing measures.

### Surface Water

- 7.75** Surface water and foul water disposal/ treatment created by new development needs to be managed in sustainable ways, to reduce the potential for the increased risk of flooding and prevent environmental impacts. The default position is that Sustainable Urban Drainage Systems, SuDS, should be provided. These should be in line with the requirements of the Framework, para 165 and updates plus local guidance provided by the Lead Local Flood Authority (LLFA). The use of SuDS should be considered at the earliest possible stage of an application and in the preparation of a design solution, in conjunction with any open space proposals and landscaping schemes and where possible provide multi-functional benefits.
- 7.76** SuDS should form an integral part of the green infrastructure framework of a site, and provide wider amenity, recreational & biodiversity benefits where appropriate. Consideration should be given to all four pillars of Water Quantity, Water Quality, Amenity and Biodiversity, and the multi-functional benefits of land use and permeable materials to aid infiltration and ground storage such as permeable paving and green roofs. Where SuDS proposals are submitted, a drainage strategy detailing the requirements from the LLFA, the appropriate minimum operational standards, and a detailed maintenance and management arrangements for the lifetime of the development should be submitted. In adherence with LLFA guidance, drainage strategies must also consider the drainage hierarchy, the potential increase in the volume of runoff from a development as a result of increases in the area of impermeable surfaces, water quality and exceedance. Although post development runoff rates may be restricted to equivalent pre-development greenfield runoff rates, the duration of the storm over which the site could discharge at this rate is likely to increase and the volume of water leaving and increase flood risk downstream. Proposals should adequately address the potential increase in the volume of runoff along with other requirements of the LLFA. Planning conditions and planning obligations will be sought by the Council in order to secure the maintenance and management of SuDS.

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- 7.77** The degree to which any solution may be considered appropriate will depend on its impacts on wider land drainage interests and strategies to address water disposal management and flood risk. Other factors to consider are existing natural and built features, watercourses, flood defences and the use of permeable surfaces or other source control measures.
- 7.78** Proposals should take account of national guidance outlined in the Planning Practice Guidance, PPG<sup>(20)</sup> and follow a hierarchy of drainage options set out in order of preference for surface water run off:
- 7.79** *Discharge into the ground (shallow infiltration), discharge to a surface water body, discharge to a surface water sewer, highway drain, or another drainage system, followed by discharge to a combined sewer.* Anglian Water advise that discharge to SuDS is the preferred method of surface water disposal and that discharge to the public sewerage network would be considered as a last resort only ensuring that there is no detriment from the additional surface water flows.<sup>(21)</sup>
- 7.80** Further broad guidance to the surface water management and SuDS is included in chapter 9 of the 2017 SFRA including the identification of ground water protection zones and soil types and should be referred to. Anglian Water also issued guidance, which should be referred to. This includes: Anglian Water's Suds Adoption handbook, Anglian Water's Surface Water policy and Sewers for Adoption v8 and any successor documents.
- 7.81** Proposals that do not include the use of SuDS will need to demonstrate why it would be in appropriate and provide clear evidence. The decision on whether a sustainable drainage system would be inappropriate in relation to a particular development proposal is a matter of judgement for the Council, and advice will be sought from the LLFA on submitted material and what sort of drainage system they would consider to be reasonably practicable by way of reference to the technical standards published by the Department for Environment, Food and Rural Affairs<sup>(22)</sup>.

### Policy SD 10

#### Flood Risk & Surface Water Drainage

All new development will:

- be located to minimise the risk of flooding, mitigating any such risk through avoidance, design of mitigation and include sustainable drainage (SuDS) principles;
- not materially increase the flood risk to other areas and incorporate appropriate surface water drainage mitigation measures to minimise its own risk of flooding ;
- have regard to climate change, the NNDC Strategic Flood Risk Assessment, 2017 and subsequent updates.

Developers will be required to show that the proposed development:

1. complies with national policy including where appropriate the sequential and exceptions tests<sup>(23)</sup>;

20 PPG Paragraph: 080 Reference ID: 7-080-20150323.

21 A surface water connection to the combined or foul sewer can only be permitted under exceptional circumstances if evidence shows that the previous site was connected to the same sewer and there are no other new feasible discharge options. It is current Anglian Water Policy to seek to separate any surface water from ANY new developments to relieve the existing pressures and treatment requirements. The LLFA also consider that deep infiltration (infiltration greater than 2m below ground) is similar to discharging to a surface water sewer.

22 Sustainable drainage systems: non-statutory technical standards, March 2015.

23 In-line with NPPF and PPG.

## 7 Sustainable Development Policies

2. does not increase green field run off rates and vulnerability of the site, or the wider catchment, to flooding from surface water run-off from existing or predicted water flows;
3. wherever practicable, has a positive impact on the risk of surface water flooding on site and in the surrounding area adjacent to the development; and,
4. addresses the potential impact of infiltration upon groundwater Source Protection Zones and/or Critical Drainage Catchments.

Where SuDS are proposed, development proposals should be an integral part of the green infrastructure framework of the site and seek to provide multi-functional benefits by combining water management with open space with benefits for amenity, recreation and wildlife.

The approach to surface water drainage should be based on evidence of an assessment of site conditions and national guidance, reflecting best practice<sup>(24)</sup>. Developers should provide the appropriate information required to assist in the determination of such application as issued by the LLFA. Detailed maintenance and management arrangements for the lifetime of the development should be submitted. Funding will be via planning conditions and or planning obligations.

Where drainage proposals are submitted which consider flood risk and proposed sustainable drainage systems, a Flood Risk Assessment, FRA and drainage strategy should be submitted. This includes the requirement to provide at the pre application and outline stage details of a drainage strategy/statement showing at least one achievable drainage solution with evidence and sketch layout plan including proposed means of adoption and maintenance of the systems over the lifetime of the development. In adherence with LLFA guidance, drainage strategies must also consider the potential increase in the volume of runoff from a development as a result of increases in the area of impermeable surfaces along with water quality and exceedance issues.

Surface water should be managed at the source, with reduced transfer and discharge elsewhere following the hierarchy of drainage options as reasonably practicable:, firstly:

1. into the ground (shallow infiltration); then,
2. to a surface water body; then,
3. to a surface water sewer, highway drain, or another drainage system, then;
4. to a combined sewer.

Evidence of how the hierarchy could be achieved is required and where it cannot be provided, evidence of an alternative plan should be submitted. Where there is no alternative option but to discharge surface water into a combined sewer, developers will need to engage with the appropriate bodies and demonstrate why there is no alternative. Clear evidence depicting the above and that the discharge of surface water will be limited to attenuation rate, including climate change allowance, will need to be submitted.

New residential development on sites not allocated in this Local Plan or a Neighbourhood Plan will not be permitted on sites at risk from flooding from any sources except where it can be demonstrated that wider sustainability benefits outweigh flood risk.

24 Including but not limited to Lead Local Flood Authority (LLFA) guidance 2017 and updates, NNDC-SFRA, PPG and Sustainable Drainage Systems, Non-statutory technical standards for sustainable drainage systems, March 2015, Department for Environment, Food and Rural Affairs.

# Sustainable Development Policies 7



## Have any Alternative Options been considered?

Yes, for further details see the [Alternatives Considered](#) document.

## Coastal Erosion

**The purpose of this policy** is to reduce the risk from coastal change by managing the types of development which will be supported in potential risk areas.

- 7.82** North Norfolk's coast is in places low-lying and in others it is characterised by cliffs comprising soft silts, clays, sand and gravel and other material that is susceptible to erosion. Erosion has taken place over thousands of years and these natural processes will continue to affect the coastline. Hard defences protect the settlements of Sheringham, Cromer, Overstrand, Mundesley and large sections between Happisburgh and Winterton Ness.
- 7.83** The Framework states that Plans should reduce the risk from coastal change by avoiding inappropriate development in vulnerable areas and not exacerbating the impacts of physical changes to the coast. It states that Plans should identify Coastal Change Management Areas (CCMA) which cover areas likely to be affected by physical changes to the coast. The National Planning Practice Guidance (NPPG) states that a Coastal Change Management Area should be defined where change is likely to be significant over the next 100 years. The NPPG states that Shoreline Management Plans should be taken into account. The Framework states that Plans should be clear as to what development will be appropriate in the Coastal Change Management Areas and in what circumstances. The National Planning Practice Guidance states that residential development will not be appropriate within a Coastal Change Management Area but some commercial and community development may be appropriate within the area depending on the level of risk and the sustainability of the proposals.
- 7.84** The Marine and Coastal Access Act (2009) sets out provisions for the creation of a continuous, signed and managed path around the entire English coast, including provision of a coastal margin. The Framework states that development should not hinder this objective. Currently the section of the coast from Horsey to Weybourne has been designated, with the western section of the District beyond Weybourne to Holkham, under consideration at the time of writing.
- 7.85** Shoreline Management Plans (SMPs) set out how the coastline should be managed. They determine appropriate, strategic policies for coastal management that balance the many and often competing aspirations of stakeholders with proper regard for economic and environmental sustainability. They include policy statements for discrete lengths of coast with shared attributes, broken down into short, medium and long-term time bands. There are two SMPs covering the North Norfolk coast, SMP5: North Norfolk and SMP6: Kelling Hard to Lowestoft Ness (adopted 2012). The SMPs identify a high level 100 year strategy for each section of the coast, divided into the three time bands. The aim of the strategy is to move towards a more naturally functioning coast and to allow for cliff erosion so that this sediment supports beach levels. Since the adoption of the SMP, a number of studies have been undertaken to better understand these natural processes and schemes are being taken forward to extend the life of existing hard defences such as at Mundesley. At Bacton Gas Terminal, an innovative sandscaping scheme is in development which will deposit sand in front of the terminal and aims to protect the beaches at Bacton and Walcott.
- 7.86** At this time the SMP evidence remains the best available information on likely future coastal erosion and should be used as a basis for assessment of properties at risk, unless an applicant,

## 7 Sustainable Development Policies

through a Coastal Erosion Vulnerability Assessment (CEVA) provides more up to date, robust, site-specific information. The Coastal Change Management Area (CCMA) will be defined in the Local Plan as those areas assessed in the Shoreline Management Plan as potentially at risk over a 100 year period.

- 7.87** All planning applications for development within the CCMA must be accompanied by a CEVA and take into account the potential impact upon the development of retreat of the shoreline. The vulnerability assessment should be appropriate to the degree of risk and the scale, nature and location of the development. It should demonstrate that new development provides wider sustainability benefits that outweigh the predicted coastal change impact; will be safe through its planned lifetime, without increasing risk to life or property, or requiring new or improved coastal defences; does not affect the natural balance and stability of the coastline or exacerbate the rate of change and should consider and identify measures for managing the development at the end of its planned life. The assessment will also need to demonstrate that the proposed development will not increase the risk of erosion (e.g. from surface water run-off).
- 7.88** These affected coastal communities have already experienced blight in the form of reduced property values and investment and there is recognition of the need for a more flexible approach to coastal management which allows for natural processes while at the same time enabling coastal communities to be sustainable, economically viable and maintain attractiveness to visitors.
- 7.89** SMPs provide a strategic approach to the management of the coast. As such, proposals for new coastal management works or other essential infrastructure should be in accordance with the management policies identified in the SMPs. Where there is a need and or a desire to develop a coastal management scheme that is contrary to the current Shoreline Management Plan this should be dealt with through a review of the SMP prior to a planning application being considered.
- 7.90** New development or intensification of new development in a coastal location, but outside the CCMA, such as the promenade frontages of Cromer, Mundesley and Sheringham, also needs to consider the impacts of coastal change. Although these areas are protected by hard defences, the changing sea levels and increased extreme weather events as a result of climate change will impact on these areas and consideration needs to be given to future-proofing such developments so that they are designed to withstand likely future conditions.

### Policy SD 11

#### Coastal Erosion

Within the **Coastal Change Management Area**, as defined on the Policies Map <sup>(25)</sup>, proposals for new residential development, including conversion of existing buildings, will not be permitted. For other uses, planning permission will be granted for development proposals subject to:

1. it being demonstrated through a **Coastal Erosion Vulnerability Assessment** that the proposal will not result in an increased risk to life, or a significantly increased risk to property; or,
2. the works are consistent with the relevant Shoreline Management Plan and there will be no material adverse impact on the environment or elsewhere along the coast; and,
3. the proposal comprises essential infrastructure including coast protection schemes; or,



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4. proposals for temporary permission, directly related to the coast, of a temporary or impermanent nature together with, as appropriate, a legal agreement to secure the long term management potentially including the eventual demolition and removal of the development; or
5. proposals are for providing commercial, leisure or community infrastructure which provides substantial economic, social and environmental benefits to the community.

In any location, development proposals that are likely to increase coastal erosion as a result of changes in surface water run-off will not be permitted.

New development, or the intensification of existing development in a coastal location, but outside the Coastal Change Management Area, will need to demonstrate that the long-term implications of coastal change on the development have been addressed.



### Have any Alternative Options been considered?

Yes, for further details see the [Alternatives Considered](#) document.

## Coastal Adaptation

**The purpose of this policy** is to make provision for development and infrastructure that needs to be relocated away from Coastal Change Management Areas.

- 7.91 The stretch of the coast from Kelling Hard to Cart Gap, Happisburgh consists of soft glacial cliffs and sandy beaches and has been subject to coastal erosion for thousands of years. The Kelling Hard to Lowestoft Shoreline Management Plan identifies areas and properties at risk from coastal erosion. The area at risk, a Coastal Change Management Area is identified in **Policy SD 11 'Coastal Erosion'** and on the Policies Map.
- 7.92 The National Planning Policy Framework states that Local Plans should make provision for development and infrastructure that needs to be relocated away from Coastal Change Management Areas. The National Planning Practice Guidance advises that either formally allocating land in a Local Plan or allowing for relocation where planning permission would normally be refused are two ways in which this can be achieved.
- 7.93 **Policy SD 12 'Coastal Adaptation'** allows for the relocation of residential, community, agricultural and commercial properties that are within the Coastal Change Management Area to areas inland defined as the Countryside where development is normally restricted.
- 7.94 In view of the likely effects of coastal erosion on coastal communities and the local economy of those areas at risk, it is considered important to enable adaptation to take place in advance of the actual loss of property. Allowing replacement development to take place in the Countryside policy area is intended to assist in minimising the blighting effects resulting from the identification of Coastal Change Management Areas and enabling communities to “roll-back” in order to help secure the long-term future sustainability of coastal areas.
- 7.95 In order to be eligible residential properties must be at risk from erosion within a 20 year period.

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This enables property owners to take a pro-active decision to relocate to an alternative location well before erosion becomes an imminent threat. In order to maintain the sustainability of coastal settlements, relocation should take place close to the existing community.

- 7.96** Temporary uses for the affected properties, in advance of their loss, are to safeguard the economic and social well-being of the settlements affected and secure environmental gains. The future use of such sites or buildings should be secured (by legal agreement) in perpetuity, and in relation to vacated dwellings, interim uses will be considered if beneficial to the well-being of the local community, however, the occupancy will be time-limited to minimise risk.

### Policy SD 12

#### Coastal Adaptation

Proposals for the relocation and replacement of community facilities, infrastructure, commercial, agricultural and business uses affected by coastal erosion will be permitted in the Countryside, provided that:

1. the proposed development replaces that which is in the **Coastal Change Management Area** and is forecast to be affected by erosion within 20 years of the date of the proposal;
2. the new development is beyond the Coastal Change Management Area shown on the Policies Map <sup>(26)</sup> and is in a location that is well related and accessible to the coastal community from which it was displaced;
3. the site of the development / use it replaces is either cleared and the site rendered safe and managed for the benefit of the local environment, or put to a temporary use that is beneficial to the well-being of the local community, as appropriate; and,
4. taken overall (considering both the new development and that which is being replaced) the proposal should result in no detrimental impact upon the landscape, townscape or biodiversity of the area, having regard to any special designations.

Proposals for the relocation and replacement of dwellings affected by erosion will be permitted, provided that:

1. the development replaces a permanent dwelling (with unrestricted occupancy), which is within the Coastal Change Management Area and is forecast to be at risk from erosion within 20 years of the date of the proposal; and,
2. the new dwelling(s) is/are used as a primary residence;
3. the new development is beyond the Coastal Change Management Area shown on the Policies Map and is in a location that is well related to the coastal community from which it was displaced, and:
  - a. adjoins an existing group of dwellings;
  - b. the development does not result in an isolated form of development;
  - c. the development is in proportion to and respects the character, form and appearance of the immediate vicinity and surrounding area; and,
  - d. is consistent with other policies in the Local Plan.

If such a site is not available, the relocated development is within or adjacent to a defined **Selected Settlement**; and,

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1. the site of the dwelling it replaces is either cleared, and the site rendered safe and managed for the benefit of the local environment, or put to a temporary use that is beneficial to the well-being of the local community, as appropriate. The future use of the site should be secured (by legal agreement) in perpetuity. Interim use as affordable housing will be considered beneficial to the well-being of the local community in interpreting this clause; and
2. taken overall (considering both the new development and that which is being replaced) the proposal should result in no detrimental impact upon the landscape, townscape or biodiversity of the area, having regard to any special designations.



### Have any Alternative Options been considered?

Yes, for further details see the [Alternatives Considered](#) document.

## Pollution & Hazard Prevention and Minimisation

**The purpose of this policy** is to minimise, and where possible reduce, all emissions and other forms of pollution, including light and noise pollution, and ensure no deterioration in water quality.

- 7.97** The Local Plan plays a key role in determining the location of development that may give rise to pollution, either directly or indirectly, and, as far as possible, in ensuring that other uses and development are not affected by major existing or potential sources of pollution. New development should minimise all types of pollution and where possible seek to reduce emissions and other pollution in order to protect the natural environment.
- 7.98** The policy is intended to restrict polluting development, and not cover general amenity issues around small scale uses such as hot food takeaways that will be covered by planning conditions and Environmental Health regulations.
- 7.99** Air quality in North Norfolk is generally good and monitoring shows that pollutants are within target values. Annual average concentrations of Nitrogen Dioxide in the latest period did not exceed the national objective. The only exception to this was a single peak in Hoveton. However, this was only a single month and the concentration gradually declined<sup>(27)</sup>. To date no Air Quality Management Areas have been declared. The Council will continue to monitor air quality for the foreseeable future.
- 7.100** Many water courses in North Norfolk have national or international environmental designations and it is particularly important that water quality standards are met. New development must ensure that any effects such as increases in sewage effluent discharges can be achieved without detriment to water quality. The Water Framework Directive<sup>(28)</sup> has an aim of preventing deterioration in water status and improving water quality and developers must strive to achieve the objectives contained within it.
- 7.101** Light and noise pollution arising from new development can, individually and cumulatively, have a significantly damaging impact on the countryside and settlements in North Norfolk

<sup>27</sup> North Norfolk District Council, 2017 Air Quality Annual Status Report; p. i.

<sup>28</sup> Directive 2000/60/EC of the European Parliament and of the Council of 23 October 2000 establishing a framework for Community action in the field of water policy.

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where many places do not have street lights and where the tranquil environment is highly valued. Paragraph 180 of the NPPF relates to development being appropriate for its location; referring specifically to noise and light pollution, and draws attention to intrinsically dark landscapes and nature conservation. North Norfolk boasts some of the darkest skies in the county and this lack of artificial light helps the area retain its rural character.

- 7.102** The Norfolk Coast Area of Outstanding Natural Beauty Partnership has as part of its 20 year vision that "the area will still be essentially unspoilt with a strong feeling of remoteness, peace and tranquillity, with wide skylines, seascapes and dark night skies that show the richness and detail of constellations."<sup>(29)</sup> To date, two locations in North Norfolk (Wiveton Downs and Kelling Heath Holiday Park) have been awarded Dark Sky Discovery Site<sup>(30)</sup> status and special attention should be given to these areas and the wider AONB. Lighting in new development should be limited to that necessary for security. Consideration should also be given to ways of minimising light pollution from large glazed areas. The NPPG provides further advice on how to consider light within the planning system in particular setting out the factors to be considered when assessing whether a development proposal might have implications for light pollution<sup>(31)</sup>. This guidance and the information set out in the North Norfolk Landscape Character Assessment will be used to inform decision making.
- 7.103** Contaminated land is also a consideration. The most frequent cases of contaminated land in North Norfolk are old quarries that have been filled with unknown material, old brickworks, old town gas sites, ochre, previous landfill sites and bio-contamination from animals. Redundant RAF bases are a potential source of contaminated land that may come forward as new uses are considered. Some of these have already been made suitable for use through the planning system, and future development will continue to present opportunities for remediation. It is important that these issues are identified and addressed early in the preparation of proposals for a site. Remediation should remove unacceptable risk and make the site suitable for its new use. As a minimum, after carrying out the development and commencement of the new use, the land should not be capable of being determined as contaminated land under the relevant Regulations<sup>(32)</sup>.
- 7.104** The Environment Agency offers a charged for discretionary planning advice service<sup>(33)</sup> and the Health and Safety Executive provides advice online via their 'Planning Advice Web App' and a more detailed 'Consultancy Package'<sup>(34)</sup> service to seek to ensure that contaminated land / pollution / hazard issues are resolved before an application is submitted.

### Policy SD 13

#### Pollution & Hazard Prevention and Minimisation

All development proposals should minimise, and where possible reduce, all emissions and other forms of pollution, including light and noise pollution, and ensure no deterioration in water quality. Proposals will only be permitted where, individually or cumulatively, there are no unacceptable impacts on;

29 <http://www.norfolkcoastaonb.org.uk/partnership/dark-skies/1120> accessed 05/12/18.

30 <http://www.norfolkcoastaonb.org.uk/partnership/dark-sky-discovery-sites/1160> accessed on 05/12/18.

31 <https://www.gov.uk/guidance/light-pollution> Paragraph: 001 Reference ID: 31-001-20140306 to Paragraph: 007 Reference ID: 31-007-20140306 accessed on 05/12/18

32 Part IIA of the Environmental Protection Act 1990.

33 <https://www.gov.uk/guidance/developers-get-environmental-advice-on-your-planning-proposals#when-you-can-pay-for-agency-advice> accessed on 05/12/18.

34 <http://www.hse.gov.uk/landuseplanning/developers.htm> accessed 05/12/18. Confirmation whether proposed development is within a HSE consultation zone of a major hazard site or major accident hazard pipeline is a free service. Any detailed advice relating to a proposed development is a charged service.

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1. the natural environment and general amenity;
2. health and safety of the public;
3. air quality;
4. surface and groundwater quality;
5. land quality and condition; and,
6. the need for compliance with statutory environmental quality standards.

Exceptions will only be made where it can be clearly demonstrated that the environmental benefits of the development and the wider social and economic need for the development outweigh the adverse impact.

Proposals for development should minimise the impact on tranquillity and dark skies in North Norfolk and the adjoining Authorities' areas.

Development proposals on contaminated land (or where there is reason to suspect contamination) must include an assessment of the extent of contamination and any possible risks. Proposals will only be permitted where the land is, or is made, suitable for the proposed use.

Development that increases the risk to life or property, except for that which is necessary to the operation of the use causing the hazard, will not be permitted in:

1. **Major Hazard Zones**<sup>(35)</sup>;
2. in the vicinity of existing developments that require particular conditions for their operation or that are authorised or licensed under pollution control or hazardous substances legislation (including hazardous pipelines) where new development would be likely to impose significant restrictions on the activities of the existing use in the future



### Have any Alternative Options been considered?

Yes, for further details see the [Alternatives Considered](#) document.

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### Transport

**7.105** The planning system should actively manage patterns of growth, address the impacts of development on transport networks, promote opportunities to increase walking, cycling and use of public transport, and ensure that patterns of movement, streets, parking and transport considerations are an integral part of designing schemes. The policies in this section are intended to ensure that the transport impacts of new development are properly managed.

### Transport Impact of New Development

**The purpose of this policy** is to ensure that the public highway remains safe and convenient to use for all road users.

**7.106** A primary planning consideration is to ensure that development proposals achieve a suitable connection to the highway that is safe for pedestrians, cyclists and occupants of vehicles. Equally important is the need to ensure that road safety is not jeopardised by allowing proposals that would generate levels of traffic beyond the capacity of the surrounding road network.

**7.107** All new development is required to address the transport implications of that development. Larger schemes are required to prepare Transport Assessments (TA) to illustrate how the amount of trips generated will be accommodated and how accessibility to the site by all modes of transport will be achieved. For non-residential proposals that are likely to have significant transport implications, the Government also requires the submission of travel plans, the purpose of which is to promote more sustainable forms of transport in relation to the activities of a particular development (e.g. encouraging reductions in car usage and increased use of public transport, walking and cycling).

**7.108** The Principal Routes shown on the Policies Maps <sup>(36)</sup> accord with the principal routes identified in the County Council route hierarchy. Proposals that involve a new direct access (proposals where the only access is directly onto the road) onto these roads will not be permitted in order to assist with traffic flow and reduce risk. Exceptions will only be made where the type of development is such that it requires a principal route location, such as road side service stations.

#### Policy SD 14

##### Transport Impact of New Development

Development will be designed to reduce the need to travel and to maximise the use of sustainable forms of transport appropriate to its particular location. Development proposals will be considered against the following criteria:

1. the proposal provides for safe and convenient access on foot, cycle, public and private transport addressing the needs of all, including those with a disability;
2. the proposal is capable of being served by safe access to the highway network without detriment to the amenity or character of the locality;
3. outside designated settlement boundaries the proposal does not involve direct access on to a **Principal Route**, unless the type of development requires a Principal Route location.

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4. the expected nature and volume of traffic generated by the proposal could be accommodated by the existing road network without detriment to the amenity or character of the surrounding area or highway safety;
5. if the proposal would have significant transport implications, it is accompanied by a transport assessment, the coverage and detail of which reflects the scale of development and the extent of the transport implications, and also, for non-residential schemes, a travel plan.



### Have any Alternative Options been considered?

Yes, for further details see the [Alternatives Considered](#) document.

## Parking Provision

**The purpose of this policy** is to ensure the provision of adequate parking.

- 7.109** Government policy seeks to restrict levels of motor vehicle parking associated with new development in order to reduce the use of the private car and to promote more sustainable forms of transport. The provision of parking space can affect the overall appearance of a development and result in an inefficient use of land, therefore careful consideration should be given to how parking provision is incorporated into development proposals. The Framework, allows planning authorities to set local parking standards for residential and non-residential development. Local standards should take into account accessibility of the development, type, mix, and use of the development, availability of and opportunities for public transport, local car ownership levels and the need to ensure an adequate provision of spaces for charging plug-in and other ultra-low emission vehicles (ULEV).
- 7.110** Given the rural nature of North Norfolk and the limited availability of public transport, it is considered essential that appropriate levels of parking are provided within new developments. Insufficient or poorly designed parking provision associated with new development can lead to problems of inappropriate parking on streets, pavements and verges creating highway safety issues and unsightly environments. Over-provision and poor management can lead to the inefficient use of land and can also discourage greater use of more sustainable modes of transport. Whilst recognising the reliance on the private car within a rural district and the need to provide adequate parking, development proposals should seek to support a transition from diesel and petrol fuelled cars to electric powered cars by including active and / or passive provision for electric vehicle charging points where practicable. In addition, designs should strive for flexibility, due to the likelihood of future technology-led changes to the way in which cars and other vehicles are used. Wherever possible, designs should be adaptable, allowing for features, such as new charging technologies, to be incorporated at a later date or for the conversion of parking areas to green space. However, it remains important to address how parking at the existing rate of private car ownership can be accommodated successfully into design.
- 7.111** In addition, vehicle parking is an important tool for visitor management particularly in relation to tourism across the District. Consequently, the provision of off-street visitor parking, particularly where it applies to tourism and town centre development, will be supported in appropriate locations.

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- 7.112** In considering appropriate levels of parking, reference will be given to the parking provision standards as detailed in '**Appendix 1: Parking Standards**' of this document which are based on the standards adopted in the North Norfolk Core Strategy 2008 and the Parking Standards for Norfolk 2007. Proposals should demonstrate how adequate off-road parking will be provided. However, these standards will be applied flexibly having regard to the circumstances of the site, the highway network, relevant advice on the design and integration of parking provision into development and place-making. For example, the parking requirements may be adjusted to help achieve good design objectives at locations with good walking access to public transport and essential services, and in order to help protect heritage assets and designated Conservation Areas.
- 7.113** The parking standards may need to be reviewed over time to provide for new initiatives in line with climate change and low carbon objectives. Therefore regard should always be had to the latest version available.
- 7.114** The Local Plan seeks to promote sustainable transport but recognises that due to the dispersed rural nature of the District there will be a continued reliance on car based travel which requires appropriate provision of vehicle parking alongside new developments and in order to maintain the viability and vibrancy of the District's town centres, visitor locations and wider communities. It is considered that retaining public parking provision in the selected settlements at present levels is essential. Development proposals that would result in the loss of public parking provision will not be permitted unless alternative equivalent or better quality provision is made available in a suitable location prior to the commencement of redevelopment.

### Policy SD 15

#### Parking Provision

Development will be permitted where adequate vehicle parking facilities are provided by the developer to serve the needs of the proposed development. Development proposals should provide sufficient parking spaces to avoid inappropriate on-street parking, highway safety problems and to protect living and working conditions locally.

Development proposals should make provision for vehicle and cycle parking in accordance with the Council's parking standards as a 'starting point' which may be varied in order to reflect local conditions such as the availability of public parking, sustainable travel modes and design and conservation objectives.

Vehicle and cycle parking should be integrated as a key element of design in development layouts to ensure good quality, safe, secure and attractive environments. Proposals will be expected to comply with the requirements of the North Norfolk Design Guide.

In addition, development proposals will provide electric vehicle charging facilities in accordance with **Policy SD 16 'Electric Vehicle Charging'**.

Development proposals that would result in the loss of designated **Car Parks** identified on the Policies Maps will not be permitted. Elsewhere, development proposals that would result in the loss of public car parking facilities which make an important contribution to the local parking provision will not be permitted unless alternative equivalent or better quality provision is made available in a suitable location prior to the commencement of redevelopment.



# Sustainable Development Policies 7



## Have any Alternative Options been considered?

Yes, for further details see the [Alternatives Considered](#) document.

## Electric Vehicle Charging

**The purpose of this policy** is to promote and ensure delivery of appropriate electric vehicle charging infrastructure and to future-proof new developments in the District.

- 7.115** The UK Government has announced their intention for all new cars and vans to be effectively zero emission by 2040. This steers a shift from diesel and petrol fuelled cars and vans towards electric powered vehicles. As part of this strategy, the Government considers that all new homes, where appropriate, should be electric vehicle ready by having a chargepoint available. As such, new development proposals should not only be mindful of this, but should support and enable this transition<sup>(37)</sup>.
- 7.116** The Framework reflects this strategy by requiring at paragraph 110 that "applications for development should... be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations". In addition, the Framework requires Local Planning Authorities, if setting local parking standards, to take into account the need to ensure an adequate provision of spaces for charging plug-in and other ultra-low emission vehicles.
- 7.117** The Automated and Electric Vehicles Act 2018 came into effect on 19th July 2018. It gave the Government new powers to improve public chargepoint availability, for example by ensuring that motorway services are upgraded with plenty of points, and improving consumer confidence in charging their vehicles by:
- making sure that public chargepoints are compatible with all vehicles;
  - standardising how they are paid for;
  - setting standards for reliability.
- 7.118** However, access to overnight charging at home and charging at the workplace will be crucial in promoting the shift towards the use of plug-in hybrids and battery electric vehicles (EV). It is important therefore that new development seeks to encourage continued growth and responds to this essential change. The Government is also keen to ensure that people are not disadvantaged on the basis of having communal parking or by not owning their own home<sup>(38)</sup>.
- 7.119** A Plan Policy requiring the installation of EV charging point infrastructure in new developments will provide an important delivery mechanism to support the Government's objectives by minimising one of the barriers to EV uptake, and will assist in mitigating the impacts of climate change through reducing transport associated carbon emissions. This will also have positive benefits for local air quality.
- 7.120** The level of provision of electric vehicle charging points should be appropriate to the development size and type, its level of parking provision and its context and location. In the case of car parks, upstanding or inset charging points can be integrated into the design,

37 The Road to Zero, Department for Transport, July 2018.

38 The Road to Zero, Department for Transport, July 2018

## 7 Sustainable Development Policies

whereas more innovation may be required for on-street charging points which should be integrated into street lighting columns or other smart street furniture items so as to reduce street clutter.

**7.121** In determining the appropriate power capability to install at a given parking space the main consideration is how long vehicles would typically be expected to park at that location.

**7.122** Currently there are three levels of charging capability, notably:

- standard chargers - typically rated at 3kw that can fully charge a vehicle in 6 – 8 hours and are best suited for overnight charging. This being the standard used for residential properties as they can be installed as part of the electricity supply without any additional capacity on a distribution board;
- fast chargers - typically rated between 7-22kW that can fully recharge some models in 3-4 hours.
- rapid DC chargers that are typically rated at 50kW and can charge an EV to 80% charge in 30 minutes (depending on battery capacity).

**7.123** As technology advances there may be changes to these figures, and regard should always be had to the latest best available. Development proposals should specify the type or types of chargepoints to be installed.

### Policy SD 16

#### Electric Vehicle Charging

Proposals for development should include, where practicable, appropriate provision for electric vehicle charging points. Electric vehicle parking spaces should be counted as part of the total parking provision and bays should be clearly marked. The delivery of chargepoints should not exclude parking space provision for people with disabilities. Proposals should specify the type of chargepoints to be installed.

Residential developments (excluding use class C1 hotels and C2 residential institutions) require, where private driveways and garages are provided, 1 active\* charging point per unit (an external charging point on a driveway or a wall mounted internal charging point in a garage). Where off-plot or communal parking is provided a minimum of 50% of spaces should have passive\*\* charging points and should be made available to all residents in accordance with a management agreement.

Non-residential developments, Use Class C2 residential institutions and proposals for stand-alone car parks, should include active\* provision for electric vehicle charging points of a minimum 1 charging point or 20% of all new parking spaces, whichever is the greater.

Use Class C1 Hotels should include active\* provision for electric vehicle charging points of 30% of all new parking spaces.

For major developments, details of how the required electric vehicle charging points will be allocated, located and managed should be included within the relevant Transport Assessment or Transport Statement. The management of the charging points, including the mechanism/procedure for taking payments, will be the responsibility of the developer/occupier.

In cases where charging points, including infrastructure to enable retrofitting, cannot be provided within the development site, developer contributions may be sought to enable those facilities to be suitably provided in other locations including public car parks or on-street parking spaces.

## Sustainable Development Policies 7

Large developments with dedicated electricity sub-stations should specify the sub-station to a sufficient capacity to fully cater for all electric vehicle charging requirements.

*\*Active - fully wired and connected chargepoints, ready to use points at parking spaces.*

*\*\*Passive - provision of the necessary underlying infrastructure (e.g. capacity in the connection to the local electricity distribution network and electricity distribution board, as well as cabling to parking spaces) to enable simple installation and activation of a chargepoint at a future date.*



### Have any Alternative Options been considered?

Yes, for further details see the [Alternatives Considered](#) document.

## Safeguarding Land for Sustainable Transport

**The purpose of this policy** is to safeguard land for transport related uses.

- 7.124** The likely availability and use of public transport is a very important element in determining planning policies designed to reduce the need for travel by car. To this end, national policy requires local planning authorities to explore the potential, and identify any proposals, for improving public transport by rail, including the re-opening of rail lines. Such routes could also provide walking and cycle routes as an interim measure prior to the introduction of rail services.
- 7.125** Whilst the Government recognises that road transport is likely to remain the principal mode for many freight movements, it considers that planning policies can help to promote more sustainable distribution, including where feasible, the movement of freight by rail and water. Accordingly, it also requires local planning authorities to identify and, where appropriate, protect sites and routes, both existing and potential, which could be critical in developing infrastructure for the movement of freight (such as freight interchange facilities allowing road to rail transfer).
- 7.126** The current Norfolk Railfreight Strategy promotes the re-use of the former rail corridor linking Fakenham with the Mid-Norfolk Railway at County School in Breckland District and beyond for both rail-passenger and rail-freight transport use. The route of this corridor insofar as it relates to North Norfolk District is protected from prejudicial development. The Norfolk Rail freight Strategy identifies sites in Cromer, Fakenham, Great Ryburgh, Hoveton and North Walsham where it wishes land to be safeguarded for use as rail-freight terminals through planning policy. The sites at Fakenham and Great Ryburgh are dependent on the previously mentioned reinstatement of the railway line between Fakenham and County School. Presently, only the site at North Walsham, operates as a freight terminal.

### Policy SD 17

#### Safeguarding Land for Sustainable Transport

Former railway track beds and other railway land will be protected from development that would be prejudicial to the re-use of railway, or sustainable transport links and facilities in the following locations:

## 7 Sustainable Development Policies

1. Sheringham;
2. Fakenham to the District Council boundary (to the south of Great Ryburgh); and,
3. sites currently in use as, or with potential for, rail freight terminal facilities in the following settlements:
  - a. Cromer
  - b. Fakenham
  - c. Great Ryburgh
  - d. North Walsham



**Have any Alternative Options been considered?**

Yes, for further details see the [Alternatives Considered](#) document.

## 8 Environment Policies



## 8 Environment Policies

### 8 Environment Policies

- 8.1** The National Planning Policy Framework states that policies in Local Plans should seek to conserve and enhance the natural and historic environment, promote healthy communities and meet the challenges of climate change, flooding and coastal change.
- 8.2** North Norfolk is characterised by an attractive rural landscape, which supports thriving agriculture and tourism industries and provides a valuable leisure and recreational resource for residents and visitors. Core to the vision of the Council and wider Norfolk Authorities is the shared objective of improving the quality of life, health and well being of residents and to conserve and enhance Norfolk's distinctive and bio diverse environments. This Plan aims to ensure that the special character and qualities of North Norfolk are maintained via policies relating to:

#### Natural Environment

- Norfolk Coast Area of Outstanding Natural Beauty & The Broads National Park.
- Protection and Enhancement of Landscape & settlement character.
- Heritage & Undeveloped Coast.
- Biodiversity and geology including international and nationally designated sites.
- Green infrastructure retention & enhancement.
- Trees and hedgerows.
- Open Space and Local Green Spaces .
- Public rights of way and access.

#### Built Environment

- High quality design.
  - Protection of amenity.
  - Historic environment.
- 8.3** North Norfolk District covers an area of around 99,000 ha, including approximately 43 miles (70 km) of the Norfolk coastline. The District contains many important and protected sites including nationally important habitats. The District has 81 designated Conservation Areas and over 2,000 Listed Buildings. There are numerous groups and organisations working to protect and enhance the biodiversity, geodiversity and environment of the District. Particular features that contribute to the unique quality of North Norfolk include many international and nationally significant nature conservation sites; such as the North Norfolk Coast, which includes a Special Protection Area (SPA), a Ramsar site, Special Areas of Conservation (SAC) and the Wash and North Norfolk Coast European Marine Site; as well as the River Wensum and Norfolk Valley Fens (Special Areas of Conservation), The Broads and Broadland SAC, SPA and Ramsar site; and over 40 Sites of Special Scientific Interest (SSSIs) and 255 County Wildlife Sites (CWS). The distinctive scenic qualities of the landscape of North Norfolk are nationally recognised through the designation of the Norfolk Coast Area of Outstanding Natural Beauty (AONB) and the Broads National Park. The District has 13 Internationally designated sites, either designated under the Ramsar Convention or the European Habitats and Birds Directives, and often referred to collectively as European, or Natura 2000, sites. Each site contributes to an ecological network of protected areas, set up to ensure the survival of Europe's most valuable species and habitats.
- 8.4** An Interim Habitats Regulation Assessment (HRA) accompanies this Draft Plan and will be updated alongside future iterations as the Plan develops. A Habitats Regulations Assessment considers the implications of a Plan or project for European sites designated for nature

## Environment Policies 8

conservation, in terms of any significant effect on their special qualities that could occur as a result of the Plan. The Council has undertaken work to assess the potential impact of increased visitor pressure from residential growth, as well as from tourism and visitors, which was published in 2017. Across Norfolk it is accepted that recreation will continue to increase and place growing demands on the management of European sites. A further Green Infrastructure and Recreational Impact Avoidance Mitigation Strategy (RAMS) is currently being commissioned collectively by the Norfolk Authorities and Natural England. Both of these studies will inform the next stages of plan making.

- 8.5** A Landscape Character Assessment has been prepared which identifies and describes distinctive landscape character areas in North Norfolk and incorporates biodiversity and historic landscape features. Landscape Character Assessment is a tool to identify what makes a place unique, and can serve as a framework for decision making that respects local distinctiveness. The Landscape Character Assessment is intended to provide context for policies and proposals within the Local Plan, inform the determination of planning applications, and inform the management of future change.
- 8.6** Local Plan policies also aim to provide new and enhanced green infrastructure including open space and public rights of way and access corridors. The collective provision of different green spaces and habitats is referred to as green infrastructure. National policy states that local planning authorities should set out an overall strategy for the provision of green infrastructure.

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### Natural Environment

- 8.7** Conserving and enhancing the natural environment is a key theme of the NPPF. The Framework requires that valued landscapes and sites of biodiversity and geological value are protected or enhanced, that the intrinsic value and beauty of the countryside should be recognised, and that development proposals should deliver net gains in biodiversity.

### Norfolk Coast Area of Outstanding Natural Beauty & The Broads National Park

**The purpose of this policy** is to ensure that appropriate protection is given to the conservation and enhancement of the special qualities of the Norfolk Coast Area of Outstanding Natural Beauty and the Broads National Park<sup>(39)</sup>.

- 8.8** Areas of Outstanding Natural Beauty (AONB) are national landscape designations afforded the highest status of protection for their landscape and scenic quality. The Norfolk Coast AONB and The Broads National Park are valuable assets for North Norfolk, in terms of character and beauty, sustainable tourism, quality of life and also as wildlife habitats. The importance of protecting these resources is stated in the aims and objectives of this Plan and in the Management Plans<sup>(40)</sup> of the respective areas.
- 8.9** The Norfolk Coast AONB includes the greater part of the remaining unspoiled coastal areas between the Wash and Great Yarmouth covering an area of 453 sq. km; with 245.5 sq. km within North Norfolk and 7.2 sq. km within the Broads Authority (the only example of an AONB overlapping with a national park / equivalent designation). Although 'Area of Outstanding Natural Beauty' is essentially a landscape designation, natural beauty includes wildlife and

39 The Broads has the status of a National Park and in 2016 the High Court and Court of Appeal upheld the Broads Authority decision to use the term 'Broads National Park'. The Broads Authority is the equivalent of a National Park Authority but with some additional powers and responsibilities which include the management of the waterways.

40 <http://www.norfolkcoastaonb.org.uk/partnership/aonb-management-plan/377>;  
[http://www.broads-authority.gov.uk/\\_data/assets/pdf\\_file/0012/976728/Broads-Plan-2017.pdf](http://www.broads-authority.gov.uk/_data/assets/pdf_file/0012/976728/Broads-Plan-2017.pdf) accessed on 06/12/18

## 8 Environment Policies

historic and cultural heritage as well as scenery, and all of these are closely linked. Protection of the AONB should also include its setting. The Norfolk Coast AONB Management Plan provides guidance for the conservation and enhancement of the area's special qualities and should be taken into consideration in the determination of all development proposals that are within or could affect the area.

- 8.10** The Broads National Park includes several European wildlife designations. The Broads Authority is the Local Planning Authority for the Broads Area and policies in the Broads Local Plan apply there. Development in North Norfolk can however affect the Broads in a variety of ways such as through light pollution, noise, landscape impact and run off affecting water quality. Proposals should therefore carefully consider any direct or indirect effects on The Broads National Park.
- 8.11** National policy advises that major developments should not take place in nationally designated areas such as AONBs except in exceptional circumstances. NPPF Paragraph 172, footnote 55 makes clear that what constitutes 'major development' is a matter for the decision maker, taking into account its nature, scale and setting and whether it could have a significant adverse impact on the purposes for which the area has been designated or defined. Smaller developments can also be harmful and any development proposals that, by virtue of their scale, design, and/or location, might cause significant adverse impacts on the Norfolk Coast AONB or The Broads National Park will not be permitted other than in exceptional circumstances. Small scale developments that are essential for meeting local needs, such as affordable housing, or other uses which are necessary to sustain the area such as employment and community uses may be acceptable, especially where they are well related to existing settlements. Parts of the Norfolk Coast AONB are within existing built up areas and proposals will be considered having regard to their setting and impact on the surrounding area.
- 8.12** **Policy SD 12 'Coastal Adaptation'** outlines the circumstances in which development can be permitted in the Countryside where it replaces that threatened by coastal erosion. Many of the areas that are likely to experience erosion are either within or in close proximity to the Norfolk Coast AONB.
- 8.13** Development that complies with **Policy SD12** is acceptable in principle within the AONB.

### Policy ENV 1

#### Norfolk Coast Area of Outstanding Natural Beauty & The Broads National Park

The impact of individual proposals, and their cumulative effect, on the identified special qualities of the **Norfolk Coast Area of Outstanding Natural Beauty, The Broads National Park** and their **settings**, will be carefully assessed.

Development will be supported where it is small scale; meets an identified local need and the natural character and beauty of the area is conserved and where possible enhanced.

When assessing development proposals within these designated areas, particular attention will be given to the objectives and principles set out in the Norfolk Coast AONB Management Plan 2014-2019 and the Broads Plan 2017 and any successor documents.

Opportunities for remediation and improvement of damaged landscapes will be taken as they arise.



## Environment Policies 8

Proposals for 'major development'<sup>(41)</sup> in the Norfolk Coast Area of Outstanding Natural Beauty will be refused except in exceptional circumstances and where it can be demonstrated that they are in the public interest as set out in national policy<sup>(42)</sup>.



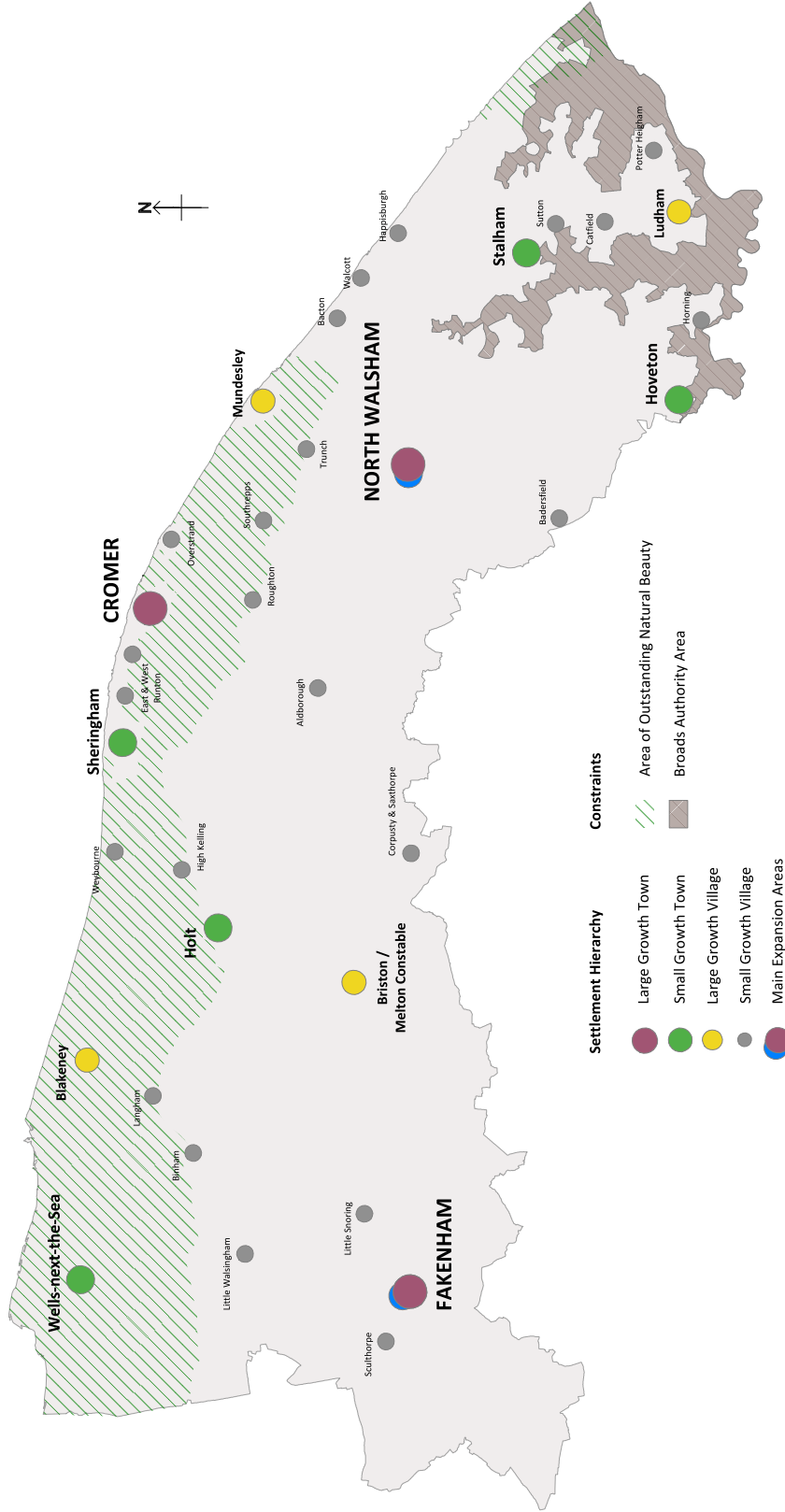
### **Have any Alternative Options been considered?**

Yes, for further details see the [Alternatives Considered](#) document.

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- 41 'Major development' in this instance is not specifically defined and is a matter for the decision maker, taking into account its nature, scale and setting and whether it could have a significant adverse impact on the purposes for which the area has been designated or defined; NPPF para.172, footnote 55.
- 42 This does not apply to development sites allocated by the Local Plan because the need for those developments and scope for them to be accommodated elsewhere outside the Area of Outstanding Natural Beauty was assessed during Plan preparation.

# 8 Environment Policies

## Norfolk Coast AONB & Broads National Park



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Figure 3 AONB & Broads National Park Areas

## Environment Policies 8

### Protection and Enhancement of Landscape & Settlement Character

**The purpose of this policy** is to protect the distinctive landscape character, qualities and sensitivities of the area. It applies to all landscapes, not just those which are subject to specific designations.

- 8.14** The visual character of North Norfolk's landscapes, seascapes, townscapes, and the separation of settlements, both within and outside of designated areas, is highly valued by residents and visitors. High priority is given to the protection, conservation and enhancement of this landscape character and new development should be well-designed and should help to sustain and/or create landscapes and townscapes with a strong sense of place and local identity.
- 8.15** An updated Landscape Character Assessment<sup>(43)</sup> (LCA) has been prepared which identifies and describes distinctive Landscape Types and Character Areas throughout North Norfolk and incorporates details on biodiversity and historic landscape features. Landscape character assessment is a tool used to identify what makes a place unique and serves as a framework for decision making. The Council has also prepared a Landscape Sensitivity Assessment<sup>(44)</sup> (LSA) which has assessed the sensitivity of the District's landscape to different types of renewable energy related development. Both documents will be adopted as Supplementary Planning Guidance by the Council and have both been published for consultation alongside this Draft Plan. This information should be used, along with other studies that provide part of the evidence base about landscape and the character of towns and villages in the District, to ensure that development proposals reflect the distinctive character, qualities and sensitivities of the area. Other such studies include historic landscape characterisations, Conservation Area Appraisals, Town/Village Design Statements and Parish and Neighbourhood Plans prepared by local communities.
- 8.16** The setting of, and views from, designated areas are protected by the proposed policy. A specific designation is made around Sheringham Park where the landscape setting of the park has particular importance and was part of the original landscape design. In many other historic parks and gardens, such as Felbrigg Hall, the settings are such that woodland or topography limits views to the surrounding area, and therefore development in the surrounding landscape has less impact on the parks themselves. In contrast, however, Sheringham Park estate is quite modest in size and its design relies upon important views from it, into the surrounding countryside and seascape for much of its beauty. Sheringham Park is particularly susceptible to development pressure in the surrounding area of Sheringham and therefore an area of influence has been defined on the Policies Maps<sup>(45)</sup>. Development proposals within the defined setting of Sheringham Park must have particular regard to their impact on the surrounding landscape and long views from the Park.

#### Policy ENV 2

##### Protection & Enhancement of Landscape & Settlement Character

Proposals for development should be informed by, and be sympathetic to, the distinctive Landscape Types and Character Areas, strategic objectives and considerations identified in the **North Norfolk Landscape Character Assessment** and **Landscape Sensitivity Assessment** and features identified in relevant settlement character studies.

Development proposals should demonstrate that their location, scale, design and materials will protect, conserve and, where possible, enhance:

43 North Norfolk Landscape Character Assessment 2018.

44 North Norfolk Landscape Sensitivity Assessment 2018.

45 Can be seen on existing Core Strategy Proposals Maps: <https://www.north-norfolk.gov.uk/proposalsmap>

## 8 Environment Policies

1. the special qualities and local distinctiveness of the area (including its historical, biodiversity and cultural character);
2. gaps between settlements, and their landscape settings;
3. distinctive settlement character;
4. the pattern of distinctive landscape features, such as watercourses, woodland, trees and field boundaries, and their function as ecological corridors for dispersal of wildlife;
5. visually sensitive skylines, hillsides, seascapes, valley sides and geological features;
6. nocturnal character;
7. the setting of, and views from, Conservation Areas and Historic Parks and Gardens;
8. the defined Setting of Sheringham Park, as shown on the Policies Map <sup>(46)</sup>.

Development should, where possible, be directed to areas where the landscape is either not sensitive to change, or is of a lower landscape sensitivity. Where development is proposed in areas of higher landscape sensitivity, applications will be expected to demonstrate how the impact on the landscape will be minimised by appropriate mitigation. In the case that a development is not able to be made acceptable by mitigation measures, such proposals will be refused.

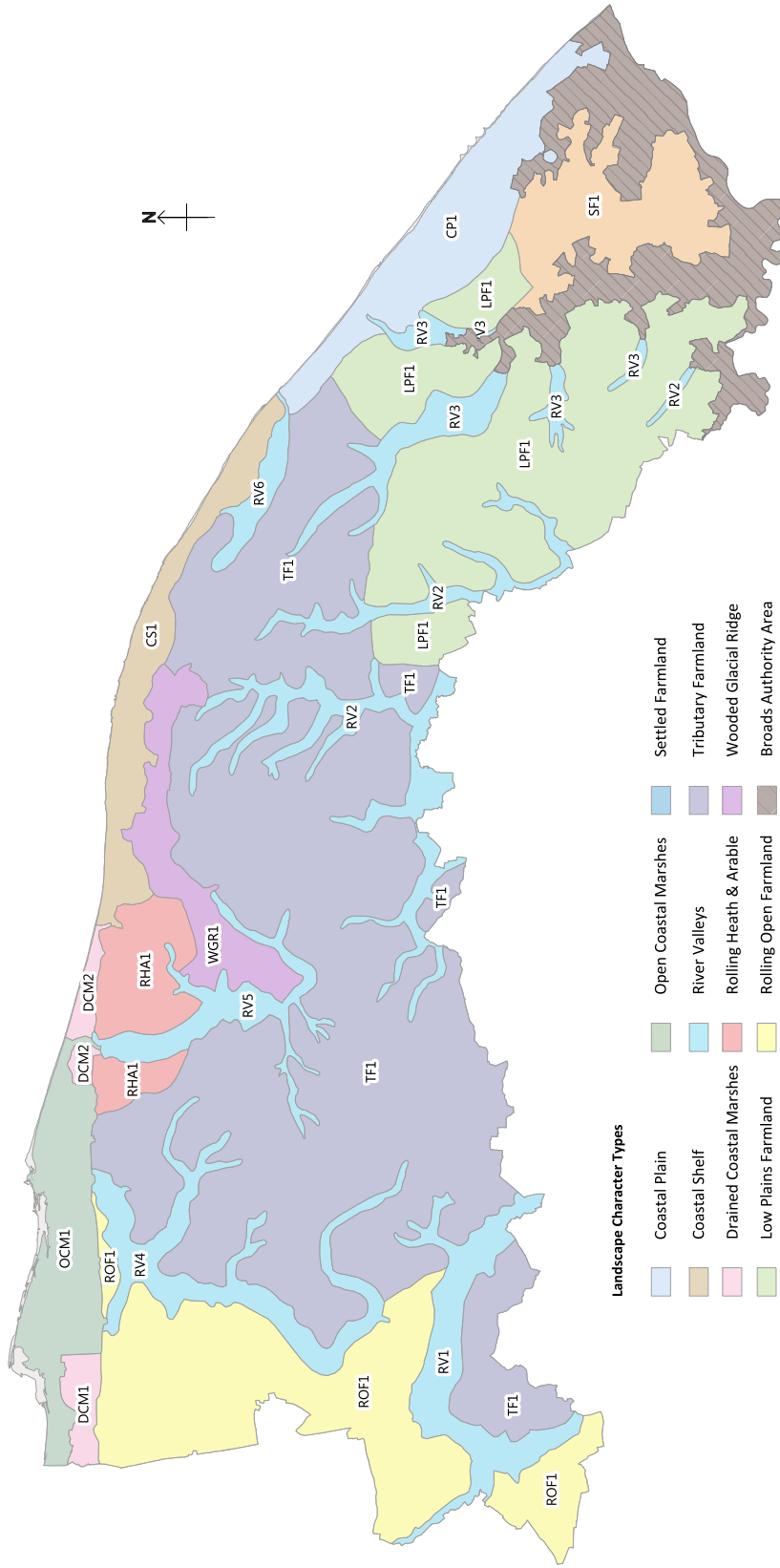
Proposals should include measures that enable a scheme to be well integrated into the landscape and enhance connectivity to the surrounding green infrastructure and Public Rights of Way network in accordance with **Policy ENV 5 'Green Infrastructure'** and **Policy ENV 8 'Public Rights of Way'**.



### Have any Alternative Options been considered?

Yes, for further details see the [Alternatives Considered](#) document.

Landscape Character Areas



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Figure 4 Landscape Character Areas

## 8 Environment Policies

### Heritage & Undeveloped Coast

#### Heritage & Undeveloped Coast

The purpose of this policy is to protect the appearance and character of the coast.

- 8.17** Large parts of the North Norfolk coast are protected by the Norfolk Coast AONB, the Heritage Coast, Undeveloped Coast and nature conservation designations. Outside of the main settlements the whole of the coast has an undeveloped character and appeal which is critical to North Norfolk's distinctiveness and tourism economy. Non-essential development in a coastal area can have cumulative effects on landscape, biodiversity and recreation. Government policy states that development that does not require a coastal location should not normally be provided within the coastal zone. The Heritage Coast and Undeveloped Coast designations are designed to minimise the wider impact of general development, additional transport and light pollution within the distinctive coastal area.
- 8.18** Part 9 of the Marine and Coastal Access Act 2009 ("the 2009 Act") aims to improve public access to, and enjoyment of, the English coastline by creating clear and consistent public rights of way along the English coast for open-air recreation on foot. It allows existing coastal access to be secured and improved and new access to be created in coastal places where it did not already exist. Development in a coastal location should take account of the England Coastal Path and Coastal Margin.
- 8.19** **Policy SD 12 'Coastal Adaptation'** outlines the situations where development will be permitted in the Countryside where it re-locates that which is threatened by coastal erosion, and these exceptions will be allowed in the Undeveloped Coast.

#### Policy ENV 3

##### Heritage & Undeveloped Coast

In the Heritage and Undeveloped Coast only development that can be demonstrated to require a coastal location and that will not be significantly detrimental to the open coastal character will be permitted.

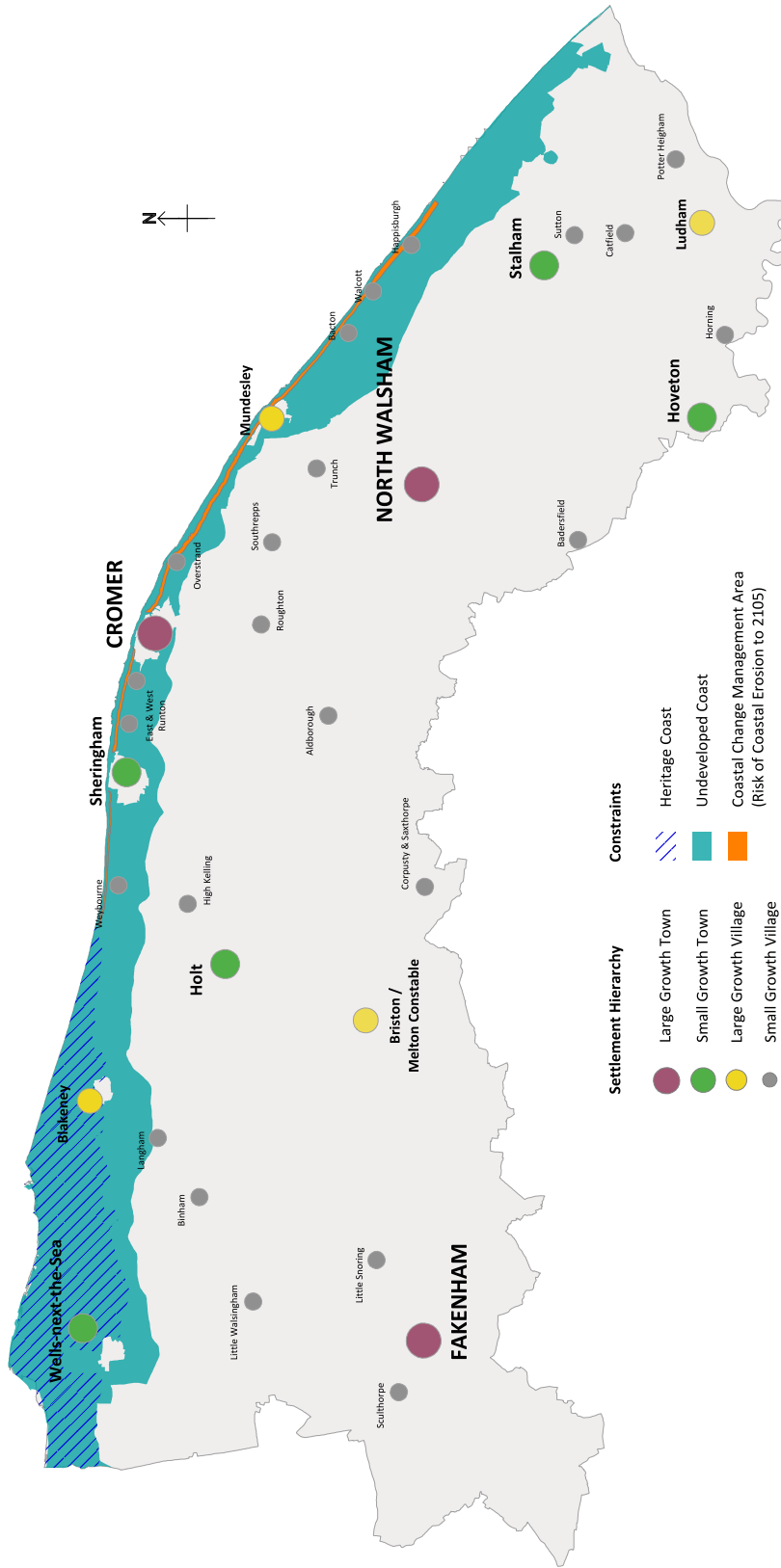
Community facilities, commercial, business and residential development that is considered important to the social and economic well-being of the coastal community will be permitted where it replaces that which is threatened by coastal erosion.



#### Have any Alternative Options been considered?

Yes, for further details see the [Alternatives Considered](#) document.

North Norfolk Heritage Coast & Undeveloped Coast



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Figure 5 Heritage Coast & Undeveloped Coast

## 8 Environment Policies

### Biodiversity & Geology

**The purpose of this policy** is to protect and enhance biodiversity and geodiversity.

- 8.20** North Norfolk contains a wealth of biodiversity and natural environmental assets and the protection and enhancement of designated areas such as SSSIs and Ramsar Sites is paramount. The Council has statutory duties in relation to their protection<sup>(47)</sup>. Such sites are identified on the Policies Map. In addition, guidance is provided by the Government on how to review planning applications that might affect protected sites and areas<sup>(48)</sup>. Such applications must be assessed in accordance with this guidance.
- 8.21** Section 40 of the Natural Environment and Rural Communities Act 2006 imposes a duty on all public authorities to have regard to the purpose of conserving biodiversity (where ‘conserving’ includes restoring or enhancing a population or habitat). In 2018 the Government indicated that they intend to require developers to demonstrate how they are improving the biodiversity of a site, to deliver a biodiversity net gain<sup>(49)</sup>. This is part of an ambition to embed the wider principle of environmental net gain in development. Development that adopts a biodiversity net gain approach seeks to make its impact on the environment positive, delivering improvements through habitat creation or enhancement after avoiding or mitigating harm as far as possible.
- 8.22** The following policy supports this intention. When preparing applications applicants should, in accordance with the mitigation hierarchy, consider the potential effects of the proposal on biodiversity; demonstrating how potential effects have been avoided, and where this is not possible, adequately mitigated for. Any residual harm, after all measures to prevent and adequately mitigate have been applied, must be adequately compensated for. Biodiversity net gains and contribution to ecological networks should be sought for all development, proportionate to the scale of the proposal and any potential impacts. A development with limited or no impacts on biodiversity should still seek to demonstrate a biodiversity net gain wherever possible. This will include, but not be limited to, the protection of features such as trees, hedgerows, ponds, meadowland and woodland, designing buildings to include roosting or nesting spots and including landscaping within sites and along boundaries which can provide feeding and nesting opportunities as well as acting as habitat corridors aiding the passage of wildlife between sites.
- 8.23** Proposals should particularly seek to contribute towards the objectives for priority habitats and species identified in the Norfolk Biodiversity Action Plans<sup>(50)</sup> (BAP) and to the protection, enhancement and linking of core areas identified in the North Norfolk Green Infrastructure Strategy (NNGIS) which has evolved from the earlier Ecological Network mapping for the District. The enhancement and expansion of the existing resource will be a priority. There is a need to expand and re-connect existing areas and restore habitats where they have been destroyed. In North Norfolk these include increasing woodland, heathland and wood pasture in the Cromer Ridge area and management of the Broads margins to develop semi-natural habitats including heathland. The Council’s Landscape Character Assessment 2018 also provides guidance on appropriate landscape and habitat creation.
- 8.24** The Norfolk Biodiversity Information Service can provide general species distribution data for development sites and further information is also available from the Norfolk Wildlife Trust and the Norfolk Biodiversity Partnership. Natural England can provide detailed information regarding sites of geological importance.

47 Circular 06/2005 Biodiversity & Geological conservation – Statutory obligations and their impact within the planning system.

48 <https://www.gov.uk/guidance/protected-sites-and-areas-how-to-review-planning-applications> accessed on 11/12/18.

49 Net gain consultation proposals, DeFRA Dec 2018.

50 BAPs have been replaced by “priority habitats and species” under S41. Natural Environment & Rural Communities Act 2006 but are still considered a relevant source of information.



## Environment Policies 8

- 8.25** The Shoreline Management Plan (SMP) identifies areas that could become permanently flooded under different options for long-term coastal realignment. If this occurs, then opportunities for creating new habitats in these areas will be taken where possible and replacement habitats may need to be provided to ensure no net loss of important habitats. This is especially important for The Broads National Park which contains habitats of international significance.

### Policy ENV 4

#### Biodiversity & Geology

All development proposals should:

1. protect the biodiversity value of land and buildings and minimise fragmentation of habitats; and
2. maximise opportunities for restoration, enhancement and connection of natural habitats; and,
3. incorporate beneficial biodiversity conservation features where appropriate, including the provision of 'wildlife homes'<sup>(51)</sup>.

Biodiversity net gains and contribution to ecological networks should be sought for all development, proportionate to the scale of the proposal and any potential impacts. A development with limited or no impacts on biodiversity should still seek to demonstrate a biodiversity net gain wherever possible.

The highest level of protection will be given to International<sup>(52)</sup> and European sites<sup>(53)</sup>, with development only permitted where the proposal is in accordance with the requirements of the Conservation of Habitats and Species Regulations 2017 or any successor Regulations. Where measures to mitigate for potential adverse effects on European sites are required, the proposed mitigation measures must be justified as fit for purpose with appropriate evidence, to inform the relevant Habitats Regulations Assessment.

Development proposals likely to have a direct or indirect adverse effect on nationally designated sites<sup>(54)</sup> or other designated areas<sup>(55)</sup> or protected species<sup>(56)</sup> will not be permitted unless:

- a. it can be clearly demonstrated that the benefits of the development outweigh the need to safeguard the special ecological / geological interest of the site and the wider network of natural habitats; and,
- b. it has been demonstrated, where development would result in significant harm, that it cannot be reasonably located on an alternative site that would result in less or no harm; and,
- c. the remaining harm, after all measures to prevent and adequately mitigate for have been applied, will be adequately compensated for.

51 These include, but are not limited to: swift boxes, house martin cups, sparrow boxes, bat roost boxes, owl boxes, connected spaces for hedgehogs and other mammals.

52 Ramsar (sites designated under the Convention on Wetlands of International Importance, agreed in Ramsar, Iran in 1971).

53 Special Areas of Conservation (SAC), Special Protection Areas (SPAs), Sites of Community Importance (SCIs).

54 Sites of Special Scientific Interest (SSSIs), The Broads, the Norfolk Coast AONB & National Nature Reserves.

55 Regionally Important Geological Sites, Local Nature Reserves, County Wildlife Sites, Ancient Woodland and Roadside Nature Reserves.

56 Those identified in the Natural Environment and Rural Communities Act 2006 Section 40 and in the UK and Norfolk Biodiversity Action Plans.

## 8 Environment Policies

Developer contributions will be required to ensure that visitor impact mitigation on European sites from additional pressure on Natura 2000 sites is in line with the emerging Recreational Impact Avoidance & Mitigation Strategy for recreational impacts on those sensitive sites<sup>(57)</sup>

Development proposals that would result in significant detriment to the nature conservation interests of nationally designated sites will not be permitted.

Development proposals where the principal objective is to conserve or enhance biodiversity or geodiversity interests will be supported in principle.

Where the Council, as the responsible body in law, considers that a designated site, protected species, or any species or habitat, particularly where listed as a Priority Habitat or Species under Section 41 of the Natural Environment and Rural Communities Act (2006), of principal importance for conservation may be adversely affected by a development proposal, an Ecological Environmental Impact Assessment (EeIA) (or in certain circumstances<sup>(58)</sup> a Preliminary Ecological Appraisal (PEA)) will be required to be submitted with the planning application to assess effects on European sites and effects on flora and fauna, commensurate with the scale of the impact and the importance of the species.



### Have any Alternative Options been considered?

Yes, for further details see the [Alternatives Considered](#) document.

## Provision of Green Infrastructure

**The purpose of this policy** is to safeguard, retain and enhance the network of green infrastructure.

- 8.26** National policy says that strategic policies should make sufficient provision for the conservation and enhancement of green infrastructure and should identify the strategic location of existing and proposed green infrastructure networks. To assist in planning positively for green infrastructure local planning authorities may wish to prepare an authority-wide green infrastructure framework or strategy. This should be evidence-based by, for example, including an assessment of current green infrastructure provision that identifies gaps in the network and the components and opportunities for improvement.
- 8.27** Green infrastructure is a network of multi-functional green space, urban and rural, which is capable of delivering a wide range of environmental and quality of life benefits for local communities. It is an important part of our communities and contributes towards the identity of North Norfolk. This policy has been informed by the contents of the Green Infrastructure Background Paper. The Background Paper provides a strategic approach towards improving the existing green infrastructure network and by ensuring the right types of green spaces and

57 A Green Infrastructure and Recreational Impact Avoidance Mitigation Strategy (RAMS) is currently being commissioned collectively by the Norfolk Authorities and Natural England.

58 Applications may be supported by a Preliminary Ecological Appraisal (PEA) only when the results of the PEA clearly indicate that further survey and assessment is not required; a non-technical summary is provided of the net losses and gains for biodiversity of the development; the PEA has provided clarity and certainty regarding the ecological impacts of the development and the Local Planning Authority has sufficient information in order to make a decision in accordance with BS42020:2013.

## Environment Policies 8

access are provided and enhanced where they will provide the greatest benefit. The Background Paper brings together key findings set out in the Council's evidence base which has been used to identify existing issues and opportunities related to green infrastructure.

- 8.28** The network of green infrastructure in North Norfolk will be safeguarded, retained and enhanced in line with the Green Infrastructure Background Paper. The protection and enhancement of the green infrastructure network will be sought through the development management process in line with the principles, priorities and action plans detailed in the Background Paper including mitigating towards recreational impacts.
- 8.29** The Background Paper focuses on the GI opportunities for the major growth towns of Cromer, Fakenham and North Walsham and informs the site allocation proposals. The key green infrastructure improvements for the three major growth towns are illustrated on the green infrastructure settlement maps which show where existing green infrastructure is located, an overview of key findings in the area and a number actions to improve green infrastructure.

### Policy ENV 5

#### Green Infrastructure

All development will fully incorporate green infrastructure principles into proposals, including the enhancements and opportunities identified in the Green Infrastructure Background Paper, and will provide a detailed scheme for:

1. the provision and delivery of new green infrastructure, and;
2. the mitigation and enhancement of existing green infrastructure, and;
3. improving green infrastructure connectivity.

Where it can be clearly demonstrated that green infrastructure cannot be delivered on site then contributions will be required to deliver enhancements and mitigation to existing green infrastructure close to the site.



#### Have any Alternative Options been considered?

Yes, for further details see the [Alternatives Considered](#) document.

### Trees & Hedgerows

**The purpose of this policy** is to protect trees, hedgerows and other natural features from harm, including loss and deterioration and to provide compensatory replacement provision where necessary.

- 8.30** Trees, hedgerows and other natural features form an essential part of North Norfolk's landscape character, enhancing the aesthetics of an area, the quality of the environment and providing a habitat for a range of wildlife. They can also help to reduce noise and prove beneficial in terms of atmospheric pollution and flood mitigation.
- 8.31** Where new development is proposed the preference will always be to incorporate existing natural features into the development. In exceptional circumstances where the benefit of

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development is demonstrated to outweigh the benefit of preserving natural features, development will be permitted subject to adequate compensatory provision being made, preferably by native British species of commensurate value to that which is lost.

- 8.32** Many trees in the District have protected status, under the designation of Tree Preservation Orders (TPO) or by being situated within a Conservation Area. A TPO is an order made by the Local Planning Authority (LPA) in England to protect specific trees, groups of trees or woodlands in the interest of amenity. A TPO prohibits cutting down, topping, lopping, uprooting, willful damage and willful destruction of trees without prior written consent of the LPA.

### Policy ENV 6

#### Trees & Hedgerows

Development requiring the loss of a protected tree(s) or hedgerow(s) (including preserved trees, protected hedgerows, trees in Conservation Areas, ancient trees, aged and veteran trees and trees classified as being of categories A or B in value (BS5837:2012)) will only be permitted where it would allow for a substantially improved overall approach to the design and landscaping of the development where the public benefit would clearly outweigh the loss or deterioration of any tree or hedgerow.

Where the loss of such features is demonstrably unavoidable, adequate replacement provision, preferably by native species, will be required. In these circumstances, developers will be required to ensure that the loss will be suitably compensated for, taking into account the size and condition of the tree.

Where a proposed development retains existing trees and hedgerows on-site, or where development occurs within a tree root protection area, provision must be made for their care and protection throughout the duration of the development with mitigation measures being put in place to ensure that development works do not have a harmful impact on existing trees.



#### Have any Alternative Options been considered?

Yes, for further details see the [Alternatives Considered](#) document.

## Open Space & Local Green Spaces

**The purpose of this policy** is to protect, enhance and provide open spaces of various types.

- 8.33** North Norfolk has a diverse range of open spaces<sup>(59)</sup> which perform a range of functions and make a significant contribution to the character of the District. Access to these areas is also valuable in terms of making an important contribution to the health and well-being of communities and can provide a range of benefits including for biodiversity, mitigating flood

59 All open space of public value, including not just land, but also areas of water (such as rivers, canals, lakes and reservoirs) which offer important opportunities for sport and recreation and can act as a visual amenity' (NPPF, 2018, p. 69).

## Environment Policies 8

risk, carbon storage, food production and for visual amenity. It is therefore important that these spaces are protected whilst allowing improvements to their recreational and / or environmental value.

- 8.34** The NPPF at paragraph 96 states that policies should be based on robust and up-to-date assessments of the need for open space, sport and recreation facilities and opportunities for new provision. Information gained from the assessments should then be used to determine what open space, sport and recreational provision is required. The NPPF at paragraph 97 places strong emphasis on protecting existing open spaces and sports and recreational facilities.
- 8.35** Local Green Spaces (LGS) are a national designation, as referenced in the NPPF, which aims to protect green areas which have a particular importance to local communities. Local Green Spaces (LGS) can be designated through Local and Neighbourhood Plans where the green space is:
- in reasonably close proximity to the community it serves;
  - demonstrably special to a local community and holds a particular local significance, for example because of its beauty, historic significance, recreational value (including as a playing field), tranquility or richness of its wildlife; and,
  - local in character and is not an extensive tract of land.
- 8.36** The Council is committed to ensuring that there is a wide range of high quality open spaces across the District and will seek to reduce identified deficiencies and protect and enhance the quality of, and access to, existing open space, whether designated or un-designated. In this Draft Plan we have classified open spaces as one or more of the following types:
- **Open Land Areas** - Areas of open land which make an important contribution to the appearance of an area and may provide opportunities for informal recreation. We are proposing that these areas are protected principally as a result of being free of built development and because they make a positive contribution to the character of the wider area.
  - **Education / Formal Recreation Areas** - These are outdoor sports facilities including tennis courts, bowling greens, sports pitches, golf courses, athletics tracks, school and other institutional playing fields and other outdoor sports areas. These are being protected principally because of their recreational function although many will be open in character.
  - **Local Green Spaces** - These are the spaces which meet the 'demonstrably special test' outlined above.
- 8.37** All three types of proposed designation are shown on the extracts of the Policies Map included in the Site Specific Proposals and Allocations part of this Plan.
- 8.38** The policy approach in terms of the quantity, quality and accessibility of open space is based on the current Core Strategy approach. The aim of the Council is to update these requirements in line with emerging and up to date evidence. An updated qualitative and quantitative study has been commissioned with draft findings expected in the Summer 2019.
- 8.39** As new housing development will create an additional need for open space, including education and formal recreation areas, there is a requirement for new qualifying developments to provide or contribute towards new open space. In the first instance, new facilities should be provided on-site. However, whether provision is on-site, off-site or both will depend on the size of the proposed development and existing provision within the local area both in terms of quantity, quality and accessibility. Open space provision or improvement will be secured through planning conditions and/or section 106 planning obligations.

## 8 Environment Policies

- 8.40** Any specific local open space requirements will be set out within individual site allocation policies (or associated development briefs). Neighbourhood Development Plans may also propose Local Green Space designations subject to adherence to national guidance on assessment.
- 8.41** Sustainable Urban Drainage (SUDs) features could be provided on open spaces within developments where it can be demonstrated that they will not affect the use of that space for recreation and amenity purposes and measures are in place to ensure their long term maintenance. Pre application advice should be sought from adopting authorities.
- 8.42** Once designated, planning permission on LGS will only be granted in very special circumstances.

### Policy ENV 7

#### Open Space & Local Green Spaces

North Norfolk District Council will support the creation of new and enhanced Open Space including Education and Formal Recreation Areas by:

1. Requiring new qualifying residential developments (see '**Appendix 2: Open Space Applicability and Standards**') of 11 or more dwellings with a combined gross floorspace of more than 1,000 square metres (gross internal area) to provide or contribute towards open space in line with the standards set out in **Table 6 'Open Space Standards'** and relevant Site Allocation policies;
2. Requiring any provided open space to be suitable in relation to being usable, well located, accessible and designed with appropriate management arrangements in place.
3. Ensuring provisions are in place to maintain open space areas in the future.

Open Space will be provided within the development site except where robust evidence indicates that a more holistic approach to open space in the vicinity of the site is more beneficial. In these circumstances financial contributions will be considered to support the creation or enhancement of off-site provision.

Development on visually important Open Spaces (un-designated and those designated as Open Land Areas and Local Green Spaces) will not usually be supported.

Development on Education and/or Formal Recreation Areas (designated and un-designated) will not be acceptable unless:

- a. Development comprises of appropriate development which enhances the functional use of the site for education and formal recreation use; or,
- b. the loss resulting from the proposed development would be replaced by equivalent or better provision in terms of quantity, quality and local accessibility and made available for use prior to the loss of the Education and Formal Recreation Area to be built upon; or,
- c. it can be demonstrated (through a local assessment<sup>(60)</sup>) that the Education and Formal Recreation Area is surplus to requirements within the settlement and that any proposed loss would not result in a current or likely shortfall during the plan period (taking into account

60 That demonstrates an adequate supply of education and formal recreation areas locally with regard to the quantity, quality and accessibility as measured against currently adopted standards.

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- alternative forms of open space, education and formal recreation uses where deficiencies are identified within the latest Open Spaces, Sports and Recreation Strategy); and,
- d. there are no significant detrimental impacts to the amenity or biodiversity value of the Education and Formal Recreation Area.



### Have any Alternative Options been considered?

Yes, for further details see the [Alternatives Considered](#) document.

## Public Rights of Way & Access

**The purpose of this policy** is to protect, enhance and promote Public Rights of Way and access and to ensure that the creation and maintenance of a continuous signed and managed route around the English coast is not hindered.

- 8.43** The Public Rights of Way network allows people access to enjoy North Norfolk and in the process can make a contribution towards improving their health and well-being. The Public Rights of Way network can also provide an alternative to car use for some journeys by forming an important component of the District's overall sustainable transport network, providing access on foot or by cycle to the wider countryside, services and facilities.
- 8.44** The NPPF at paragraph 28 states that Planning Policies and decisions should protect and enhance public rights of way and access, including taking opportunities to provide better facilities for users, for example by adding links to existing rights of way networks including National Trails.
- 8.45** Where the location and scale of new development requires connections and / or could lead to the increased use by new and existing residents, there may be a need for improvements to the Rights of Way network in order to encourage more walking, cycling and horse riding through improved accessibility, surfacing and / or connectivity. Where this is the case, the Council will secure appropriate contributions from the applicants. Particular consideration will be given to connecting development sites with open spaces, leisure / community uses and strategic access routes, making links within the wider Rights of Way network or to creating circular or extended routes.

### England Coastal Path and Coastal Margin

- 8.46** The England Coast Path is a new long-distance trail that will eventually allow people to walk around the whole of the English coast, designated under the CROW and Marine and Coastal Access Acts. Natural England has a statutory duty to provide this path and expects the path to be complete in 2020. The designation of Coastal Margin land enables spreading room for the coastal trail and aims to ensure the public enjoyment of this area by establishing new rights of access and to make the extent of people's access rights clearer and more cohesive on the ground.
- 8.47** Paragraph 168 of the NPPF states that Local Planning Authorities should ensure that development does not hinder the creation and maintenance of a continuous signed and managed route around the coast, (as required by the Marine and Coastal Access Act 2009).

## 8 Environment Policies

**8.48** Part 9 of the Marine and Coastal Access Act 2009 (“the 2009 Act”) aims to improve public access to, and enjoyment of, the English coastline by creating clear and consistent public rights along the English coast for open-air recreation on foot. It allows existing coastal access to be secured and improved and new access to be created in coastal places where it did not already exist. Section 296 of the Act places a duty on Natural England and the Secretary of State to use their powers to secure the twin objectives:

- To secure a route round the whole of the English coast (an approved mapped line not a physical path); and,
- To secure an associated margin of land for the public to enjoy.

**8.49** The margin includes all land between the trail and the sea. It may also extend inland from the trail if:

- it is a type of coastal land identified in the Countryside and Rights of Way Act 2000 (CROW Act), such as beach, dune or cliff
- there are existing access rights under section 15 of the CROW Act
- Natural England and the landowner agree to follow a clear physical feature landward of the trail.

### Policy ENV 8

#### Public Rights of Way

Public Rights of Way and access will be protected, enhanced and promoted. New development should create convenient and attractive links within development and to the surrounding area, assist with creation of a network of accessible greenspace and provide links to public transport and walking and cycling networks.

Development will not be permitted if it would hinder the creation, maintenance or planned investment in a continuous signed and managed route around the English coast<sup>(61)</sup>.



#### Have any Alternative Options been considered?

Yes, for further details see the [Alternatives Considered](#) document.

## Built Environment

**8.50** The creation of high quality buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work, and helps make development more acceptable to communities. Heritage Assets are an irreplaceable resource which should be preserved in a manner appropriate to their significance so that they can be enjoyed by future generations.



## Environment Policies 8

### High Quality Design

**The purpose of this policy** is to provide a set of design principles which when followed will result in improved design and ensure the special character and qualities of North Norfolk are maintained and enhanced.

- 8.51** The National Planning Policy Framework states that *“the creation of high quality buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities. Being clear about design expectations, and how these will be tested, is essential for achieving this”*.
- 8.52** The Framework states that permission should be refused for development of poor design that fails to take the opportunities available to improve the character and quality of an area and the way it functions, taking into account any local design standards or style guides in Plans or Supplementary Planning Documents. The Council is currently producing a replacement **North Norfolk Design Guide** which is published for consultation alongside this Draft Plan.
- 8.53** North Norfolk has an exceptionally rich and diverse built and natural environment. The interaction between people and place has resulted in the District's unique qualities that we see today. Design is not just about how a place looks, but also how a place functions; well-designed developments improve the functionality of places and create high quality environments that can be enjoyed by residents now, and in the future. Securing high quality design is important in achieving many of the essential wider aims and objectives under the umbrella of achieving sustainable development. Securing high quality design contributes to quality of life and influences our health and well-being. High quality design reinforces or creates a sense of place, making North Norfolk a better place to live, work and spend time. Well-designed places encourage social interaction, helping to create inclusive communities, providing equal access to opportunities, services and facilities, whilst reducing opportunities for crime and promoting natural surveillance of the public realm and open spaces.
- 8.54** The North Norfolk Design Guide Supplementary Planning Document provides guidance on how design should complement local architectural traditions and how sustainable construction techniques can be incorporated within the context of the quality and character of the existing built heritage. Conservation Area Appraisals and the Landscape Character Assessment provide a more detailed local context for the consideration of development and should also be taken into account where they have been produced. There will be reviews of such statements during the lifetime of the Plan and the most up to date material should be referred to.
- 8.55** Design and Access Statements are required to be submitted with all major planning applications and these should demonstrate how a proposal is functional, attractive and accessible to all. The criteria in ‘Building for Life’, as referenced in Paragraph 129 of the NPPF, are useful for considering character, public space, design and construction and the surrounding environment and communities and developers are encouraged to incorporate these principles in proposals. Further urban design guidance that is endorsed by the Council will be referenced through the Council's website, which will be updated as guidance continues to be published.
- 8.56** The Council may encourage design reviews to take place during the assessment of large and complex sites and encourages early engagement in line with Paragraph 128 of the NPPF and will facilitate constructive dialogue at the pre-application stage.
- 8.57** Paragraph 79 of the NPPF states that planning policies and decisions should avoid the development of isolated homes in the countryside "unless the design is of exceptional quality, in that it: is truly outstanding or innovative, reflecting the highest standards in architecture, and would help to raise standards of design more generally in rural area; and would significantly

## 8 Environment Policies

enhance its immediate setting, and be sensitive to the defining characteristics of the local area". Due to the rural nature of the district it is envisaged that there will be a number of Paragraph 79 applications. When considering these applications the Council would expect that the standards of design would be above and beyond the typical high levels of design expected of all development within the district. Further detail is to be provided through the North Norfolk Design Guide.

- 8.58** The Council intends that this policy relates to all forms of development within the District to ensure that the highest design standards are applied equally across all development throughout North Norfolk. Through this Plan the Council is seeking to deliver approximately 5,000-6,000 new dwellings on large sites and, as a result, many of these proposed allocations will include an element of affordable housing. Where this is the case, it is the intention of the Council that the design principles, as set out within this policy and supported by the guidance in the North Norfolk Design Guide, are equally applied to both market dwellings and all types of affordable housing. In terms of design there should be no difference between market and affordable dwellings.
- 8.59** The Council's design policy and supporting planning documents are intended to introduce a step change in the design aspirations for the District. In line with the changes to the NPPF and the increased focus upon promoting high quality design, the policy seeks to incorporate a number of key urban design principles which must, where possible, be incorporated into all schemes:

### Quality of the Public Realm

- 8.60** For places to work and foster sustainable communities it is important that the public realm is of high quality, feels safe, is vibrant, is inclusive to all social groups, and is adaptable to the changing needs of the community. This can be achieved through:
- Locating public spaces on main lines of movement and pedestrian connection nodes;
  - ensuring that spaces present imaginative, high quality design and contribute to the District's wider green infrastructure framework;
  - ensuring that spaces and routes are overlooked from surrounding buildings, with active frontages onto spaces, where appropriate;
  - creating incidental and/or small areas of grass/open space should be used to complement green infrastructure and the overall movement network;
  - prioritising the retention of key natural features, such as mature trees, hedgerows and land forms;
  - provide new trees, including street trees, hedgerows and additional native species planting as part of the overall landscaping framework throughout a site;
  - strengthening and protecting existing boundary hedgerows around the site;
  - providing appropriate landscaping and screening to aid residential amenity; and
  - reducing the potential impact of artificial light pollution and its effects on wildlife and the rural setting.

### Landscape and Green Infrastructure

- 8.61** The importance upon the spaces around new development should not be underestimated in the design of new development. Good landscaping can actively enhance, complement, soften or even obscure development as necessary. The landscape of North Norfolk gets its unique identity from the natural setting and historical development. New development should respect, respond and enhance this unique landscape character. New development should share common characteristics with its locality and reinforce local identity as well as providing well designed accessible landscapes and public open spaces.

## Environment Policies 8

### Movement and Connectivity

- 8.62** In considering the potential of new development, making the right connections into and out of the site is a major component of placemaking. The distribution and hierarchy of streets have an important relationship with distribution of land uses, density and pattern of activity.
- 8.63** Creating new walking and cycling routes and connecting to the existing walking and cycling network by the simplest and most direct way should be a major consideration and priority in all new developments in North Norfolk.
- 8.64** Important approach routes have been identified on the Policies Maps which provide important views while travelling into a settlement. These have been selected on the basis of their 'gateway' function for visitors of the wider settlement. Development proposals along these routes should have particular regard to their setting. The Government publication 'Manual for Streets' aims to assist in the creation of high quality residential streets and should be used in such proposals.

### Character

- 8.65** Respecting the rural and historic character of much of North Norfolk, it is important that new proposals preserve or enhance the historic environment and/or respect or improve the local character. This can be achieved through careful design, incorporating high quality details and materials and through careful consideration of layout, form, style, massing, scale and density.
- 8.66** The North Norfolk Design Guide sets out the guidance as to minimum densities both in terms of location and in terms of scale of development. A summary of this is set out as follows:
- Urban Centre : 30-50dph
  - Urban Fringe: 20-40dph
  - Village Centre: 15-35dph
  - Village Fringe: 10-30dph

In terms of conformity with the spatial strategy of the Local Plan, the term 'urban' relates to Large and Small Growth Towns and 'village' refers to Service Villages and Infill Villages. Further detail can be found in the North Norfolk Design Guide.

### Safety

- 8.67** 'Secured by Design' principles are expected to be incorporated within all schemes. This will require particular consideration to layout of the development to increase natural surveillance, layout of roads and footpaths, appropriate planting, specific consideration of the use/misuse of open space and secure standards of doors and windows for example. Further advice on 'Secured by Design' is available from Norfolk Constabulary. In town centres covered by CCTV systems, developers will be required to consider these facilities in their design and / or contribute to the siting / re-siting of cameras where appropriate.

### Amenity

- 8.68** Residents have the right to adequate privacy levels and to be kept free from excessive noise, odours and unwanted social contact. The Council will therefore look for layouts to take account of the position of dwellings and the arrangement of their rooms and windows and private amenity space.

### Accessibility and Adaptability

- 8.69** The District has one of the highest percentage of over 65s in the country. The population is aging and the trend is accelerating. There is a historic deficit and lack of accessible and

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adaptable properties across all tenures in the District with the greatest requirement remaining in the private sector. Given the District's increasing older population structure and high proportion of older, smaller traditional housing stock, it is important that the supply of accessible and adaptable homes is significantly increased. With public health and social care strategies placing more emphasis on supporting people in their own homes rather than moving to residential care it is also important that the Council seek to ensure that more accessible homes are provided in the district and that adaptations are easier and cheaper to undertake.

### Space Standards

**8.70** The size and layout of new dwellings have an important influence on health and well-being as well as future adaptability and with the aging population in North Norfolk is an important consideration for the Local Plan. The nationally described space standards deal with internal space within new dwellings across all tenures. The standard sets out the minimum requirements for the Gross Internal (floor) area of new dwellings at a defined level of occupancy as well as floor area and dimensions for key parts of the home, e.g. bedrooms, storage and floor to ceiling height. Utilising these optional technical standards allows the Council to seek to increase the dwelling sizes in relation to property sizes where there is the greatest need, ensuring that properties across the District are built to meet expectations and new dwellings continue to have a positive impact on Local plan delivery targets.

### Climate Change & Energy Efficiency

**8.71** Delivering sustainable development and adapting to climate change includes the requirement to minimise demand for resources and mitigate the impacts from climate change. With the focus on the quality of homes in the NPPF, the national emphasis on more energy efficient homes and the aim of zero carbon homes, local authorities can play a role in incentivising industry to help meet the national carbon reduction targets as well as increase long term sustainability and peoples well-being. In relation to managing SuDS, consideration should be given to the four pillars of Water Quantity, Water Quality, Amenity and Biodiversity, and taking into consideration multi-functional benefits of land use and materials such as permeable materials to aid infiltration and green roofs for storage.

### Public Art

**8.72** Public art is recognised as having a significant role in creating successful places and establishing vibrant communities. Public art has the ability to make buildings and places more distinctive, attractive and legible.

### Parking

**8.73** Parking provision and parking within the streetscene can have a significant bearing on the character and appearance of an area and its functionality. Parking can tend to dominate streets, weaken the sense of enclosure and erode urban design qualities. Imaginative solutions are therefore required to respond to the challenge. Parking has to be designed carefully and parking capacity needs to be flexible.

### Electric Vehicle Charging Infrastructure

**8.74** The level of provision of electric vehicle charging points should be appropriate to the development size and type, its level of parking provision and its context and location. In the case of car parks, upstanding or inset charging points can be integrated into the design, whereas more innovation may be required for on-street charging points which should be integrated into street lighting columns or other smart street furniture items so as to reduce street clutter.

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**8.75** Further detail on the specific application of these design principles can be found in the North Norfolk Design Guide.

### Policy ENV 9

#### High Quality Design

All development proposals should seek to make efficient use of land, but reflect the characteristics of the site and local area in their layout, landscaping, density, mix, scale, massing, character, materials, finish and architectural details.

All development proposals should respond to current best practice and demonstrate that they are in conformity with the design principles set out in established urban design guidance, any subsequently produced design Supplementary Planning Document adopted by the Council or other design guidance endorsed by the Council and/or through neighbourhood planning.

The Council will expect proposals for all development and other works to comply with the North Norfolk Design Guide, and successor documents, or provide justification for a departure from the guidance demonstrating a high quality of design that:

1. contributes positively to the public realm and public spaces; creating high quality, sustainably designed places and spaces that maximise uses and activities;
2. retains existing important landscaping and natural features, in accordance with **Policy ENV 2 'Protection & Enhancement of Landscape & Settlement Character'**, and includes landscape enhancement schemes that are compatible with the Landscape Character Assessment and ecological network mapping;
3. provides opportunities to enhance the green infrastructure network across the District in accordance with **Policy ENV 5 'Green Infrastructure'**
4. maximises connectivity, creating a movement hierarchy which is legible, permeable and well connected;
5. incorporates footpaths, cycle paths, green links and networks to the surrounding area, respecting important approach routes;
6. preserves or, where possible, enhances the special character of the historic environment in accordance with **Policy ENV 11 'Protecting and Enhancing the Historic Environment'** and relevant Conservation Area Appraisals;
7. integrates, to a high degree of compatibility with the surrounding area, in terms of: layout, form, style, massing, scale and density, ensuring that development makes efficient use of land while respecting the distinctive local character;
8. reduces opportunities for crime, terrorism and antisocial behaviour, creating safe, secure and accessible environments;
9. provides appropriate private amenity space, and, where appropriate, includes facilities for refuse, recycling and servicing, whilst respecting residential amenity of both new dwellings and nearby occupiers in accordance with **Policy ENV 10 'Protection of Amenity'**;
10. ensures that development is designed in accordance with the Council's Optional Technical Housing Standards as set out in **'Accessible & Adaptable Homes'**;
11. incorporates sustainable construction principles contained within **Policy HOU 11 'Sustainable Construction, Energy Efficiency & Carbon Reduction'**;
12. maximises the opportunities for the provision of Sustainable Drainage Systems (SuDS) taking into account the multi-functional benefits of compatible land uses and materials as detailed within **Policy SD 10 'Flood Risk & Surface Water Drainage'**;

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13. incorporates public art into schemes; and,
14. provides adequate parking provision that is discreet and accessible in line with **Policy SD 15 'Parking Provision'**.



### Have any Alternative Options been considered?

Yes, for further details see the [Alternatives Considered](#) document.

## Protection of Amenity

**The purpose of this policy** is to maintain, protect and promote amenity of the Districts communities in order to ensure that residents benefit from a good standard of amenity.

- 8.76** For the purposes of this policy 'amenity' is defined as those desirable features of a place that ought to be protected or enhanced in the public interest. The Council will expect development to avoid harmful effects on the amenity of existing and future occupiers and nearby properties or, where this is not possible, to take appropriate measures to minimise potential negative impacts.
- 8.77** The potential impact of development needs to be considered both on an individual, as well as cumulative, basis. The continuance of existing businesses should not have unreasonable restrictions placed on to because of the introduction of new and incompatible land uses. Such matters will be an important planning consideration in relation to amenity.

### Visual Privacy and Outlook

- 8.78** A development's impact upon visual privacy, outlook and disturbance from artificial light can be influenced by its design and layout and can effect the amenity of existing and future occupiers. The Council will expect that these elements are considered at the design stage of a scheme. Further detail on amenity can be found within the North Norfolk Design Guide.

### Sunlight, Daylight and Overshadowing

- 8.79** Loss of sunlight and daylight can be caused if spaces are overshadowed by development. To assess whether acceptable levels of daylight and sunlight are available to habitable, outdoor amenity and open spaces, regard should be given to the guidance set out within the North Norfolk Design Guide.

### Artificial Lighting Levels

- 8.80** The North Norfolk coast boasts some of the darkest skies in the country. The lack of artificial light helps the coast retain its rural character and overall tranquility. The Norfolk Coast Area of Outstanding Natural Beauty (AONB) Partnership have, as part of their 20 year vision, a vision for the area that sets out "...[that] the area will still be essentially unspoilt with a strong feeling of remoteness, peace and tranquility, with wide skylscapes, seascaapes and dark night skies that show the richness and detail of constellations."
- 8.81** To date, two locations in North Norfolk (Wiveton Downs and Kelling Heath Holiday Park) have been awarded Dark Sky Discovery Site status and special attention should be given to these

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areas and the wider AONB. Lighting in new development should be limited to that necessary for security. Consideration should also be given to ways of minimising light pollution from exterior lighting, large glazed areas, sky lights etc.

- 8.82** National Planning Practice Guidance provides further advice on how to consider light within the planning system in particular setting out the factors to be considered when assessing whether a development proposal might have implications for light pollution. Further detail regarding artificial lighting can be found in the North Norfolk Design Guide.

### Noise and Vibration

- 8.83** Noise and vibration can have a major effect on amenity. The World Health Organisation (WHO) states that excessive noise can seriously harm human health, disturb sleep and have cardiovascular and behavioral effects. Where uses sensitive to noise are proposed close to an existing source of noise or when development that is likely to generate noise is proposed, the Council will require an acoustic report to accompany the application.

### Odours, Fumes and Dust

- 8.84** Odours, fumes and dust can be generated from commercial cooking, industrial process and construction and demolition which have the potential to cause a range of health problems, including respiratory diseases. We will require all development likely to generate nuisance odours to install appropriate extraction equipment and other mitigation measures. These should be incorporated within the building where possible. External extraction equipment and ducting should be sited sensitively, particularly on listed buildings and within conservation areas. Further detail on amenity can be found within the North Norfolk Design Guide.

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### Protection of Amenity

For all new development, consideration will need to be given to general amenity impact issues, especially living conditions. Development will not be permitted which causes unacceptable effects on the residential amenity of neighbouring occupants, or does not provide for adequate levels of amenity for future occupants. In assessing the impact of development on the living conditions of occupants, regard will be had to the North Norfolk Design Guide and the following considerations:

1. The provision of adequate areas of useable and secluded private amenity space for the occupiers of proposed dwellings, in keeping with the character of the immediate surrounding area;
2. the protection of adequate areas of useable and secluded private amenity space for the occupiers of existing dwellings, in keeping with the character of the immediate surrounding area;
3. overlooking of windows of habitable rooms and private amenity space;
4. overbearing impact/visual dominance;
5. overshadowing of private amenity space;
6. loss of daylight and/or sunlight to existing windows of habitable rooms;
7. odour, noise, vibration or other forms of nuisance such as artificial light pollution, insects and vermin; and
8. other forms of pollution (including, but not limited to: contaminated land, dust, air and light pollution).

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### Have any Alternative Options been considered?

Yes, for further details see the [Alternatives Considered](#) document.

## Protecting & Enhancing the Historic Environment

**The purpose of this policy** is to conserve and where possible enhance the historic environment.

- 8.85** The Local Plan aims to ensure that North Norfolk's built heritage is conserved or, wherever possible enhanced and that new development is of high quality design. Paragraph 185 of the NPPF states that "Plans should set out a positive strategy for the conservation and enjoyment of the historic environment". The NPPF also states that Local Plans should include strategic policies to "make sufficient provision for ...conservation and enhancement of the ...historic environment" (Paragraph 20). The quality of the built environment and the presence of historic assets make a valuable contribution to the appeal of North Norfolk.
- 8.86** There are 81 Conservation Areas, 2265 Listed Buildings, including 94 Grade I and 202 Grade II\*, 86 Scheduled Monuments and 33 Historic Parks and Gardens within the District. There are also 190 buildings on the Council's Local List. These are buildings that do not fully meet the criteria for being nationally listed, but are considered of architectural or historical importance for the local area. Local Listing does not introduce any additional powers of control, instead it acts as a means of identification and plays an important role in the assessment of development proposals. The effect of an application on the significance of a non-designated heritage asset is a material consideration when deciding planning applications, and Local Listing strengthens the case for retention of a historic building. The number of non-designated heritage assets on the list is likely to increase over time as new buildings and other assets are identified. The requirements of the policy equally apply to any local heritage assets identified and listed in adopted Neighbourhood Plans.
- 8.87** Planning Practice Guidance (PPG) states "any decisions relating to Listed Buildings and their settings and Conservation Areas must address the statutory considerations of the Planning (Listed Buildings and Conservation Areas) Act 1990 (see in particular sections 16, 66 and 72) as well as satisfying the relevant policies within the National Planning Policy Framework and the Local Plan". The PPG sets out the detailed considerations that must be followed in these applications. Key distinctions are drawn in the NPPF<sup>(62)</sup> between designated and non-designated heritage assets in respect of the level of protection provided and between harm which is 'substantial' and 'less than substantial'. This affects the level of planning benefit which a proposal will need to demonstrate in order to be supported. The threshold for justifying substantial harm to a heritage asset is higher than the threshold for justifying less than substantial harm.
- 8.88** All development proposals that would affect the significance of a designated or non-designated heritage asset and / or its setting, or any known, or possible, archaeological sites, will be required to provide, in the form of a heritage statement, sufficient information proportionate to the importance of the asset and the impact of the proposed development, to enable any impact to be accurately assessed.
- 8.89** The Council has prepared a number of Conservation Area Appraisals and Management Plans



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(CAAs) which look at the boundaries, general conditions, identity and character of individual Conservation Area designations. Negative features that detract from the special qualities of an area are also identified and management recommendations for protection and enhancement of the area are proposed. The Council is establishing a programme for the next round of CAAs. The policy requires that proposals within Conservation Areas should be determined in accordance with any relevant CAAs which are a material planning consideration. High quality maintenance and repair of historic assets will also be encouraged. Where necessary, the Council will employ measures to maintain and enhance the quality of Conservation Areas such as Urgent Works and Repairs Notices, Section 215 Notices and Article 4 Directions.

- 8.90** Development proposals should identify assets of archaeological significance. A heritage statement will be required for development sites that are known or thought to have the potential to include non-designated heritage assets with archaeological interest. Where appropriate, preference will be given to preservation of archaeological remains in situ unless it can be shown that the recording of remains, assessment, analysis, report, publication and deposition of archive is more appropriate. It is important to note that, as a result of lack of information or awareness, many heritage assets remain undiscovered or without official recognition. The existence of an asset may become apparent as a result of a planning application, at which time the Council may deem that it is appropriate to apply this policy.
- 8.91** The conservation of heritage assets does not prevent all change but requires it to be managed in a way which does not compromise heritage significance and which exploits opportunities for enhancement.

### Policy ENV 11

#### Protecting and Enhancing the Historic Environment

The Council will protect, conserve and, where possible, enhance heritage assets throughout the District through the special protection afforded to Listed Buildings, Conservation Areas, and Scheduled Monuments and through careful control of development that might adversely affect non-scheduled, nationally important archaeological remains; other areas of archaeological potential or importance; historic features and their settings; non-designated heritage assets; and areas of historic landscape or parkland (including, but not limited to, those on the Historic England Register of Parks and Gardens of Special Historic Interest).

The Council will protect, conserve and, where possible, enhance the North Norfolk historic environment by:

1. conserving the historic dimension of the landscape;
2. conserving cultural, built, historic and archaeological features of national and local importance and their settings, including those that are not formally designated;
3. identifying and protecting locally important buildings that contribute to the area's local character and identity; and
4. increasing opportunities for access, education and appreciation of all aspects of the historic environment, for all sections of the community.

Development proposals, including alterations and extensions, that result in substantial harm to, or total loss of, significance of a designated heritage asset and / or its setting will only be permitted in exceptional circumstances where it is demonstrated that the harm or loss is necessary to achieve substantial public benefits that outweigh the harm or loss. Where a development proposal will lead to less than substantial harm this harm should be weighed against the public benefits of the proposal.

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Development proposals that would affect the significance of a designated or non-designated heritage asset and / or its setting, or any known or possible archaeological sites, will be required to provide, in the form of a heritage statement, sufficient information proportionate to the importance of the asset and the impact of the proposed development, to enable any impact to be accurately assessed.

In all cases there will be an expectation that any new development will enhance the historic environment or better reveal the significance of the heritage asset, in the first instance, unless there are no identifiable opportunities available. In instances where existing features have a negative impact on the historic environment, as identified through character appraisals, the Local Planning Authority will, as part of any development proposal, seek the removal of the features that undermine the historic environment. The re-use of Listed Buildings and buildings identified on the Local List will be encouraged and the optimum viable use that is compatible with the fabric, interior and setting of the building will be permitted.

The character and appearance of Conservation Areas will be conserved, and where possible enhanced, and, in consultation with all relevant stakeholders, a further programme of Conservation Area Appraisals and management plans will be undertaken and used in the determination of development proposals.



### **Have any Alternative Options been considered?**

Yes, for further details see the [Alternatives Considered](#) document.



# 9 Housing Policies

## 9 Housing Policies

### 9 Housing Policies

**9.1** The housing policies of this Plan are designed to ensure that sufficient homes of the right type are built in the right places and at the right times to meet all of the accommodation needs as identified in the most up to date evidence that is available. Key priorities in respect of housing development are:

- delivering sufficient homes to address identified needs;
- providing a greater quantity of affordable homes;
- providing for the specialist accommodation needs of those who are unable to live at home;
- matching the type of homes provided with likely demand and need for different types of accommodation;
- enabling more efficient use of the existing housing stock;
- ensuring that the proposals can be delivered; and
- improving the design, accessibility and resource efficiency of new homes.

#### **Second Home Ownership and Vacant Homes**

**9.2** In the District as a whole approximately 8% of all homes are thought to be in use as second homes and a further 2-3% are recorded as empty for more than six consecutive months. This means that these properties are not available to address local housing need. In some of the communities along the coast, the proportion of second homes may exceed 40% and in 26 Parishes the proportion exceeds 20%. Concerns have been expressed in these locations about how such high proportions impact on the long term sustainability of settlements, potentially inflating house prices well beyond the reach of those in local employment and reducing the long term viability of rural services.

**9.3** The use of an existing dwelling as a second home is not defined in planning legislation as development and hence does not require planning permission. This means that the Council is unable to control the use of the existing housing stock as a second home through planning policies.

**9.4** This is not, however, the case in relation to new dwellings which, when granted planning permission, could be legally conditioned to ensure that they could only be used as a main residence occupied on a full time basis. The Council already imposes similar occupancy restrictions in relation to affordable homes which can only be used as dwellings for those in housing need.

**9.5** In those areas of the District where the proportion of second homes is particularly high, such as in the coastal parishes in the area between Sheringham and Wells, this Plan proposes very limited new housing growth. This reflects the fact that most of this area lies within the Norfolk Coast Area of Outstanding Natural Beauty and that few communities have the range of day-to-day services which are desirable to support new development. A significant proportion of the limited amount of new homes built in this area will be subject to affordable housing occupancy restrictions and hence would not be available for second home use.

**9.6** As outlined above, the remainder could be subject to a condition limiting use to permanent occupancy. Currently, the Council considers that imposing such conditions is likely to deflect the demand for second home accommodation onto the existing housing stock, the use of which is outside the Council's control. Permanent occupancy conditions are therefore unlikely to be an effective mechanism for controlling the overall proportion of second homes in the area. The counter-argument is that, given the near-impossibility of locals buying property in those areas, it is better to do what is possible, rather than to do nothing: safeguarding a few houses for permanent residents is worthwhile in its own right.

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- 9.7** One approach which could be considered would be to allow for more homes to be built in these areas subject to these being limited to full time occupancy. For example, the Council could consider allowing small scale 'infill' developments in those areas which are already built up. Settlement Hierarchy allows for some infill growth but only in those circumstances where a site is already developed (brownfield sites). Alternatively, if new building were allowed on greenfield sites, subject to a permanent residence restriction, it could be limited to infill development of just 2 or 3 dwellings per plot and size controls could be imposed as a measure to assist with dwelling affordability.
- 9.8** The Council will reconsider this issue following this consultation but is currently not minded to impose second home occupancy restrictions. We would welcome comments on this area of policy, and in particular any evidence about the impacts of second home ownership and how such impact might be addressed in response to this consultation.

### Housing Delivery

- 9.9** The allocation of land for housing development and the granting of planning permissions does not of itself build the homes that are required. In fact, there are sometimes long delays between the grant of planning permission and development being completed. It remains the case that some approved developments never get built although the number of such schemes is relatively small. In large part, market conditions determine the rate of housing delivery. The Authority has carefully considered the deliverability of each of the proposed allocations and is satisfied that they have a realistic prospect of being built within the period covered by this Plan, namely, by 2036. The Plan provides for housing growth from many different sources ranging from single infill plots, rural exceptions developments, and re-use of existing buildings in addition to the allocation of small and larger sites for development. This diversity of sources is intended to improve the prospects of delivery.
- 9.10** The Authority wishes to ensure, as far as it is able to do so, that the required growth, and in particular the affordable homes that are required, are actually provided. This means that the absence of suitable development sites should not delay the delivery of the homes which are needed. The Council will aim to ensure that at any given time there is available land suitable for the delivery of the next five years of the housing requirement. If housing delivery in the District falls below 85% of the housing requirement over the preceding three year period the Council will publish a Housing Action Plan alongside the annual publication of Five Year Land Supply Statements to explain the actions that it intends to take, including the possibility of reviewing the Plan or releasing alternative sites for development.

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### Housing Target

**The purpose of policy HOU1** is to set a draft housing target for the District in accordance with a distribution of development that complies with the proposed Settlement Hierarchy in **Policy SD3**.

- 9.11** The way in which the need for new dwellings is established has changed during the period that this Plan has been in preparation and may change further before the Plan is adopted. Government requires the use of a standard national methodology which is currently based on population and household growth projections for the period 2014 onwards. Later 2016-based forecasts have been published which suggest a significant slowing in the rate of both population and household growth. Government does not regard these 2016 based projections as a sound basis for deriving a housing target as they may not adequately address the need for new homes or sufficiently respond to problems of dwelling affordability.

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- 9.12** The Council will continue to review the housing target to ensure that it has taken account of the most up-to-date evidence when the Plan is submitted for independent examination.
- 9.13** Over the period 2016 to 2036 the population of North Norfolk is projected to grow by around 11,542<sup>(63)</sup> so that by the end of the Plan period 114,810 people will live here. Much of this increase results from net inward migration mainly from elsewhere in the south east by those retiring to the area. It is also predicted that people will live longer, average household sizes will remain low and that around 8-10% of all dwellings in the District will be used as second homes. These factors will contribute towards significant housing pressures in the District over the Plan period.
- 9.14** The NPPF aims to boost significantly the supply of homes. To deliver this increase in supply it requires that Plans should ensure that all of the likely future need for homes is planned for. This means taking full account of a wide range of factors including the changing accommodation needs of the existing population, predicted population growth, migration trends, addressing previous shortfalls, vacant and second home rates, and considering how needs are being addressed by adjacent Authorities.
- 9.15** Plans must include a target for the number of homes planned and clearly explain how the Plan will deliver at least this amount. The first stage of setting a housing target for the Plan is to establish how many new homes are likely to be required. National planning policy refers to this as establishing Objectively Assessed Needs (OAN) and includes a standard national methodology for arriving at this figure. The starting point is nationally produced household projections which are published every two years by the Office for National Statistics (ONS) and provide a trend-based projection of new homes required for each District over the next 30 years or so to address projected demographic growth. This demographic growth trend is then subject to a standard adjustment (uplift) with the size of the adjustment determined by the local ratio between incomes and house prices, with required uplifts being greatest in those areas where housing is the least affordable. This uplift in North Norfolk is substantial and results in around a 35% increase in the housing requirement.
- 9.16** The current standard national methodology is based on ONS projections from 2014. Using these for calculating housing need, the result for North Norfolk is **10,860** dwellings over the 20 year period between 2016 and 2036. This equates to an annual average requirement of 543 net new dwellings.
- 9.17** The Council has considered if it is necessary or desirable to depart from the standard national methodology. There might, for example, be local reasons why the trend-based projections published by ONS require some adjustment to take account of specific local factors. For example, whilst future birth, death and longevity rates are highly predictable, the rate of inward migration, which is the main determinant of population growth in the District, can be subject to change. It is also important to consider employment growth projections to ensure that sufficient homes will be built to accommodate the future workforce.
- 9.18** Once it has been established the figure for the District may not equate to the Plan housing target. It is necessary to consider how housing needs are being addressed in a wider Housing Market Area (HMA) and establish if any shortfalls elsewhere should be addressed in the North Norfolk Plan. As part of the Duty to Co-operate the Council has considered the housing needs arising in all of the Norfolk Authorities and it has been agreed that North Norfolk need not make any allowance for needs which arise elsewhere in the County as these will be addressed by the Local Plans of the neighbouring Planning Authorities. This is explained in more detail in the Norfolk Strategic Planning Framework and Statement of Common Ground. It might also

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be appropriate to set a lower housing target if the evidence suggests that delivering what is needed would result in unsustainable or harmful development, and in such circumstances we would then need to seek agreement with adjacent areas to accommodate any shortfall.

- 9.19** Having carefully considered these factors, and because applying the standard housing needs methodology to North Norfolk results in a very significant uplift in housing requirements which is well above demographic growth projections, the Council considers that no further uplift is required, or justified. Pending the results of an on-going review of the national standard methodology, we intend to provide for between 10,500 and 11,000 dwellings in this Draft Plan, but will keep this under review. Delivering a target of 550 dwellings per year is around 30% more than is being delivered by our current adopted Plan and this number has rarely been delivered previously in the District, including at times when substantial amounts of development land has been available and market conditions have been favourable. The Council will wish to carefully consider the deliverability of the final housing target before submitting the Plan for examination.
- 9.20** On the date that the Plan is likely to be adopted, part of the required housing target over the Plan period 2016-2036 will already have been built. A further quantity will have planning permission but will not have been built, and over the remainder of the plan period the Council would also expect a proportion of the required growth to be delivered via windfall developments. These windfall developments comprise small scale infills, redevelopments, re-use of existing buildings and affordable dwellings in the designated Countryside Policy Area. They have delivered a significant proportion of the total homes in the District for many years. There is no evidence to suggest that this source of new homes will significantly diminish in the future. Even so, the Council has reduced its expectations in relation to future windfall housing to a figure which equates to around 50% of the historic rate. The remainder of the Plan housing target will be provided for through the suggested site allocations in this Plan. How the Plan proposes to distribute development is explained in '**Settlement Hierarchy**'.
- 9.21** We have explained more about the process of setting a draft housing target in **Background Paper 1 - Setting the Housing Target**.

### Policy HOU 1

#### Housing Targets for Market & Affordable Homes

The Council will aim to deliver between **10,500 and 11,000** new homes over the plan period 2016-2036. A minimum of **2,000** of these will be provided as affordable dwellings. To achieve this specific development sites suitable for not less than **4,500** new dwellings will be identified for development as follows:

|                           | Settlement    | Dwellings With Planning Permission at January 2019 | Dwelling Completions (01/04/16 - 30/01/19) | Proposed New Allocations | Total Growth (2016 - 2036) |
|---------------------------|---------------|--|--|--------------------------|----------------------------|
| <b>Large Growth Towns</b> | North Walsham | 218  | 222  | 2,150                    | 2,590                      |
|                           | Fakenham      | 1,163 <sup>(1)</sup>                               | 129  | 680                      | 1,972                      |
|                           | Cromer        | 244  | 73   | 592                      | 909                        |

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|  | Settlement                                | Dwellings With Planning Permission at January 2019 | Dwelling Completions (01/04/16 - 30/01/19) | Proposed New Allocations | Total Growth (2016 - 2036) |
|--|---|--|--|--------------------------|----------------------------|
| <b>Small Growth Towns</b>                                    | Holt                                      | 411  | 85   | 327                      | 823                        |
|  | Sheringham                                | 255  | 89   | 135                      | 479                        |
|  | Stalham                                   | 73   | 80   | 150                      | 303                        |
|  | Wells-next-the-Sea                        | 31   | 79   | 80                       | 190                        |
|  | Hoveton                                   | 31   | 2  | 150                      | 183                        |
| <b>Large Growth Villages</b>                                 | Briston & Melton Constable                | 113  | 28   | 80                       | 221                        |
|  | Mundesley                                 | 46   | 21   | 50                       | 117                        |
|  | Blakeney                                  | 5  | 19   | 30                       | 54                         |
|  | Ludham                                    | 9  | 1  | 40                       | 50                         |
| <b>Small Growth Villages</b>                                 | Villages named in Policy SD3              | 276  | 189  | 400 <sup>(2)</sup>       | 865                        |
| <b>Remainder of District</b>                                 | All remaining settlements and countryside | 377  | 183  | 0                        | 560                        |
| <b>Windfall Development 2019-2036 Across Entire District</b> |   |  |  |                          | 2,295                      |
| <b>TOTALS</b>  |   | <b>3,252</b>                                       | <b>1,200</b>                               | <b>4,864</b>             | <b>11,611</b>              |

**Table 1 Total Projected Housing Growth 2016 - 2036**

1. Inclusive of approx 900 dwellings on the Trinity College site at Fakenham (decision on planning application pending).
2. Suitable sites to be identified in a Part 2 Plan.



### Have any Alternative Options been considered?

Yes, for further details see the [Alternatives Considered](#) document.

## Housing Types

**9.22** As well as ensuring sufficient homes are built to address locally identified needs, it is important to ensure that those homes that are provided closely match the identified needs in terms of their type, tenure and affordability. The following policies are intended to address the identified needs for different types of properties in terms of size, tenure, affordability, and the need for specialist accommodation such as that for gypsies and agricultural workers accommodation.



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### Dwelling Mix & Type

**The purpose of this policy** is to closely match the type of homes which are built with the need for homes of different sizes and tenures.

**9.23** The **Strategic Housing Market Assessment (SHMA)**<sup>(64)</sup> provides information in relation to the number of homes required, their size and their tenure. It concludes that there are likely to be high levels of need for two and three bedroom properties and a growing need for single bedroom homes and flats in the affordable sector. Meeting the housing needs of an aging population, both in terms of the traditional housing stock and specialist types of elderly care, will become increasingly important throughout the Plan period.

### Affordable Homes

**9.24** Affordable housing is a general term which is used to describe a range of housing types including affordable rented properties, shared ownership and shared equity homes, and market homes where the purchase price is discounted below open market values. Whichever type of home is provided, the Council controls affordability via legal agreements attached to the grant of planning permissions. These ensure that occupancy is limited solely to those who are in housing need, that the price, whether rent, mortgage or a combination, is affordable to those in need, and that these two controls are in place in perpetuity. Most affordable homes in the District are provided by Housing Associations which either directly build affordable homes or purchase properties from other home builders at agreed prices.

**9.25** The District has a low wage economy and in much of the area house prices are high. In 2018 those on lower quartile household incomes required in excess of nine times their income to purchase a lower value home. This means that home ownership is a distant dream for many. Government has extended the planning definition of affordable homes to include low cost home ownership and requires Plans to include at least 10% of low cost home ownership products (starter homes, shared ownership/equity and discounted market homes) as part of the affordable housing provision within larger scale developments. The Council considers that in order to make a meaningful contribution towards dwelling affordability, such homes should be genuinely affordable to those on lower incomes and that purchase prices should be capped at a level which reflects the ability of a purchaser on lower incomes to service a mortgage/rent in accordance with mainstream lending criteria (affordability criteria). This means that in most areas substantial discounts on open market values will be necessary for such dwellings to qualify as affordable homes. It remains the case that rented accommodation will be the main form of affordable tenure and the Council will continue to require a high proportion of rented affordable dwellings.

**9.26** The community need for affordable housing is an important consideration in the planning process and Local Authorities are required to set targets for delivery and include policies which ensure that priority needs are addressed over the Plan period. This is achieved in two ways. Firstly by setting policy requirements on development proposals which require that a proportion of all new homes built are affordable, and secondly, by including more permissive policies for affordable housing proposals where other types of homes would not normally secure planning permission (sometimes referred to as a Rural Exceptions Policy). Both approaches are included in our current Plan and these have ensured that around 18% of all new homes built in the District since 2001 have been affordable.

**9.27** The evidence shows that there is a continuing need for affordable homes in North Norfolk and to help address existing needs, and newly arising need over the Plan period, it will be necessary to provide approximately 2,000 affordable dwellings, equating to around 20% of total planned

64 Strategic Housing Market Assessment, 2017, Opinion Research Services.

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growth. To achieve the quantity of affordable dwellings that is required it will be necessary to build more homes, require affordable housing contributions on smaller development proposals, and continue with a permissive approach towards rural Exceptions Schemes.

- 9.28** Setting affordable housing requirements in planning policies has an impact on the viability of development. Developers are required to sell homes at less than open market value, either to a Housing Association or directly to the occupant. The Council expects this, and the other policy requirements in this Plan, to be properly reflected in the price paid for development land. The Council has tested the impacts of the proposed policies on the viability of development in the District and expects that, save for in exceptional circumstances, policy requirements will be met when planning applications are made. **Policy SD 5 'Developer Contributions & Viability'** deals specifically with our approach to developer obligations and viability.

### Elderly Persons Accommodation

- 9.29** The Council believes it is important to meet the demand for a variety of market housing created by different household types, including those wishing to build their own homes. The Strategic Housing Market Assessment suggests that a high proportion of newly forming households leave the District whilst more established households move into the area. Over the years this has contributed to much higher proportions of elderly and retired people being resident in North Norfolk. Furthermore, the number of elderly people is expected to rise significantly in the period up to 2036. It is expected that the impact of this growth will be especially evident in the popular retirement locations in North Norfolk. This trend is projected to continue and accelerate. Accordingly, increasing provision needs to be made for the particular housing requirements of older people, especially in light of the wider community benefits that can be derived from releasing under-occupied housing back into both the public sector stock and general housing market. The Council will therefore aim to ensure that a proportion of all new homes that are built are suitable, or easily adaptable, for occupation by the elderly and infirm (**Policy HOU 8 'Accessible & Adaptable Homes'**) and to make specific provision for those who, for one reason or another, are unable to continue living at home and require some form of care.
- 9.30** Some types of housing proposal are designed to meet the needs of particular groups in society whose accommodation needs cannot be met in general purpose housing schemes. These include sheltered and assisted living schemes for the elderly, disabled, and other groups. These schemes will often include an element of communal facilities, wardens accommodation and / or on site management / medical support. It is recognised that it may not always be appropriate to include other types of housing within such proposals.

### Policy HOU 2

#### Housing Mix

Unless the proposal is for a Rural Exceptions Scheme, Gypsy and Traveller accommodation, or specialist<sup>(65)</sup> residential accommodation all new housing developments, including those for the conversion of existing buildings, shall provide for a mix of house sizes and tenures in accordance with the following:

65 Specially designed living accommodation exclusively available to the infirm and/or disabled including care and nursing homes, assisted living, dementia care, and hospices where specialist care and support is provided.

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| Size of Scheme (Dwellings)                    | % Affordable Homes Required  |  | Required Market Housing Mix                       | Required Affordable Housing Mix <sup>(1)</sup>              | Number of Serviced Self-Build Plots <sup>(2)</sup>                                  | Specialist Elderly / Care Provision  |
|---|--|--|---|---|---|--|
|   | Affordable Zone 1*   | Affordable Zone 2*   |   |   |   |  |
| 0-5   | No requirement   | No requirement   | No requirement                                    | No requirement  | No requirement  | No requirement   |
| 6-25  | At least 15%.<br>Option of financial contribution on schemes of 6-10 dwellings | At least 35%.<br>Option of financial contribution on schemes of 6-10 dwellings | Not less than 50% two or three bedroom properties | Not more than 10% Low Cost Home Ownership, remainder Rented | No requirement  | No requirement   |
| 26-150  | At least 15% on site provision   | At least 35% on site provision   | Not less than 50% two or three bedroom properties | Not more than 10% Low Cost Home Ownership, remainder Rented | At least one plot or 2% of total number of units proposed, whichever is the greater | No requirement   |
| 151-300 (plus each additional 150 dwellings). | At least 15% on site provision   | At least 35% on site provision   | Not less than 50% two or three bedroom properties | Not more than 10% Low Cost Home Ownership, remainder Rented | At least one plot or 2% of total number of units proposed whichever, is the greater | Minimum 80 bed spaces and further 40 bed spaces for each additional 150 dwellings thereafter |

1. Size and tenure split determined on case by case basis in accordance with local needs evidence
2. A plot of land of agreed dimensions which is serviced and made available for self-build housing on terms to be agreed with the LPA for a period of not less than two years from the date of its availability.

\* See Figure 6 'Affordable Housing Zones'.

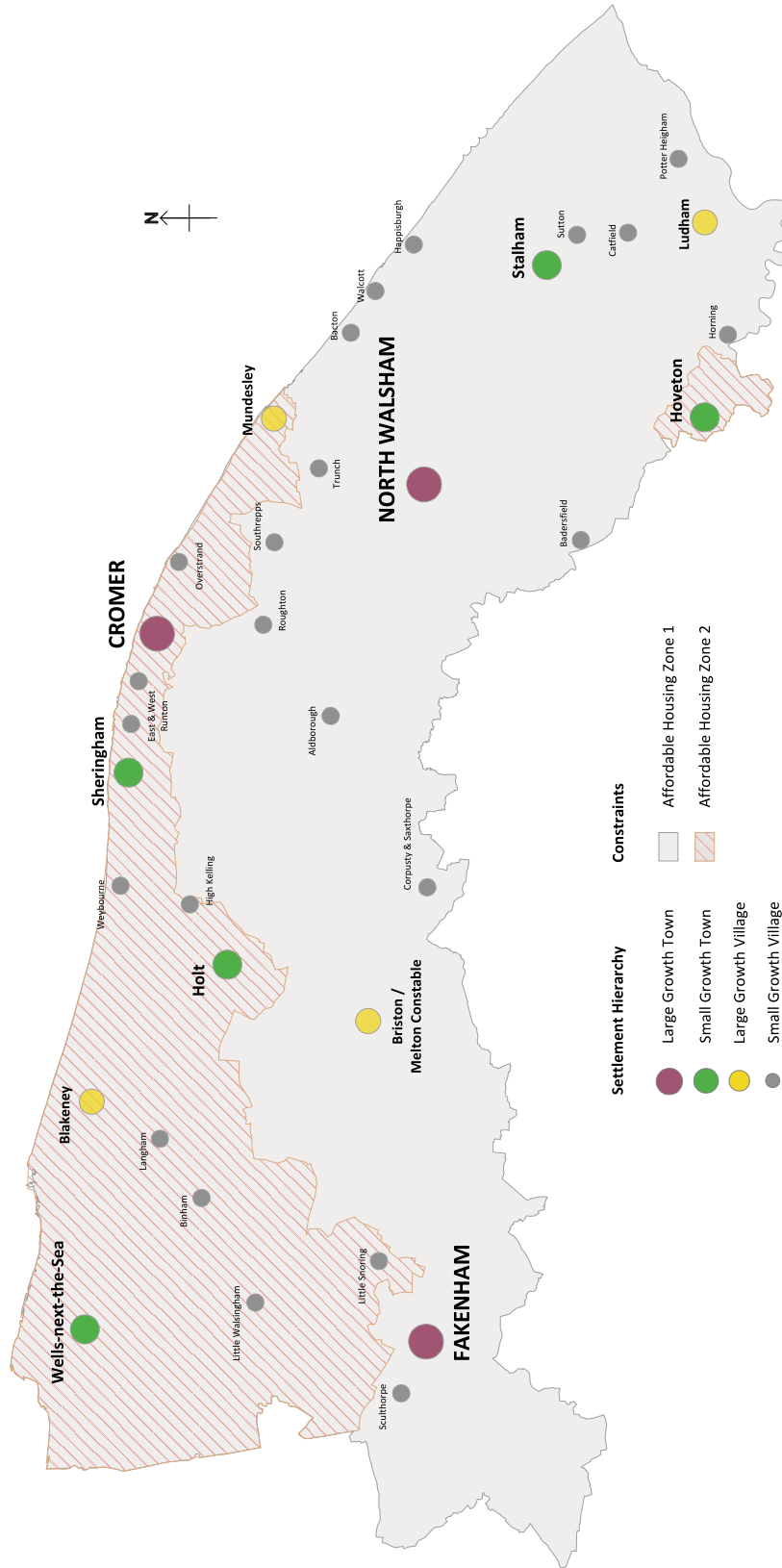


### Have any Alternative Options been considered?

Yes, for further details see the [Alternatives Considered](#) document.

# 9 Housing Policies

## Affordable Housing Zones



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Figure 6 Affordable Housing Zones

## Housing Policies 9

### Affordable Homes in the Countryside

**The purpose of this policy** is to provide for the delivery of an increased supply of affordable homes in locations close to where the need for such accommodation arises.

- 9.31** The delivery of affordable homes is a key priority for the Council. In the last decade the provision of affordable dwellings in the designated Countryside Policy Area has provided over half of all affordable homes built in the District. These homes, referred to as Rural Exceptions, are granted planning permission as an exception to normally restrictive planning policies and are designed to be relatively small in scale in order to address locally arising needs in the area. Occupation of the dwellings provided via this policy is limited to those in need who have a strong connection to the 'hosting' village and the surrounding parishes.
- 9.32** In recent years public funding for affordable homes has been reduced and the NPPF now allows for some market homes to be included within these schemes provided the value of the market homes is used to fund the delivery of additional affordable dwellings. Where it is clearly shown that market homes are necessary to deliver affordable dwellings which would not otherwise be built, the Council will support the inclusion of the minimum number of market homes to make the proposal deliverable. **The additional value created by the inclusion of market housing should not be reflected in the price paid for land.**

#### Policy HOU 3

##### Affordable Homes in the Countryside (Rural Exceptions Housing)

Proposals for affordable housing development within the designated **Countryside Policy Area** will be permitted where they comply with all of the following criteria:

1. the proposal would help to address a proven local housing need for affordable housing as demonstrated in up to date evidence;
2. the site is physically well related to a built up part of a settlement and the facilities it provides;
3. the affordable housing provided is made available solely to people in local housing need at an affordable cost for the life of the property (the Council will ensure that any planning permission granted is subject to appropriate conditions and/or planning obligations to secure its affordability in perpetuity);
4. the size of the scheme takes account of the level of local need and does not usually result in more than a 5% increase in the number of homes in the settlement; and,
5. where market housing is included within proposals it is clearly demonstrated to be minimum necessary in order to deliver affordable dwellings which would not otherwise be provided, and in all cases the majority of the homes provided are affordable.

For the purposes of this policy 'local housing need' means the need in the Parish and adjacent Parishes as evidenced by the most up to date evidence.



#### Have any Alternative Options been considered?

Yes, for further details see the [Alternatives Considered](#) document.

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### Key-worker Accommodation in the Countryside

**The purpose of this policy** is to meet the need for essential accommodation associated with the use of land for agriculture, forestry and other rural based businesses.

- 9.33** It will almost always be the case that those employed in agriculture, forestry or other rural based occupations will be able to meet their accommodation needs in existing houses either on the site or nearby. Very occasionally it will be essential for a worker to have accommodation in close proximity to the business and none will be available. The construction of new dwellings in the countryside to meet these needs will, in exceptional circumstances, be justified. If permission is granted for such dwellings it is important that they are occupied as intended and the Council will therefore impose restrictive occupancy conditions to ensure that any dwelling remains available to meet the needs of the particular business.
- 9.34** Planning permission will only be granted in those circumstances where it is clearly shown to be essential to live on the site and the business is, or is likely to be, financially viable.

#### Policy HOU 4

##### Agricultural & Other Key Worker Accommodation

Proposals for development in the designated **Countryside Policy Area** to meet the housing needs of full-time workers in agriculture, forestry and other essential workers connected with that land will be permitted where they comply with all of the following criteria:

1. there is a demonstrated essential need for one or more full time workers to be readily available at most times for the enterprise to function properly;
2. the functional need can not be met by another existing dwelling on the site of the enterprise, or in the immediate vicinity;
3. the enterprise has been established for at least three years and is, and is likely to remain, financially viable;
4. the proposal does not represent a replacement for another dwelling on the site which has been sold on the open market in the last five years; and,
5. the proposed dwelling is no larger than that required to meet the functional needs of the enterprise, nor unusually expensive to construct in relation to the income that the enterprise would sustain in the long term.

Where accommodation is required in relation to a newly created enterprise, where there has been insufficient time to demonstrate financial soundness, permission may be granted for a temporary dwelling in the form of a caravan or wooden structure which may easily be dismantled and removed from the site.



#### Have any Alternative Options been considered?

Yes, for further details see the [Alternatives Considered](#) document.

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### Gypsy & Traveller Accommodation

**The purpose of this policy** is to meet the needs for both permanently occupied and transit pitches for the gypsy and traveller communities. |

- 9.35** The accommodation needs of Gypsies and Travellers should be considered alongside the housing needs of the whole community. Gypsies are protected by the 1976 Race Relations Act and the Council has a duty to seek to eliminate unlawful discrimination and to promote equality of opportunity and good race relations in everything it does.
- 9.36** Government policy requires Local Authorities meet any identified accommodation needs for gypsies and travellers. It sets out the criteria for the assessment of applications on sites that are not allocated, since many Gypsies, Travellers and travelling showpeople prefer to buy and manage their own sites. It is recognised that the location of sites needs to meet the working and living patterns of Gypsies and Travellers and that this may include locations in the Countryside. However it is also important to ensure that locations allow for access to essential services, are not damaging to the character of the area, and foster good community relations.
- 9.37** In 2017 as part of the Duty to Cooperate the Norfolk Authorities collectively prepared a **Gypsy, Traveller, and Caravan Needs Assessment**<sup>(66)</sup>. For North Norfolk this concluded that future need for permanently occupied pitches is likely to be very small and mainly arises from the few Gypsy families already resident in the District. Transit pitches for seasonal visits to the District are available at Fakenham and Cromer and have proved to be sufficient to address these needs.

### Policy HOU 5

#### Gypsy, Traveller & Travelling Showpeople's Accommodation

Development to meet the needs of Gypsies and Travellers and of Travelling Showpeople will be permitted provided that it is of an appropriate scale and nature and that it complies with all of the following criteria:

1. the intended occupants meet the definition of Gypsies and Travellers<sup>(67)</sup>, or the description of travelling showpeople<sup>(68)</sup>;
2. development minimises impact on the surrounding landscape;
3. safe vehicular access to the public highway can be provided;
4. the movement of vehicles to and from the site will not cause significant disturbance;
5. there is adequate space for parking, turning and servicing on site;
6. the site is on the outskirts of, or within a reasonable distance of, a settlement which offers local services and community facilities; and,
7. suitable landscaping and boundary enclosures are provided to give privacy, minimise impact on the surrounding area, and provide a safe and acceptable living environment.

66 Norfolk Caravan and Houseboats Needs Assessment 2017, RRR Consultancy Ltd

67 Circular 01/2006 defines Gypsies and Travellers as 'Persons of nomadic habit of life whatever their race or origin, including such persons who on grounds only of their own or their family's or dependents' educational or health needs or old age have ceased to travel temporarily or permanently, but excluding members of an organised group of travelling showpeople or circus people travelling together as such'.

68 Consultation on revised planning guidance for Travelling Showpeople, DCLG Jan 2007 defines travelling showpeople as 'Members of an organised group of travelling showpeople or circus people (whether or not travelling together as such). They include such persons who on the grounds of their own or their family's or dependants' more localised pattern of trading, educational or health needs or old age have ceased to travel temporarily or permanently, but excluding Gypsies and Travellers'.

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### Have any Alternative Options been considered?

Yes, for further details see the [Alternatives Considered](#) document.

### Replacement Dwellings, House Extensions & Annexed Accommodation

The purpose of this policy is to manage the impacts of proposed replacement dwellings and house extensions on the character of the District.

- 9.38** House extensions and replacement dwellings account for a substantial proportion of all new development in the District. Poorly designed and disproportionately large buildings have the potential to individually and cumulatively damage the character of the District. Such proposals will need to comply with **Policy ENV 9 'High Quality Design'** and the provisions of the North Norfolk Design Guide.

#### Policy HOU 6

##### Replacement Dwellings, Extensions & Annexed Accommodation

Proposals to extend or replace existing dwellings will be permitted provided that the proposal:

1. would not materially increase the impact of the dwelling on the appearance of the surrounding area and would comply with the provisions of **Policy ENV 9 'High Quality Design'**.

In determining what constitutes a 'material increase in impact' account will be taken of the size of the proposal in relation to the prevailing character of the area, the prominence of the site, plot coverage, and impact of the proposal on the landscape and townscape of the area.

Proposals for annexed accommodation will be supported provided that the proposal:

1. is physically attached to, and comprises an extension to, an existing dwelling; or
2. is for the sympathetic conversion and restoration of an existing building,
3. in both cases, provides a scale of accommodation which is subordinate to the existing dwelling and clearly designed for the intended purpose.

Proposals for new build detached annexes will only be supported where it is clearly shown that an extension or re-use of an existing building is not feasible.



### Have any Alternative Options been considered?

Yes, for further details see the [Alternatives Considered](#) document.



## Housing Policies 9

### Re-use of Rural Buildings in the Countryside

**The purpose of this policy** is to allow for the re-use of suitable existing buildings for alternative uses including the conversion of buildings to dwellings.

- 9.39** North Norfolk has a rich heritage of traditional rural buildings, many of which are no longer suitable for their original purpose but may be suitable for alternative uses. The re-use of good quality existing buildings, including traditional barns and more modern structures, for a range of uses offers the potential to support the sustainability of rural communities and secure the future of traditional rural buildings that contribute positively to the local distinctiveness of the area. In addition, the re-use of existing buildings may reduce the requirement to build new development elsewhere.
- 9.40** It is only intended to allow for the conversion of buildings that do not require extensive rebuilding or alteration in order to make them suitable for the use proposed. Buildings which do not meet this test will not qualify and will be treated as the erection of new buildings and will be determined in accordance with the applicable policies for such proposals. Applicants will need to demonstrate how the proposal will ensure the retention of the structure of the building and a substantial proportion of its external fabric throughout the conversion process. The authority may require the submission of a structural survey to demonstrate that buildings are capable of being converted.
- 9.41** Poorly constructed buildings, purpose-built holiday accommodation and those buildings that have recently been constructed or altered for another purpose will not be eligible.
- 9.42** The objective of maintaining sustainable rural communities will be the primary consideration when assessing individual planning applications. Safeguarding existing employment, community facilities, and local services is integral to achieving this, so where buildings are used, or were last used for commercial or community uses, a residential conversion will not normally be supported. Buildings should be genuinely redundant and dis-used (vacant) and the Council will consider the recent history of use of the building to determine if this is the case.
- 9.43** There are already large numbers of mainly traditional farm buildings that have been converted to various forms of holiday accommodation, including holiday and second homes and single or groups of commercial holiday lets. The use of these buildings is often restricted to holiday use only via a planning condition imposed upon the grant of planning permission. These conditions were imposed at a time when national policies did not encourage the creation of dwellings in less sustainable areas and supported the positive contribution that such uses can bring to the tourism and the wider economy. There are now significant pressures in the District to provide more homes suitable for permanent occupancy. The removal of restrictive occupancy controls provides an opportunity to help address this. The Council will support proposals to remove holiday restrictions from previously converted buildings subject to the buildings being suitable for permanent occupation, but only in those circumstances where continuation of the existing use is shown not to be viable in accordance with **Policy ECN 9 'Retaining an Adequate Supply & Mix of Tourist Accommodation'**.
- 9.44** In the case of Listed Buildings, conversion may be allowed provided the use is demonstrated to be the best use to secure the future of the building (optimum viable use). Planning applications submitted on this basis will need to include a supporting statement justifying why the building is of such importance that its conversion would be in the public interest, and include a robust consideration of why re-use of the building for the proposed use is the best option for the building.
- 9.45** In all cases, conversion schemes are expected to be of the very highest quality and ensure that the qualities of the building and its setting are protected or enhanced. The aim should be

## 9 Housing Policies

to skillfully repair buildings in ways which protect their character. Particularly careful attention should be paid to fenestration, roof alterations, boundary treatments, landscaping and car parking provision all of which, if not considered carefully, may adversely affect the character of buildings. The North Norfolk Design Guide provides detailed advice on the conversion of buildings and proposals should comply with this Guide or justify alternative approaches. The Council will consider the need to remove permitted development allowances for subsequent alterations and/or extensions to ensure the character and appearance of buildings and their settings are protected.

- 9.46** Evidence indicates that there is a significant need for affordable housing across North Norfolk. Allowing the opportunity for residential conversions in the countryside requires consideration of how such development should contribute to the delivery of affordable housing. Although it is recognised that it may be difficult and in some cases not practicable for conversion schemes to provide for affordable housing on the site itself, it is considered entirely consistent with national planning policy to seek financial contributions towards affordable housing where viable to do so in accordance with **Policy SD 5 'Developer Contributions & Viability'**.
- 9.47** Agricultural and other redundant buildings often provide important habitats for protected and priority species such as bats, barn owls and nesting birds. All birds, their nests and eggs are protected by law and barn owls receive special protection. It is also an offence under UK legislation to damage or destroy a place used by a bat for breeding or resting (even if the offence is committed accidentally). The planning authority will require the submission of an ecological report, of adequate quality, to enable the authority to make an informed decision and to demonstrate compliance with legislation and policy. This should include sufficient seasonal surveys to establish the likely presence of protected and priority species and the extent to which they will be affected by the proposed development. Where found to be present and affected, proposals should clearly demonstrate adherence to the mitigation hierarchy\* to minimise harm and maximise benefits for biodiversity.

### Policy HOU 7

#### Re-use of Rural Buildings in the Countryside

The change of use and conversion of existing buildings in the designated **Countryside Policy Area** to residential and commercial uses will be permitted where they comply with all of the following:

1. it is demonstrated that the buildings are either vacant or no longer required for their former use;
2. the proposal involves the conversion of existing buildings without significant rebuilding, alteration or extension. It should be demonstrated that all structural elements and a substantial proportion of the existing fabric of buildings will be retained throughout the conversion;
3. the proposal preserves or enhances the character and appearance of buildings and their setting in accordance with the provisions of the North Norfolk Design Guide;
4. the buildings have not been erected or altered in the preceding ten years for another purpose;
5. it can be demonstrated that the proposal has no adverse impacts on protected species.

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### Have any Alternative Options been considered?

Yes, for further details see the [Alternatives Considered](#) document.

## Housing Constructions Standards

- 9.48** Construction standards for new dwellings are contained in the National Building Regulations and are subject to separate application and consenting processes in addition to securing planning permission. The Building Regulations include a number of Optional Standards which can be introduced locally via planning policies included in Plans. The Council proposes to introduce these enhanced construction standards in relation to dwelling accessibility and adaptability, introducing the minimum national space standards, and achieving a higher standard of water efficiency. Compliance with the enhanced standards would be via the Building Regulations process.
- 9.49** National policy gives Local Planning Authorities the ability to set additional prescribed technical requirements (building construction standards) which exceed the minimum standards required by the National Building Regulations in respect of access, water and space standards where this would address an identified need and can be justified. In relation to climate change the NPPF along with Section 182 of the Planning Act 2008 puts a positive emphasis and legal duty to include policies on climate change, mitigation and adaptation. Section 14 empowers Authorities to introduce policies to reduce carbon emissions from new homes, whilst para 150 states that new development should be planned in ways to help reduce greenhouse gas emissions, such as through location, orientation and design.
- 9.50** Building good quality, energy efficient, accessible and adaptable homes should be regarded as a norm rather than an additional requirement.

## Accessible & Adaptable Homes

**The purpose of this policy** is to ensure that new homes are accessible and can be easily adapted as people's needs change throughout their lifetime.

- 9.51** This policy will increase the amount of homes that are suitable for an aging population, leading to positive impacts on health and well-being, and will increase the supply of decent homes that meet a wider range of needs. Making homes adaptable and accessible from the start will reduce the likelihood of people having to leave their homes as their needs change and allow people to stay within their local communities, fostering mixed and inclusive communities.
- 9.52** North Norfolk has one of the highest percentage of older people in the country. The population is aging and the trend is accelerating so that by 2036 it is expected that there will be an additional 11,500 residents over the age of 65. Overall the percentage of people aged over 65 will increase from 32% to 39.9% of the District's population in comparison to the England average of 23.4%<sup>(69)</sup>. Significantly the higher age cohorts of over 80 years of age are projected to increase at the fastest rate and will account for up to 14% of the District population by 2036. With peoples housing needs changing over time, homes need to be designed in such as way as to meet those changing needs. A persons age has a direct link with a greater likelihood of mobility issues. Declines in some areas of health, for example, increases in obesity have

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contributed to an increase in people experiencing mobility issues. There is a historic deficit in accessible and adaptable properties across all tenures in the District with the greatest requirement remaining in the private sector. Given the District's increasing older population structure and high proportion of older, smaller traditional housing stock, it is important that the supply of accessible and adaptable homes is significantly increased. With public health and social care strategies placing more emphasis on supporting people in their own homes rather than in residential care it is important that we ensure that more accessible homes are provided in the District and that adaptations are easier and cheaper to undertake when they are required.

- 9.53** The National Building Regulations include specific nationally agreed construction standards (the M4(2) standard) which if adopted through this Plan would deliver accessible and adaptable homes. This standard is broadly equivalent to, and replaces the former Lifetime Homes standards, which the Council encouraged in its existing Core Strategy Policy HO1. Homes built to this standard are more flexible and readily adaptable as people's needs change. They are suitable not just for the elderly but also for families with pushchair needs, or those with a temporary or permanent disability or health issue.
- 9.54** A proportion of new dwellings that accord with Category M4(3) wheelchair adaptability on larger housing developments is also required. It is estimated that the national unmet need for wheelchair adaptable properties is the equivalent of 3.5 per 1,000 households, representing approximately 385 households of the Local Plan housing target of which 186 should be in the affordable sector.<sup>(70)</sup> Planning Practice Guidance states that M4(3) should only be applied to properties where the LPA is responsible for allocating, or nominating \ person to live in that dwelling,<sup>(71)</sup> i.e the requirement is based on affordable housing provision only. However given the level of need the intention is that the requirement will be applied to all larger housing developments, over 20 units irrespective of tenure. The policy will be applied flexibly with regard to the current evidence at the time of any planning application. For example, taking account of the Council's Strategic Housing Needs Assessment, Housing Register and any other sources of up to date information.
- 9.55** Where the specific requirements of Building Regulations may not be achievable, an element of flexibility is recognised as being required in the delivery of these standards. This may be due to, site specific challenges around topography, flood risk and/or the relationship to design. Where developers demonstrate that the M4(2) or M4(3) requirements are not feasible to be delivered on viability grounds exemptions will be on a case by case basis on the clear evidence submitted at planning application stage, e.g. the topography of the site makes provision as a whole not feasible and impacts development viability significantly.
- 9.56** Monitoring of compliance with the standards will be through Building Regulations . Developers are encouraged to demonstrate and include a greater level of water efficiency / water consumption reduction measures as part of their developments. For example specific reference could be made around the the use of water efficiency/re-use measures in a proposal – examples of which include water re-use, rainwater harvesting and stormwater harvesting.

### Policy HOU 8

#### Accessible & Adaptable Homes

All new homes must be designed and constructed in a way that enables them to be adapted to meet the changing needs of their occupants over their lifetime. Planning permission will be granted for new dwellings subject to:

70 NNDC Construction Standards background paper 2018.

71 PPG 009 Reference ID: 56-009-20150327.

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- all new dwellings meeting the Building Regulations M4(2) standard: Category 2 - Accessible and Adaptable Dwellings;<sup>(72)</sup>
- 5% of dwellings on sites of 20 units or more being provided as wheelchair adaptable dwellings in accordance with the Building Regulations M4(3) standard: Category 3<sup>(73)</sup>.

Exemptions will only be considered where the applicant can robustly demonstrate that compliance would significantly harm the financial viability of the scheme. All residential proposals should be accompanied by a separate document setting out how proposals (including each dwelling type) accord with each of the standards as detailed in Building Regulations. Where exemptions are sought on practicality or viability grounds, the minimum number of units necessary will be exempted from the requirements.

Applicants must submit appropriate supporting evidence of sufficient detail to enable consideration, including a viability appraisal.



### Have any Alternative Options been considered?

Yes, for further details see the [Alternatives Considered](#) document.

## Minimum Space Standards

**The purpose of this policy** is to ensure that new homes offer a reasonable level of residential amenity and quality of life, ensuring that there is sufficient internal space, privacy and storage facilities to ensure long term sustainability and usability of new homes.

- 9.57** The nationally described space standard deals with internal space within new dwellings across all tenures. The standard sets out the minimum requirements for the gross Internal floor area of new dwellings at a defined level of occupancy as well as floor area and dimensions for key parts of the home, e.g. bedrooms, storage and floor-to-ceiling height. The standards are optional unless required locally via Plan policies.
- 9.58** Overall, the national space standards are intended to ensure that new homes provide a flexible and high quality environment in line with the NPPF, capable of responding to occupants changing needs. With the population of North Norfolk aging at one of the fastest rates in the country invoking the optional minimum national space standard through the Local Plan is considered important in relation to long term adaptability and sustainability. Larger floor areas provide the opportunity for easier adaptability due to impaired mobility, and is a key criterion in relation to how accessible a dwelling is. There is some overlap between the Space Standards and the Accessible and Adaptable standards, but the introduction of the national space standard complements and does not negate the requirement for M4(2) and M4(3) compliance.
- 9.59** The provision of sufficient space in dwellings is an important element of good design and influences the take up and delivery of new housing. A lack of space can compromise basic lifestyles needs, such as household space to play, relax, privacy, private work space, and storage of possessions. It can have significant life effects on health, family relationships, educational attainment and social cohesion. The Governments own housing standards review

72 Or any subsequent national equivalent standard should the Building Regulations and or national policy be reviewed in the future.

73 Or any subsequent national equivalent standard should Building Regulations be reviewed in the future.

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concluded that the UK builds some of the smallest homes in Europe<sup>(74)</sup> and there has been a downward trend in house sizes across the UK. It is widely reported that the key desirable factors when considering a new home include the provision of adequate space (living and storage) inside and outside the home, along with the proximity to services.

- 9.60** Analysis of new homes being built on housing estates across North Norfolk reveals that approximately 58% of dwellings being built do not meet one or more of the minimum national space standards. For Flats this falls to 50%. Sixty-nine percent of the development in North Norfolk meets the space standards for gross Internal space, dropping to 61% for the 1-2 & 3 bed properties i.e 39% do not meet the minimum space standard. In the larger 4+ bedroom dwellings the figure is much higher at 95.3% meeting the standard. The internal configuration of some dwellings with smaller bedrooms, is leading to developments with dwellings that are below the specific requirements of the national standard. Given the population profile, nature of existing housing stock and low levels of new development that currently meet the standards (specifically in relation to one, two and three bedroom properties where there is the greatest need), coupled with the high need for two and three bedroom properties, there is clear justification to require all new properties to at least meet, or exceed, the prescribed minimum national space standards.
- 9.61** In considering this, it is important also to consider that small houses can also contribute to meeting some need. There is the potential for such houses to be more affordable, use less amounts of building material and require less land. In some locations in North Norfolk, it may also be that smaller homes are more consistent with the prevailing historic character of the area. These considerations need to be balanced against the practical benefits of standard size homes with adequate internal space built for modern needs across all tenures.
- 9.62** Planning applications often detail a variety of types of dwellings and information on how a proposal in general, and also each unit type, seeks to meet the new minimum space standards will need to be provided at the planning application stage in a tabulated format for each house design. The submission of such information will form part of the validation process. The new standards will be applied through planning conditions at the time of approval. Compliance will be through planning enforcement.
- 9.63** The Government's national space standards as the minimum acceptable space standards should be applied to both open market and affordable housing within North Norfolk.

### Policy HOU 9

#### Minimum Space Standards

All new dwellings, must be designed and constructed in a way that enables them to meet or exceed the Government's Technical Housing Standards - Nationally described Space Standards, or successor document<sup>(75)</sup>

All development proposals should be accompanied by a separate document setting out how proposals (including each dwelling type) accord with the standards set out below. As a minimum this should detail:

1. the gross internal floor area.
2. the extent of built in storage, sqm.

74 Evans, A. and Hartwich, O.M. (2005) Unaffordable Housing: Fables and Myths, Policy Exchange: London as detailed in Housing Standard review Final Impact assessment footnote 19.

75 Or any subsequent national equivalent standard should the Building regulations and or national policy be reviewed in the future.

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3. the number of single, twin /double bedrooms with minimum widths.
4. the minimum floor to ceiling height for at least 75% of the gross internal area.



### Have any Alternative Options been considered?

Yes, for further details see the [Alternatives Considered](#) document.

The following are the current standards which would need to be achieved in order to comply with this Policy.

### Technical Requirements

- a. the dwelling provides at least the gross internal floor area and built-in storage area (set out in Table 15);
- b. a dwelling with two or more bedspaces has at least one double (or twin) bedroom;
- c. in order to provide one bedspace, a single bedroom has a floor area of at least 7.5m<sup>2</sup> and is at least 2.15m wide;
- d. in order to provide two bedspaces, a double (or twin bedroom) has a floor area of at least 11.5m<sup>2</sup>;
- e. one double (or twin bedroom) is at least 2.75m wide and every other double (or twin) bedroom is at least 2.55m wide;
- f. any area with a headroom of less than 1.5m is not counted within the Gross Internal Area unless used solely for storage (if the area under the stairs is to be used for storage, assume a general floor area of 1m<sup>2</sup> within the Gross Internal Area);
- g. any other area that is used solely for storage and has a headroom of 900-1500mm (such as under eaves) is counted at 50% of its floor area, and any area lower than 900mm is not counted at all;
- h. a built-in wardrobe counts towards the Gross Internal Area and bedroom floor area requirements, but should not reduce the effective width of the room below the minimum widths set out above. The built-in area in excess of 0.72m<sup>2</sup> in a double bedroom and 0.36m<sup>2</sup> in a single bedroom counts towards the built-in storage requirement;
- i. the minimum floor to ceiling height is 2.3m for at least 75% of the Gross Internal Area.

### Minimum Gross Internal Floor Areas & Storage (msq)

| Number of bedrooms(b) | Number of bed spaces (persons) | 1 story dwellings | 2 story dwellings | 3 story dwellings | Built-in storage |
|-----------------------|--------------------------------|-------------------|-------------------|-------------------|------------------|
| 1b                    | 1p                             | 39 (37)*          |                   |                   | 1.0              |
|                       | 2p                             | 50                | 58                |                   | 1.5              |
| 2b                    | 3p                             | 61                | 70                |                   | 2.0              |
|                       | 4p                             | 70                | 79                |                   |                  |
| 3b                    | 4p                             | 74                | 84                | 90                | 2.5              |
|                       | 5p                             | 86                | 93                | 99                |                  |
|                       | 6p                             | 95                | 102               | 108               |                  |

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| Number of bedrooms(b) | Number of bed spaces (persons) | 1 story dwellings | 2 story dwellings | 3 story dwellings | Built-in storage |
|-----------------------|--------------------------------|-------------------|-------------------|-------------------|------------------|
| 4b                    | 5p                             | 90                | 97                | 103               | 3.0              |
|                       | 6p                             | 99                | 106               | 112               |                  |
|                       | 7p                             | 108               | 115               | 121               |                  |
|                       | 8p                             | 117               | 124               | 130               |                  |
| 5b                    | 6p                             | 103               | 110               | 116               | 3.5              |
|                       | 7p                             | 112               | 119               | 125               |                  |
|                       | 8p                             | 121               | 128               | 134               |                  |
| 6b                    | 7p                             | 116               | 123               | 129               | 4.0              |
|                       | 8p                             | 125               | 132               | 138               |                  |

**Table 2 Minimum gross Internal floor areas and storage (msq)**

\* Where a one person flat has a shower room rather than a bathroom, the floor area may be reduced from 39sqm to 37sqm

### Water Efficiency

**The purpose of this policy** is to ensure that development positively plans to minimise its impact on water resources and contributes to long term water resilience.

- 9.64** This policy requires developments to meet the higher Building Regulations optional water use standard of 110 litres/person/day, (lpppd), as set out in Building Regulations, Part G2. In an area of serious water stress, incorporating water demand management into dwellings from the start promotes water efficiency and resilience, along with the protection of water quality and protection of areas of environmental importance within and adjacent to North Norfolk.
- 9.65** All new homes have to meet the mandatory national Standard set out in Building Regulations of 125 litres per person per day. The NPPF states that Local Planning Authorities should adopt proactive strategies to mitigate and adapt to climate change, including taking account of water supply. Policies should support appropriate measures to ensure the future resilience of communities and infrastructure to climate change impacts. The Planning Practice Guidance states that, where there is a clear local need, local planning authorities can set out Local Plan policies requiring new dwellings to meet the tighter Building Regulations optional requirement of 110 litres/person/day.
- 9.66** North Norfolk, like many parts of Norfolk and wider East Anglia, experiences low levels of rainfall and is defined by the Environment Agency as an area of water stress. At the same time the District contains internationally important water based environmentally protected sites. The Anglian River Basin District Management Plan 2015 seeks the continuation of demand management and water efficiency techniques through Local Plan policies requiring new homes to meet the tighter water efficiency standard of 110 litres per person per day as described the Building Regulations.
- 9.67** The Norfolk Authorities, in conjunction with Natural England, Environment Agency and Anglian Water, recognises that Plans should contribute to long-term water resilience. Through the



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Norfolk Strategic Planning Framework and Duty to Cooperate process there is an agreement to seek to introduce the optional higher water efficiency standards across all authorities in the County. In parallel, Anglian Water are introducing a number of water efficiency incentives<sup>(76)</sup> for housebuilders and are offering a financial incentive to developers in order to build more sustainable homes including a reduction in the standard fixed element of the Zonal Charge per plot where homes are built to a water efficiency standard of 100 lpppd.

- 9.68** Viability of development is not affected by water efficiency requirements. The cost per dwelling of implementing the higher Building Regulations water efficiency standard of 110 lpppd is marginal, with the Government's own assessment putting the cost at around £10 per dwelling. The draft North Norfolk Viability Assessment has shown that such a low additional cost will have no impact on development viability.
- 9.69** Compliance will be required through the Building Regulations process.

### Policy HOU 10

#### Water Efficiency

All new development must be designed and constructed in a way that minimises its impact on water resources.

All new dwellings, including building conversions, must be designed and constructed in a way that enables them to meet or exceed the Government's Building Regulations requirement of 110 litres water use per person per day<sup>(77)</sup>.



#### Have any Alternative Options been considered?

Yes, for further details see the [Alternatives Considered](#) document.

## Sustainable Construction, Energy Efficiency & Carbon Reduction

**The purpose of this policy** is to promote a proactive strategy to mitigate and adapt to climate change and to move towards a low carbon future in building construction.

- 9.70** This policy sets out the strategic approach by which the Council will support the achievement of progressively increased standards of sustainability (including reduced carbon footprint for new development required by national planning and energy policy), through the granting of planning permission.
- 9.71** The importance of good design and the Government's intent to move towards a low carbon economy is clearly detailed in Section 14 of the NPPF and the Government's Clean Growth Strategy. The UK is a signatory to the United Nations Framework Convention on Climate Change (UNFCCC), Paris Agreement (2016) and through this and the Climate Change Act 2008, the UK is committed to reduce greenhouse gas emissions by 57%, compared to 1990

<sup>76</sup> Further information is available at <https://www.anglianwater.co.uk/developers/water-efficiency-incentive.aspx>

<sup>77</sup> Or any subsequent national equivalent standard should the Building regulations and or national policy be reviewed in the future.

## 9 Housing Policies

levels by 2032, and at least 80% by 2050. A 36% reduction in UK emissions is required from 2016 to 2030, with approximately a 20% cut in emissions (89 MtCO<sub>2e</sub>) required from the buildings sector as a whole.

- 9.72** Providing sustainable development and meeting the accommodation needs of existing and future residents is a key aim of the Council, with strategic objectives seeking to;
- encourage high quality, sustainable, and climate change resilient design which makes the best use of improvements in technology;
  - minimise the demand for resources and mitigating the impacts arising from climate change.
- 9.73** The NPPF states that the planning system should support the transition to a low carbon future and when setting local requirements for a building's sustainability, Local Authorities should do so in a way consistent with the Government's nationally prescribed standards. There is not a national technical standard for carbon reduction in the same way that there are technical standards for space, water and accessibility. However Section 19 of the Planning and Compulsory Purchase Act (2004), Section 182 of the Planning Act (2008), the Planning and Energy Act (2008), and Section 14 of the NPPF puts a positive emphases and a legal duty on local planning authorities to introduce policies which reduce carbon emissions from new homes. Page 188 of the Government's Clean Growth Strategy specifically highlights the role of LPA's:

*Moving to a productive low carbon economy cannot be achieved by central government alone; it is a shared responsibility across the country. Local areas are best placed to drive emission reductions through their unique position of managing policy on land, buildings, water, waste and transport. They can embed low carbon measures in strategic plans across areas such as health and social care, transport, and housing.*

- 9.74** Under the 2008 Planning and Energy Act LPAs may require development in their area to comply with energy efficiency standards that exceed the energy requirements of Building Regulations. In accordance with the provisions of the March 2015 Ministerial Statement, WMS, the Council will expect new build residential development to achieve a 19% improvement in energy efficiency over the 2013 Target Emission Rate. This is equivalent to meeting the energy requirements of level 4 of the withdrawn Code for Sustainable Homes as detailed in the WMS.
- 9.75** The policy approach is based on a recognised national code and provides some flexibility in circumstances where it can be demonstrated that achieving the required standard for the type and scale of development in question would either be not feasible or not viable in the light of such considerations as site constraints, other planning requirements, other development costs, and the prevailing market conditions at the time. In such circumstances, the Council may agree to lower energy efficiency standards being achieved, having regard to other merits of the scheme in terms of sustainability and urban design. Development will still need to meet the requirements of the Building Regulations in force at the time.
- 9.76** Information on how a proposal seeks to meet the new standards will need to be provided upfront at the planning application stage through a sustainability statement. The submission will form part of the validation process. The new standards will be applied through planning conditions applied through planning conditions attached to any permission granted.
- 9.77** Developments should follow the principles of design set out in the energy hierarchy by prioritising the requirement to eliminate energy need through measures such as design and scheme layout, the use of thermally efficient construction methods and materials and make optimal use of passive heating and cooling systems. Step 2 would be to minimise energy

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usage by incorporating energy efficient systems, equipment and appliances. Step 3 - supply energy from renewable and low carbon sources and as a final step remaining emissions could be offset.

### Policy HOU 11

#### Sustainable Construction, Energy Efficiency & Carbon Reduction

New development is required to achieve a high standard of environmental sustainability.

1. New build residential development should achieve reductions in CO2 emissions of 19% below the Target Emission Rate of the 2013 Edition of the 2010 Building Regulations (Part L) unless superseded by national policy or legislation; This should be achieved through:
  - a. the implementation of the energy hierarchy; prioritising the use of design and energy efficient measures followed by the provision of appropriate renewable and low carbon energy technologies and where it can clearly be shown that this is not possible, offsite offsetting measures;
  - b. incorporation of measures to maximise opportunities for solar gain through building orientation, to maximise natural ventilation, use of green roofs and natural shading etc.
2. All development proposals should be accompanied by a separate Sustainability Statement setting out how the proposals will seek to:
  - a. address climate change mitigation and adaption;
  - b. deliver the lowest level of carbon emissions (direct and embodied);
  - c. take account of landform, layout, building orientation, massing and landscaping to minimise energy consumption.

The above standards should be achieved as a minimum unless, it can be clearly demonstrated that this is either not technically feasible or not viable.

Proposals for non-residential development will be supported to achieve a minimum of Bream Good Standard or equivalent.



#### Have any Alternative Options been considered?

Yes, for further details see the [Alternatives Considered](#) document.

## 9 Housing Policies

# 10 Economy Policies



## 10 Economy Policies

### 10 Economy Policies

- 10.1** The National Planning Policy Framework (NPPF) states that in order to achieve the economic objectives of sustainable development, sufficient land of the right types should be available in the right places and at the right time to support growth, innovation and improved productivity. Planning policies should set criteria and identify sites for local and inward investment to meet anticipated needs over the Plan period. Where there is no reasonable prospect of a site being developed for the use allocated in a Plan, the Local Planning Authority should reallocate the land for a more deliverable use that can help to address identified needs.
- 10.2** North Norfolk has a relatively narrow economic base with a high proportion of employment in tourism, food production and retail sectors. Rates of unemployment in the District are generally lower than elsewhere although there is a seasonal dimension to employment opportunities. Average pay rates are below both regional and national averages.
- 10.3** Rates of economic activity are also low compared to national and regional averages, reflecting the large numbers of retired people living in the District. Many younger people leave the District for increased employment prospects and because of the high cost of local housing. There is growing concern that businesses will be unable to recruit and attract suitable staff. Consequently, there is an aspiration to broaden the economy to offer a wider choice of employment opportunities and achieve a more balanced economy and population in the future.
- 10.4** In 2018 there were approximately 40 hectares of designated employment land in the District<sup>(78)</sup> remaining to be built out. Past trends indicate that an average of just 1.44ha per year are taken up. On this basis, in theory, there is enough pipeline supply of designated employment land to ensure that the District can meet its estimated need for approximately twenty-eight years. This, however, presents a misleading picture as the available sites are not evenly distributed across the District and some may be subject to restrictions in terms of their availability and types of development that would be suitable. The Council's existing approach to employment land supply is to ensure quality, quantity and distribution so that there are opportunities for employment development throughout the District to meet the needs of today and throughout the Plan period. We propose to continue with this long term approach in the new Plan and only release employment sites for other types of developments where it is clear that there are no prospects of commercial development and/or sufficient alternative opportunities are available nearby.
- 10.5** Commuting patterns in North Norfolk show a net outflow of workers from the District, predominantly to other areas of the County, particularly Norwich. Despite the overall net outflow of workers from the District, 70.5% of workers that make up the North Norfolk workforce reside in the District. This figure is higher for areas such as Cromer, Holt and Sheringham and lower for areas around Stalham and North Walsham where trends of outflow are more prevalent.
- 10.6** The evidence broadly illustrates that the District functions as three separate sub areas. The **eastern area** of the District has a greater relationship to Great Yarmouth, Norwich and the Broads. This area covers North Walsham, Stalham, Hoveton and their surrounds. This area has historically had high levels of employment in agriculture, the defence sector, manufacturing and Broads based tourism. There has been a decline in manufacturing, particularly food manufacturing, but a growth in the plastics and boat building and marine sectors – with investment and employment growth in these sectors in North Walsham and Catfield. Levels of employment in the tourism sector in this part of the District remain stable

## Economy Policies 10

but with a change from Broads based boating related activity to small scale land-based accommodation and attractions. The proximity of this part of the District to Norwich results in increasing levels of out-commuting.

- 10.7** The **western area** of the District has a greater relationship with King's Lynn and the south. This area of the District covers Fakenham and Well-next-the-Sea. Fakenham acts as a centre of employment for a large rural area of north-west Norfolk, extending beyond the District boundaries. The town occupies the most accessible location in the District in terms of access to the national road network and as a result has a strong manufacturing base and presence of distribution companies. It is seen as an attractive location for investment and employment land development rates here are higher than elsewhere. The town has seen some change in its manufacturing base with the loss of some jobs in the food processing sector, although this remains the single largest employment sector in the town.
- 10.8** The **central area** covers the towns of Cromer, Holt and Sheringham and is largely self-contained in terms of employment. Tourism is the dominant sector with the resort towns of Cromer and Sheringham and the surrounding Area of Outstanding Natural Beauty providing a large number of jobs in the hospitality sector. There is also a large number of jobs in retailing and public administration – with Cromer being the administrative centre of North Norfolk District Council and having a small district hospital, and Department of Work and Pensions office. Evidence within the Business Growth and Investment Opportunities Study 2015 shows that the towns of Cromer, Holt and Sheringham function as a network in terms of movement for employment between the towns.
- 10.9** Tourism in North Norfolk is hugely important to the economy, supporting a total of 28.4% of all employment within the District. In 2017 there were a total of 8,827,700 trips made to the District (day and night stays), accounting for a total tourism value of £505,109,250. The tourism economy in North Norfolk is heavily dependent on the the quality of the natural environment. However, consideration must be given to the impact of visitor pressures on environmentally sensitive locations (The Norfolk Coast AONB, the Coastal Natura 2000 sites and North Norfolk's heritage coast).
- 10.10** Retail plays a significant role in the economy of the District. According to the Business Growth and Investment Opportunities Study (2015) , 4,756 jobs, accounting for 16% of all jobs within the District, were within the retail sector. The strength of the retail offering is driven by the strength of the towns within the District, which serve the local population and are supported by visitor spend. The retail sector in the District is also helped by the fact that the nearest larger retail centres of Norwich and King's Lynn are distant from some parts of the District so that a greater proportion of available retail expenditure is retained locally.

# 10 Economy Policies

## Employment Land

### Employment Allocations

**The purpose of this policy** is to ensure that a sufficient quantity of land is reserved for employment generating developments across the District.

- 10.11** To facilitate the employment requirements of the District as a whole, the Council considers it is important to retain a supply of land which is reserved (designated) solely for employment uses. The currently adopted Core Strategy designates 204 hectares of employment land. A significant proportion of this is located on traditional industrial estates in the District's towns and larger villages and which is already developed. According to the North Norfolk Housing and Economic Land Availability Assessment (HELAA) Part 2 (2018), approximately 42.53 hectares of designated land remained undeveloped within the District. However, this is not evenly distributed across North Norfolk and in some locations the choice of sites is very limited. In some locations, existing and new businesses have found it difficult to acquire suitable land and buildings, with a resulting delay or loss of investment. Many smaller local businesses wish to retain local connections including workforce and are dependent on local opportunities being available when they wish to expand and the Council aims to facilitate this.
- 10.12** The NPPF requires that the suitability of designated employment land should be kept under review and sites should not be retained for employment uses if there is little prospect of development within a reasonable period of time. An assessment of each of the Employment Areas made through the Core Strategy has been undertaken in line with Paragraph 120 of the NPPF. To ensure flexibility within the market the Council is proposing to designate a total of 285.54 hectares of employment land inclusive of the 192.51 hectares which are already developed for employment purposes. This will increase the supply of undeveloped employment land in the District to 93.03 hectares and provide a reasonable supply in each area of the District.

### Policy ECN 1

#### Employment Land

For the period 2016-2036, a total of 285.54 hectares of land will be designated/allocated and retained for employment generating developments.

Employment creating developments will be approved on the following sites subject to compliance with Policy ECN 2 'Employment Areas, Enterprise Zones & Former Airbases'. Proposals which do not comply with **Policy ECN 2** will not be supported.

| Location            | Existing Employment Areas (Including Enterprise Zones) - Already developed (ha) | Existing Employment Areas (Including Enterprise Zones) - Undeveloped (ha) | New Proposed Allocations (ha) | Total Employment Land |
|---------------------|---|---|-------------------------------|-----------------------|
| <b>Eastern Area</b> | <b>84.78</b>  | <b>20.54</b>  | <b>16.00</b>                  | <b>121.32</b>         |
| Catfield            | 11.54   | 0.47  |                               | 12.01                 |
| Hoveton             | 9.88  | 2.00  |                               | 11.88                 |
| Ludham              | 0.27  | 0.00  |                               | 0.27                  |



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| Location                 | Existing Employment Areas (Including Enterprise Zones) - Already developed (ha) | Existing Employment Areas (Including Enterprise Zones) - Undeveloped (ha) | New Proposed Allocations (ha)     | Total Employment Land |
|--------------------------|---|---|-----------------------------------|-----------------------|
| Ludham                   | 0.27  | 0.00  |                                   | 0.27                  |
| Mundesley                | 0.30  | 0.00  |                                   | 0.30                  |
| North Walsham            | 41.30   | 6.07  | 14.00<br>(Policies DS15,<br>DS16) | 61.37                 |
| Scottow Enterprise Park  | 20.00   | 12.00   |                                   | 32.00                 |
| Stalham                  | 1.49  | 0.00  | 2.00 (Policy DS21)                | 3.49                  |
| <b>Central Area</b>      | <b>39.48</b>  | <b>7.55</b>   | <b>6.00</b>                       | <b>53.03</b>          |
| Corpusty (Saxthorpe)     | 1.16  | 0.00  |                                   | 1.16                  |
| Cromer                   | 18.28   | 0.67  |                                   | 18.95                 |
| Holt                     | 7.11  | 6.88  | 6.00 (Policy DS12)                | 19.99                 |
| Sheringham               | 3.95  | 0.00  |                                   | 3.95                  |
| Melton Constable         | 7.68  | 0.00  |                                   | 7.68                  |
| Roughton                 | 1.30  | 0.00  |                                   | 1.30                  |
| <b>Western Area</b>      | <b>68.25</b>  | <b>14.44</b>  | <b>28.50</b>                      | <b>111.19</b>         |
| Blakeney                 | 0.10  | 0.00  |                                   | 0.10                  |
| Fakenham                 | 48.61   | 9.44  |                                   | 58.05                 |
| Wells                    | 3.04  | 0.00  |                                   | 3.04                  |
| Egmere Enterprise Zone   | 16.50   | 5.00  |                                   | 21.50                 |
| Tattersett Business Park | 0.00  |   | 28.50 (Policy DS30)               | 28.50                 |
| <b>Totals</b>            | <b>192.51</b>   | <b>42.53</b>  | <b>50.50</b>                      | <b>285.54</b>         |

Table 3 Available Employment Land 2016 - 2036

**Have any Alternative Options been considered?**

Yes, for further details see the [Alternatives Considered](#) document.

## 10 Economy Policies

### Employment Areas, Enterprise Zones & Former Airbases

**The purpose of this policy** is to ensure that employment land within the District is protected for employment uses and that proposals that come forward for Employment Areas are for acceptable uses.

- 10.14** Employment uses are traditionally defined as B class uses (B1, B2, and B8) including offices, manufacturing and storage and distribution. The diversification of the economy and the decline in traditional manufacturing means that employment opportunities now emanate from a wider range of uses. There are opportunities for employment generating, non-B class uses, to co-exist alongside the traditional B-class uses on designated employment sites. There is a balancing act here: the cumulative impact of non-B class uses can have an impact upon the functionality of more traditional B class uses.
- 10.15** The proposed policy allows for mixed use developments to reflect the level of flexibility set out within the NPPF. Mixed use developments may include elements of development that do not fall within the B1, B2 and B8 use classes such as hotels, pub restaurants, trade counters and potentially care/nursing homes, all of which create job opportunity. Proposals for Main Town Centre Uses (as defined in the glossary of the NPPF) will not be supported on designated employment land unless it is first demonstrated that no suitable Town Centre, or edge of centre, sites are available.
- 10.16** Within North Norfolk there are two Enterprise Zones: Scottow Enterprise Park and Egmere Business Zone. Scottow Enterprise Park is a 26 hectare ex-RAF site on the northern edge of the Greater Norwich urban zone. The site provides a unique offering for grow-on space, with a private high voltage renewable electricity network it promises to be a strategic business location across the East and the UK. Egmere Business Zone is a 7.4 hectare site situated to the south of port facilities at Wells-next-the-Sea, which has been established to support investment associated with the growing offshore renewable energy sector off the North Norfolk Coast. Egmere Business Zone is subject to a Local Development Order (LDO) which introduces simplified planning on the site and sets out the type of development that is dealt with under Permitted Development Rights.
- 10.17** The District contains four former defence establishments: Coltishall Airbase, Neatishead (part), Sculthorpe Airbase (part) and West Raynham, which include large areas of brownfield land. Sculthorpe, West Raynham and Coltishall provide significant levels of existing housing but lack the key services and facilities which would make them suitable locations for new housing development. Due to the more isolated location of these sites, any further significant residential development would lead to increased car journeys and would not be in conformity with the settlement hierarchy and approach to sustainable development advocated in this Plan. However, these locations represent an under-used resource within the District and the Council wishes to support their re-use for appropriate employment generating uses. The Policies Map defines the 'technical area' for each site, indicating where development will be focused. The non-technical areas (such as former airfields) are defined as Countryside. Sculthorpe Airbase, being best served by the highway network, is considered to offer opportunities for employment uses which would, for environmental or operational reasons, would not be acceptable on designated Employment Areas within settlements.

## Policy ECN 2

### Employment Areas, Enterprise Zones & Former Airbases

Sites that are identified as Employment Areas, Enterprise Zones and Employment / Mixed Use Allocations, as identified on the Policies Maps <sup>(79)</sup>, will be protected for employment use.

New employment development including B1, B2 and B8 uses will be permitted on designated Employment Areas where all of the following criteria are met:

1. in the case of Main Town Centre Uses<sup>(1)</sup>, it is first demonstrated that no alternative sequentially preferable site is available, and in all cases;
2. the proposed use does not undermine the functionality of the wider employment area;
3. the scale and appearance of the development is compatible with the character of its surroundings,
4. there are no significant detrimental health impacts as demonstrated through a Health Impact Assessment;
5. there are no significant amenity impacts on occupiers of nearby dwellings or users of adjacent buildings by virtue of increased levels of noise, odour, emissions or dust and impacts on light;
6. the traffic generated does not have a severe adverse impact on local amenity, highway safety or the operation of the highway network.

Non employment generating proposals will only be permitted where there is no reasonable prospect of the site being developed for the designated purposes as demonstrated through evidence of it no longer being suitable, available and/or economically viable, including evidence of appropriate marketing<sup>(2)</sup> and future market demand.

### Enterprise Zones

Employment generating proposals on designated Enterprise Zones, as identified on the Policies Maps, will be supported where these comply with the Local Development Order specific to the site where such an Order has been prepared.

### Former Airbases

Development proposals on the former air base sites will allow for the re-use of existing buildings or development of replacement buildings within the 'Airbase Technical Areas', as identified on the Policies Maps <sup>(80)</sup>, provided that there is no overall increase in gross floor space of the existing permanent buildings. All proposals should seek to protect the surrounding environment and ensure no degradation of the site itself.

- 
1. NPPF glossary definition: **Main Town Centre uses:** Retail development (including warehouse clubs and factory outlet centres); leisure, entertainment and more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, nightclubs, casinos, health and fitness centres, indoor bowling centres and bingo halls); offices; and arts, culture and tourism development (including theatres, museums, galleries and concert halls, hotels and conference facilities).
  2. Appropriate marketing periods to be agreed in writing, on a case by case basis, with the Local Planning Authority prior to the commencement of any marketing activities.

79 Current Core Strategy employment designations and employment allocations can be seen on the existing Core Strategy Proposals Maps: <https://www.north-norfolk.gov.uk/proposalsmap> for proposed updates please see Background Paper 3 'Approach to Employment'

80 Can be seen on existing Core Strategy Proposals Maps: <https://www.north-norfolk.gov.uk/proposalsmap>

## 10 Economy Policies



### Have any Alternative Options been considered?

Yes, for further details see the [Alternatives Considered](#) document.

### Employment Development Outside Employment Areas

**The purpose of this policy** is to provide opportunities for businesses situated outside of defined Employment Areas with the potential to expand and thrive and to recognise the importance of employment outside the designated Employment Areas to the wider economy by requiring such uses to be retained where possible.

- 10.18** The majority of new employment development will be guided towards the sites that are designated in this Plan as Employment Areas. These sites represent clusters of uses in the most sustainable locations. However, in a rural District such as North Norfolk, smaller areas of employment will exist across the District resulting from historic land uses. These businesses are important to the rural economy, providing local opportunities for rural communities to live and work in close proximity.
- 10.19** Any development proposals for a change of use from an employment use to a non-employment use will need to be justified. These employment sites are important for the rural economy and any proposal resulting in the loss of jobs will have to demonstrate that the site is no longer viable for employment uses and/or that the loss of the employment would not have a detrimental impact upon the local economy.
- 10.20** Proposals for the expansion of existing businesses, will generally be supported for businesses that are based on agriculture, forestry or other industries where there may be sustainability advantages to being located in close proximity to the market they serve. The demonstration of sustainability advantages should include evidence of reduced need to travel, re-use of previously developed land or existing buildings, and enhanced opportunities for rural communities to access employment in their locality. This should be presented in the form of a Sustainability Statement accompanying an application.
- 10.21** There may be some cases where an industry and/or business would be detrimental to local amenity if located in a designated Employment Area or nearby a built up area. The Council has designated 28.5 hectares of employment land at Tattersett for these types of uses. This employment land should be investigated in the first instance for these types of uses.
- 10.22** In order to ensure that development in rural areas is sustainable, proposals will be expected to make best use of previously developed sites. Developments that relate to the replacement of rural buildings should comply with the North Norfolk Design Guide and show how the provisions of the Guide have been met.
- 10.23** Bacton Gas Terminal is one of the largest gas terminal complexes in the UK. The pipeline can import up to 23.5 billion cubic metres of gas per annum, enough to supply 15 million homes. It is a major local employer and occupies a large site which has an impact on the surrounding area. Any future development on the site should normally be contained within the existing site boundaries in order to limit the impact on the surrounding countryside.

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## Policy ECN 3

### Employment Development Outside of Employment Areas

#### Employment uses outside of Employment Areas

Employment development outside of designated Employment Areas and Employment / Mixed Use Allocations will only be permitted where it can be demonstrated that:

1. there is no suitable and available land on identified or allocated Employment Areas
2. there are specific reasons for the development not being located on an identified or allocated Employment Area, including, but not limited to:
  - a. the expansion of an existing business;
  - b. businesses that are based on agriculture, forestry or other industry where there are sustainability advantages to being located in close proximity to the market they serve;
  - c. industries and/or businesses which would be detrimental to local amenity if located in settlements, including on identified or allocated Employment Areas.
3. the development would not adversely affect the type and volume of traffic generated.

Development at **Bacton Gas Terminal** that is ancillary to the terminal use will be supported within the defined area as shown on the Policies Map<sup>(81)</sup>.

#### Existing Employment Uses

Employment uses in locations outside of Employment Areas and Employment/Mixed Use Allocations are considered important to the economy of the District. Conversion and redevelopment of, or change of use from, existing employment sites and buildings to non-employment uses will be considered on their merits taking account of:

1. whether the loss of land or buildings would adversely affect the economic growth and employment opportunities in the area that the site or building would likely serve;
2. whether it is demonstrated that the site is no longer suitable, available and/or economically viable, including evidence of appropriate marketing<sup>(1)</sup> and future market demand.

- 
1. Appropriate marketing periods to be agreed in writing, on a case by case basis, with the Local Planning Authority prior to the commencement of any marketing activities.



### Have any Alternative Options been considered?

Yes, for further details see the [Alternatives Considered](#) document.

# 10 Economy Policies

## Retail

- 10.24** The District's seven towns and the large village of Hoveton all contain town centres. Each offer a different range of shopping, leisure and service provision to residents and the surrounding rural communities. Collectively they are places to shop, visit, work and live. They attract a significant level of economic activity from both within the District and from those that choose to visit the area as tourists. They are important sources of employment, tourist destinations and act as a focus for the provision of public transport and areas for inward investment.
- 10.25** Parts of Hoveton town centre spans Local Authority boundaries and falls under the Broads Authority Administrative Area. The Councils have jointly agreed their respective approaches to the shared town centre.
- 10.26** High streets and town centres face considerable challenges, not least with the growth in online retail, the continued squeeze on disposable incomes, the challenging business environment and, as they adapt to changes in consumer habits and legislative changes, shop closures by national service providers. Locally the draw exerted by regional centres at Norwich, and to a lesser extent, King's Lynn puts additional pressure on the market towns of North Norfolk. In response, and in order to help high streets adapt to changes in how people shop and use their market towns, town centres are encouraged to diversify. The Council is committed to supporting community-led projects with the intention of revitalising and enhancing town centres across the District. Through a Market Town Initiative the Council is supporting the delivery of local town centre improvements which positively enhance their surroundings such as public realm improvements that make the towns a better place to live, work and visit.
- 10.27** In recent years the Government has “simplified” the planning process and introduced changes to national planning legislation which has seen the introduction of new Permitted Development rights for a range of town centre uses. These rights allow for buildings in a range of defined town centre uses to be changed from one use to another without the need for planning permission. e.g. changes from retail use to office uses or residential.
- 10.28** The NPPF also places greater emphasis on the role that residential development can play in ensuring the vitality of centres. Planning policies should encourage residential development on appropriate sites in town centres. <sup>(82)</sup>
- 10.29** The Government has also recently consulted on the potential to introduce further flexibility in the planning system around the management and adaptation of town centres and is seeking to introduce additional measures around the streamlining of the planning process. Such measures, if brought in, would allow existing premises in the high street to change to a wider range of uses, such as offices, health care establishments and libraries, as well as allowing some buildings to expand upwards in order to create additional new homes, without the need for planning permission.
- 10.30** Collectively, these measures have the potential to bring a greater variety of town centre uses ensuring the longer term vitality of town centres, but they also limit the ability of Local Authorities and of local communities, through neighbourhood planning, to plan for town centres. Across the District's market towns these changes may result in the erosion of the traditional retail concentration found in many of the identified primary shopping areas. On the other hand, they may lead to increased variety and reinforce the role of the market towns as broader service centres.
- 10.31** The focus of national policy nevertheless remains firmly on maintaining town centres as

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locations where main town centre uses<sup>(83)</sup> should be directed, with a defined **Primary Shopping Area** being the preferred area where retail development should be concentrated. A national requirement to apply the sequential test<sup>(84)</sup> discourages out of centre development if there are suitable and available sites at the edge of a centre and or in a town centre. Applicants and the Council must show flexibility on issues such as format and scale, so that opportunities to utilise town centre or edge of centre sites first are fully explored.

**10.32** In order to support the role of town centres and promote town centre vitality and viability and ensure suitable town centre use can be located within the town centre's first, it is necessary for policy to take a positive approach to their growth, management and adaptation by:

- defining a network & hierarchy of town centres and the relationship between them in order to promote long term vitality and govern decisions on the scale of development that would be appropriate to each town centre;
- defining the extent of the town centres and primary shopping areas, making clear the range of uses permitted in such locations;
- planning at least ten years ahead in seeking to meet anticipated needs for retail, leisure, office and other main town centre uses;
- applying the sequential test to proposals that are for main town centre uses as defined in the NPPF;
- setting locally derived size thresholds for assessing impacts on the town centres when out of centre developments are proposed.

**10.33** The **North Norfolk Retail & Main Town Centre Uses Study (2017)** provides detailed evidence in relation to these issues.

### Retail Hierarchy

**10.34** The District has a well-established shopping hierarchy with large town centres in Cromer, Fakenham and North Walsham providing a significant proportion of shopping. These towns are geographically spread across the District, are the main centres of population, have better quality public transport, the critical mass to encourage joint shopping trips, and opportunities for development. They are therefore well placed to meet the shopping and service needs of a significant proportion of North Norfolk's population and visitors to the area and should be the focus of any large scale new development.

**10.35** Smaller town centres complement the larger town centres, by providing for convenience food shopping and lower order day to day comparison shopping facilities and other services. The local/village centres cater for top-up and local day to day needs. The smaller town centres at Holt, Sheringham, Hoveton, Stalham and Wells-next-the-Sea serve smaller catchments and to varying degrees have developed a particular niche market role. They are partly dependent upon the seasonal influx of tourists, and retain their locally distinctive small shop character. Disproportionately large scale development in these smaller towns may have an adverse impact on their character and thus diminish their attractiveness as tourist destinations. Furthermore, such developments may encourage unnecessary car journeys from the larger towns. Consequently, it is considered that developments here should be smaller in scale and should be designed to meet identified needs in the town and its immediate surroundings. Functionally, the central location of Holt, Sheringham and Cromer in the District means that they often complement each other. The 2017 Study demonstrates that the primary catchment

83 Main Town Centre uses: Retail development (including warehouse clubs and factory outlet centres); leisure, entertainment and more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, nightclubs, casinos, health and fitness centres, indoor bowling centres and bingo halls); offices; and arts, culture and tourism development (including theatres, museums, galleries and concert halls, hotels and conference facilities).

84 A formal test requiring that larger retail proposals must be located in town centres if suitable sites are available.

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areas of these towns overlap with residents utilising the retail opportunities for both comparison and convenience in all three centres. Any out of centre proposals should therefore look at impacts on all three centres.

- 10.36** The 2017 Study reviewed expenditure growth expected across the District including anticipated tourist spending in order to establish the capacity to support retail floorspace growth. The quantitative and qualitative assessment suggests that there is limited scope for new convenience goods development, that there are high levels of “expenditure leakage” in comparison expenditure to other centres with the key driver being limited choice. Investment in future provision would help claw back some of the lost expenditure from the District. There is generally good provision of food and beverage outlets such as Restaurants/cafes, and pubs with the main tourist destination having a particular strong offer. The study identified that growth in expenditure should provide opportunities to improve the provision across all of the Districts town centres. In relation to leisure provision the Districts dispersed population and proximity to Norwich restricts the scope for large scale commercial leisure uses, but the study identifies theoretical capacity for small scale investment in some of the District’s towns.
- 10.37** The Table below outlines the projections and suggests how new floorspace could be distributed in the ten-year period 2016 - 2026.

| Town                | Convenience Goods (Sq.M Gross) | Comparison Goods (Sq.M Gross) | Food and Beverage (Sq.M Gross) |
|---------------------|--------------------------------|-------------------------------|--------------------------------|
| Cromer              | 0                              | 1,182                         | 253                            |
| Fakenham            | 0                              | 1,042                         | 228                            |
| Holt                | 0                              | 297                           | 196                            |
| North Walsham       | 1,124                          | 559                           | 161                            |
| Sheringham          | 588                            | 457                           | 268                            |
| Hoveton/Wroxham     | 0                              | 342                           | 88                             |
| Stalham             | 323                            | 137                           | 53                             |
| Wells-next-the-Sea  | 11                             | 84                            | 96                             |
| Other North Norfolk | 0                              | 268                           | 433                            |

**Projected new retail floorspace requirement 2016-26. Source: Retail & Main Town Centre Uses Study, NNDC 2017.**

- 10.38** Since the publication of the 2017 Study a further 1672 sqm has been granted permission in Hoveton town centre<sup>(85)</sup>.

### Addressing the Requirements

- 10.39** The emerging Plan seeks to ensure that new retail proposals are located in sustainable and suitable locations and meet the evidenced retail needs for the District. Primarily, the Council will seek to ensure that retail development is located within central, accessible locations within the District which can be accessed sustainably and with regard to the retail hierarchy and functional relationships between places. Only where it has been demonstrated that this cannot be achieved, or is not appropriate, should alternative locations be considered. The 2017 Study identified that much of the projected growth could be accommodate through the uptake of vacant units and through the development/ redevelopment of existing town centre sites. A



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review of the Town Centre boundaries and Primary Shopping Areas (PSAs) has also been undertaken, informed by the 2017 Study in order to identify suitable sites and manage the town centres. The PSA is the area where the sequential approach indicates that Class A1-A5 should be focused and also provides the boundary to establish the extent of edge of centre locations in relation to retail. For all other main town centre uses, the town centre boundary is used. The proposed boundaries are shown on the Policies Map in the Town Strategy sections.

### Impact Assessments

**10.40** The NPPF states that Local Planning Authorities should require an impact assessment for applications for retail, office and leisure development outside of town centres, that are not in accordance with an up-to-date development plan and are over a proportionate, locally set floorspace threshold. If there is not a locally set threshold, the default threshold for such assessments is 2,500 sq.m (para. 89). These should include:

- the impact of the proposal on existing, committed and planned public and private investment in a centre or centres in the catchment area of the proposal;
- the impact of the proposal on town centre vitality and viability, including local consumer choice and trade in the town centre and the wider retail catchment.

**10.41** Where an application fails to satisfy the sequential test, or is likely to have significant adverse impact on one or more of the above, it should be refused. A judgement as to whether the likely adverse impacts are significant can only be reached in the light of local circumstances. The NPPF impact threshold is considered to be disproportionate (too high) in relation to the existing scale of all town centres within North Norfolk, as development of this scale would exceed, or represent a significant proportion of the overall floorspace projection for each town, over the plan period. The impact of smaller development needs to be considered. Given this and the fragility of some of the town centres smaller thresholds are proposed in line with the supporting evidence in the Retail Study. Any impact assessment also needs to review the impacts on the functional links between centres and not just on the town centre closest to the proposal.

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## Retail & Town Centre Development

**The purpose of this policy** is to maintain and enhance the vitality, viability and sustainability of the District's town centres.

**10.42** The policy seeks to enhance local provision within centres and encourage local sustainable shopping patterns by addressing high levels of expenditure leakage to outside areas and encouraging investment into higher order towns.

**10.43** Development of additional retail floorspace outside of the town centres will normally be resisted, particularly where vacancy rates are high and opportunities exist within and close to town centres to accommodate retail development. The role of Local Service Centres will be maintained, by responding positively to appropriate small scale growth opportunities through conversion and extension, and through environmental improvements and seeking to restrict the loss of services, whilst also supporting development to preserve and enhance the settlement's vitality and viability. The diversification and broadening of the economic base is supported. The approach recognises the importance of village shops to rural communities and seeks to take that into account when accessing development proposals that would result in their loss. The Council will also seek to respond positively to proposals for the conversion or extension of shops that are designed to improve their viability.

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## Policy ECN 4

### Retail & Town Centres

Support will be given for maintaining and enhancing the vitality and viability of the following hierarchy of town centre and local centres:

| Settlement  | Description  |
|---|--|
| Cromer, Fakenham & North Walsham                          | Large Town Centres - serves the District and beyond and the main focus for retail and leisure development.                   |
| Holt, Hoveton, Sheringham, Stalham and Wells-next-the Sea | Medium Town Centre & Tourist Centres - provide a range of services for local residents, their rural Hinterland and tourists. |
| Service Villages and Small Growth Villages                | Local Centres – provide for basic or everyday local needs and for their immediate rural catchment.                           |

- Proposals for retail and other town centre development of a scale appropriate to these roles and in sustainable locations will be supported in each Large and Small Growth Towns, provided that development respects the character of the centre, including its special architectural and historic interest, and assists in maintaining its existing retail function.
- Proposals for convenience and comparison goods provision, of an appropriate scale, which aids the vitality and viability of Cromer, Fakenham and North Walsham town centre will be considered favorably, provided that proposals reflect the identified capacity to support growth as established in the Retail & Town Centre Study and other appropriate evidence and seeks to enhance and broaden the retail offer.
- Site selection for retail and other town centre uses should follow national policies and guidance. **Town Centre** boundaries & **Primary Shopping Areas** are shown on the Policies Map <sup>(86)</sup>.
- Development proposals for retail development, which are located between the Primary Shopping Area (PSA) and the Town Centre Boundary will be supported only where it is demonstrated that the proposal cannot be suitably accommodated within the PSA and will bring positive economic regeneration benefits.
- Support for out-of-centre development will be dependent on how it reflects the capacity available to support the proposal as identified in the retail study and subsequent permissions, how it seeks to enhance expenditure retention and in relation to the assessment of impacts on the town centre is in accordance with the locally derived impact thresholds below:

| Settlement                               |                         |
|--|-------------------------|
| Cromer & Fakenham                        | 1,000sqm gross and over |
| North Walsham, Sheringham Holt & Hoveton | 500sqm gross and over   |
| Stalham, Wells-next-the Sea              | 250sqm gross and over   |

- Proposals for Hoveton/Wroxham will be considered in the context of the entire town centre and the policies of the relevant Broads Authority Development Plan so that retail and main town centre uses proposals address the town centre in its entirety.

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- Proposals for residential development within town centre locations will be considered favourably provided that they are above ground floor level. Such proposals should include a separate and secure access, preferably to the rear of the property, which does not result in a net loss of ground floor retail space.
- Proposals are expected to respect their surroundings, contribute positively to the visual amenity of their locality and provide public realm improvements to the area and wider surroundings such as:
  - enhanced accessibility and connection between urban spaces
  - improvements to streetscape, lighting, signage, paving and street furniture
  - improvements to the pedestrian and cycle environment
  - complementary surfacing and hard landscaping materials
  - incorporate tree planting and green infrastructure, wherever possible
  - innovative design and improvements in local design quality that help to develop a strong local identity and sense of place in accordance with the North Norfolk Design Guide.
- Outside town centres, in **Service Villages** and **Small Growth Villages** proposals for the conversion or extension of shops that are designed to improve their viability will be supported in principle.
- In the designated **Countryside Policy Area** proposals for small scale specialist retail services will be supported in principle, only where it can be demonstrated that the proposal is to perform a wholly ancillary role to an existing or planned use and is of an appropriate and proportionate small scale.



### Have any Alternative Options been considered?

Yes, for further details see the [Alternatives Considered](#) document.

## Signage & Shopfronts

**The purpose of this policy** is to seek to avoid the proliferation of advertisements in sensitive locations, such as in Conservation Areas and rural locations or locations which have high visual amenity, where it is considered that the amenity of the locality will be impaired and to ensure new and replacement shopfronts are well designed to reflect the character of the surrounding area and enhance the visual amenity of the local area.

### Policy ECN 5

#### Signage & Shopfronts

Advertisements and signs (illuminated & non-illuminated) should be:

## 10 Economy Policies

1. appropriate and relevant to the business or premises for which they have been created;
2. sensitively designed and located having regard to the character of the building on which they are to be displayed reflecting the general characteristics of the locality and the provisions of the North Norfolk Design Guide.

The size, scale, material, colour scheme and any means of illumination selected should be appropriate to the local area and in areas of historic value, such as conservation areas, particular regard should be had to any impact of the proposal on the character and appearance of the area. Proposals which obscure features of architectural or historical interest, or are uncharacteristic of a buildings design, will not be permitted.

The creation of new shopfronts, or the replacement / alteration of an existing frontage should be well designed to reflect the character of the surrounding area and seek, where possible, to enhance the visual amenity of the local area. Proposals should have regard to:

1. the existing character of the area;
2. the suitability of the overall form, scale and architectural detail in relation to the overall appearance of the building;
3. the suitability of materials in relation to the overall appearance of the building.

Proposals for advertisements and shopfronts should have regard to the guidance contained in the North Norfolk Design Guide SPD.



### **Have any Alternative Options been considered?**

Yes, for further details see the [Alternatives Considered](#) document.

# Economy Policies 10

## Tourism

- 10.44** Tourism is vital to North Norfolk's economy; in 2017, an estimated 8,827,700 trips were made to the District (day and night stays), accounting for a total tourism value of £505,109,250. Tourism accounts for 28.4% of all employment<sup>(87)</sup>.
- 10.45** The Business Growth and Investment Opportunities Study 2015 concludes that tourism will continue to be an important component of the District's economy. It states that whilst the local tourism industry is mature and successful, there is potential for the District to capitalise further from some of its existing attractions and tourism strengths, including continuing to promote diversification, improved marketing and further provision of accommodation.<sup>(88)</sup> The North Norfolk Economic Growth Strategy and Action Plan (2016-2020) strives for North Norfolk to be known as one of the best locations to visit and experience the destination for all it has to offer.
- 10.46** Visitor pressures can particularly give rise to concerns in environmentally sensitive locations such as the Norfolk Coast AONB, the coastal Natura 2000 sites and North Norfolk's Heritage Coast. The 2006 AONB Tourism Impact Analysis found that tourism in the AONB should be controlled and managed to mitigate negative impacts, confirming that policy needs to recognise the more restricted capacity of these areas.
- 10.47** Supporting the tourist industry is of great importance, but it must not be at the expense of the assets and attractions that draw people into the area. The tourism economy of North Norfolk is heavily dependent on the quality of the natural environment. The District provides an extremely diverse tourism offer, primarily due to its varying landscape comprising an attractive coastline, much of which is AONB, extensive countryside, coastal birdlife, seaside resorts, historic towns and villages and the Norfolk Broads. The quality of the tourism offer within the District is an important consideration. Proposals should offer a high standard of design and should seek to protect and enhance the special character of the attractions and distinctiveness of the area, having particular regard to sensitive landscapes.
- 10.48** In paragraphs 80-84, the NPPF requires planning policies to help create the conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development. The NPPF outlines the importance of supporting a prosperous rural economy, enabling the sustainable growth and expansion of all types of business in rural areas, both through conversion of existing buildings and well-designed new buildings. The NPPF is generally supportive of tourism and states that local plans should support sustainable rural tourism which benefits the rural economy whilst respecting the character of the countryside (para. 83). The NPPF also states that great weight should be given to conserving and enhancing landscape and scenic beauty in the Broads and AONB, which have the highest protection in relation to these issues (para. 172). Plans should safeguard components of local wildlife-rich habitats and wider ecological networks, including the hierarchy of international, national and locally designated sites of importance for biodiversity (para. 174). The East Inshore and East Offshore Marine Plans (2014) recognise the importance of tourism in coast areas and seek to support tourism and minimise harm on tourism resulting from development.
- 10.49** To support the tourism economy and provide facilities that will also benefit the local community, new tourist accommodation and attractions will be permitted in areas that can accommodate additional visitor numbers without detriment to the environment.

87 Economic Impact of Tourism North Norfolk – 2017.

88 Business Growth and Investment Opportunities Study North Norfolk District Council, Draft Report V4.

## 10 Economy Policies

**10.50** Holiday occupancy conditions will be placed on new unserviced holiday accommodation requiring that:

- it is used for holiday purposes only and shall not be occupied as the sole or main residence of the occupiers;
- it shall be available for commercial holiday lets for at least 140 days a year and no let must exceed 31 days<sup>(89)</sup>;
- a register of lettings / occupation and advertising will be maintained at all times and shall be made available for inspection to an officer of the Local Planning Authority on request.

A seasonal occupancy condition will be attached where the accommodation is not suitable for year-round occupation by nature of its location, design or proximity to a habitat that needs extra protection at certain times of the year. The Council will consider imposing conditions requiring the cessation of use (removal of caravans, tents, yurts and other structures) in order to control the visual impacts of development.

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### New-Build Tourism Accommodation, Static Caravans & Holiday Lodges

**The purpose of this policy** is to ensure that new-build tourist accommodation, static caravans and holiday lodges are located in appropriate locations and to allow flexibility for existing businesses within the countryside the opportunity to expand where appropriate.

**10.51** Across North Norfolk, there is a broad range of tourist accommodation available including self-catering cottages, guest houses and hotels as well as static caravans and holiday lodges. Collectively, they create a diverse choice of places for tourists to stay. The provision of a diverse range of tourist accommodation is desirable: tourists visiting the area can have positive impact on the economy.

**10.52** The preferred locations for new-build tourist accommodation, static caravans and holiday lodges is within the boundaries of designated settlements. This is to enable visitors to access a range of services by a choice of travel modes (including on foot). Such development will not normally be permitted in the Countryside in order to protect the area from new-build accommodation, static caravans and holiday lodges being built across the District. This would not prevent the expansion of existing businesses, or the re-use of existing buildings.

**10.53** Static caravan sites can have a significant impact on the landscape and this is particularly felt in the main resort areas of Cromer, Mundesley and Sheringham where a series of adjoining sites are prominent in an otherwise largely undeveloped coast. The Council has an aspiration to relocate these sites away from the cliff-tops, and therefore, as an exception to the general presumption against new static caravan sites, they may be permitted where they directly result in the removal of an existing cliff-top caravan site to a site with a lesser landscape impact or away from an area at risk of erosion or flooding. On occasion, it may be appropriate for an existing site within the North Norfolk Coast AONB to relocate to another site in the AONB that has less impact than the current site. In these cases the direct and indirect impact of the proposal must be carefully considered (the AONB Tourism Impact Analysis report found that tourism growth must be sufficiently controlled and managed to mitigate any negative impacts).

**10.54** The replacement of static caravan sites with lodge-style developments will be permitted where it improves the appearance and landscaping of the site or relocates a prominent or at-risk static caravan site. However, within the cliff-top zone the priority is to relocate these existing

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89 Alternative arrangements may be appropriate on caravan or holiday park sites.

## Economy Policies 10

sites rather than consolidate their use. As with all development, proposals for any accommodation will only be allowed after it has been demonstrated that no adverse impact on the integrity of Natura 2000 Sites will result.

- 10.55** Hotel accommodation is defined as a Main Town Centre use and will usually need to comply with **Policy ECN 4 'Retail & Town Centres'**. Hotel accommodation may be permitted within employment areas, in line with **Policy ECN 2 'Employment Areas, Enterprise Zones & Former Airbases'**. However, this will not permit ancillary development such as self-catering units.

### Policy ECN 6

#### New-Build Tourist Accommodation, Static Caravans & Holiday Lodges

New-build tourist accommodation, static caravans and holiday lodges<sup>(90)</sup> will be supported where:

1. the site lies within the settlement boundary of a selected settlement; or
2. the proposal is for the expansion of an existing business; or
3. the proposal is for a replacement static caravan site or holiday lodge accommodation which would result in the removal of an existing clifftop static caravan site or the relocation of existing provision which is within the Coastal Change Management Area or Environment Agency Flood Risk Zone 3,<sup>(91)</sup>; and in the case of all of the above,
4. in the case of business expansions and replacement developments, it is clearly demonstrated that the proposal would result in net benefit in terms of landscape and ecology when compared to the existing development and would not have a significantly detrimental impact on the amenity of neighbouring land uses, nor on the character of the area by virtue of increased noise and also impacts on light and highway safety and the operation of the highway network.

Where the development is for a hotel, this should demonstrate compliance with the sequential approach in accordance with national and local retail policies.



#### Have any Alternative Options been considered?

Yes, for further details see the [Alternatives Considered](#) document.

### Use of Land for Touring Caravan & Camping Sites

**The purpose of this policy** is to ensure that the use of land for touring caravan and camping sites is located in appropriate locations.

- 10.56** Across North Norfolk, there is a wide variety of accommodation available to tourists including (but not limited to) touring caravan sites, camp sites and glamping sites for all year round and

90 Including buildings such as cabins and guest houses.

91 Taking into account the equivalent risk from all sources of flooding

## 10 Economy Policies

seasonal uses. These sites can provide a range of seasonal, temporary tourist accommodation, differing in size and location. Such accommodation types are valuable in adding to the diverse choice of places for tourists to stay.

- 10.57** The use of land for touring caravan and camp sites has a lower impact than new-build accommodation as they are not permanently occupied and in winter months there may be little evidence of activity. However in summer months they can be intrusive in the landscape and may add to visitor pressure on particular areas if not controlled. As far as seasonal or temporary tourist accommodation is concerned, therefore, the policy approach taken will very much reflect the degree of protection of the area of land on which the proposal is being made, landscape character and visual impact, as well as the effects on infrastructure and communities are key considerations.

### Policy ECN 7

#### Use of Land for Touring Caravan & Camping Sites

The use of land<sup>(92)</sup> for touring caravan and camping sites<sup>(93)</sup> will be supported where:

1. the site lies within the settlement boundary of a selected settlement; or
2. the proposal is for the expansion of an existing business; or
3. the site lies outside of the boundary of a selected settlement but does not lie within the AONB, Heritage Coast, Undeveloped Coast or Environment Agency Flood Risk Zone 3;<sup>(94)</sup>
4. in all cases there is no significantly detrimental impacts on the area's landscape, ecology, amenity of neighbouring land uses, and the character of the area by virtue of increased noise and impacts on light or highway safety and the operation of the highway network.



#### Have any Alternative Options been considered?

Yes, for further details see the [Alternatives Considered](#) document.

### New-Build & Extensions to Tourist Attractions

**The purpose of this policy** is to ensure that tourist attractions that broaden the tourism opportunities across the District and extend the tourist season are encouraged in appropriate locations.

- 10.58** It is recognised that tourism development differs from other forms of economic development in that it is sometimes preferable for attractions to be located outside of settlement boundaries. Therefore, whilst being within the boundaries of designated settlements is the preferred location for new build tourist attractions, attractions that broaden the tourist opportunities across the District and extend the tourist season will be welcomed in some instances.

92 The making of any material change to the use of land or the use of buildings (adapted from Section 55 of the Town and Country Planning Act, 1990)

93 Including (but not limited to) sites used for touring caravan and camping sites, glamping, yurts, tepees and shepherd's huts.

94 Taking into account the equivalent risk from all scores of flooding.



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- 10.59** Those tourist attractions defined as Main Town Centre uses (includes theatres, museums, galleries and concert halls and conference facilities) will need to comply with **Policy ECN 4 'Retail & Town Centres'**.
- 10.60** In the case of proposals in designated Countryside which do not involve the re-use of existing buildings, additional evidence will be required to demonstrate that there are no suitable existing buildings for re-use within the vicinity.
- 10.61** As with the use of land for accommodation, the policy approach taken will very much reflect the degree of protection of the area of land on which the proposal is being made, with landscape character and visual impact, as well as the effects on infrastructure and communities being key considerations.

### Policy ECN 8

#### New-Build & Extensions to Tourist Attractions

The Council will support proposals for new build tourist attractions<sup>(95)</sup> across the District. Proposals will be supported where:

1. the site lies within the settlement boundary of a selected settlement; or
2. the proposal comprises an extension to an existing attraction; or

In the case of new attractions in the designated **Countryside Policy Area**:

1. the site does not lie within the AONB, Heritage Coast, or Undeveloped Coast<sup>(96)</sup>;
2. it has been demonstrated that there are no suitable buildings for re-use in the locality;
3. in all cases, there would be no significantly detrimental impacts on the area's landscape, ecology, amenity of neighbouring land uses, the character of the area by virtue of increased noise and impacts on light or highway safety and the operation of the highway network.



#### Have any Alternative Options been considered?

Yes, for further details see the [Alternatives Considered](#) document.

### Retaining an Adequate Supply and Mix of Tourist Accommodation

**The purpose of this policy** is to retain a mix of all types of tourist accommodation.

- 10.62** The existing stock of hotels, guest houses, bed and breakfasts and self-catering accommodation can provide an important role in support of the District's economy. However, this diverse range of accommodation can sometimes come under pressure for conversion, often to residential properties, particularly in locations where new residential properties are more strictly controlled.

95 For recreational, cultural and leisure uses.

96 unless it can be demonstrated that the location is integral to the development

## 10 Economy Policies

- 10.63** The Council recognises the importance of maintaining vibrant and active local communities during off-peak tourism months and of striking a balance between providing permanent housing for local people and providing tourist accommodation to support the local community.
- 10.64** The policy therefore sets out an approach to protecting existing tourist accommodation from conversion to residential use where it may still be required for tourism. The policy resists the change of use, apart from in exceptional cases where it is clearly and satisfactorily demonstrated that there is sufficient local supply of accommodation.
- 10.65** The purpose of the policy is to retain a mix of all types of tourist accommodation. The requirement for a viability test prevents premature closure of facilities where demand still exists. However, it would allow for redevelopment if the use is no longer viable. A threshold has been applied for caravan / sites to reflect the Caravan Club and Caravan and Camping Club allowance for up to 5 units on certificated location sites.

### Policy ECN 9

#### Retaining an Adequate Supply & Mix of Tourist Accommodation

Development proposals that would result in the loss of sites or premises currently, or last used, for tourist accommodation<sup>(97)</sup> will be supported subject to:

1. alternative provision of equivalent or better quality and scale is available in the area or will be provided and made available prior to commencement of redevelopment;
2. the facility does not provide an important local facility or service<sup>(98)</sup> to the community; and in all cases,
3. it can be demonstrated that there is no reasonable prospect of retention at its current site. An independent viability test must demonstrate that the use is no longer viable and that all reasonable efforts have been made to sell or let the property at a realistic price for a period of at least 12 months.



#### Have any Alternative Options been considered?

Yes, for further details see the [Alternatives Considered](#) document.

97 All hotels and other serviced establishments, all self-catering units, and touring/static caravans/camping sites which provide more than 5 units.

98 Public house / bar, restaurant or leisure facility where this is within the Countryside or is the last of its kind within a Large or Small Growth Town or a Large or Small Growth Village.



# 11 Town & Village Proposals

# 11 Town & Village Proposals

## 11 Town & Village Proposals

### Introduction

- 11.1** Each of the settlements in North Norfolk has distinct characteristics in terms of their existing roles, character, needs, and their capacity to accommodate additional development. Based on these characteristics the Council has developed proposals for the future of each town and the larger villages in the District. These aim to ensure that identified needs are met in ways which are consistent with protecting the identified role and character of each settlement. Further information on the factors which have been taken into account can be found in **Background Paper 2 - Distribution of Growth**.
- 11.2** This part of the Plan includes development proposals (allocations and land use designations) for each of the towns and larger villages in the District. They have been prepared to accord with the Vision, Objectives and Policies of the emerging Draft Local Plan. They reflect the Vision of the Plan, and define it in detail by identifying specific areas of land for different types of new development. **Policy SD 3 'Settlement Hierarchy'** determines the broad distribution of growth in the District and this section accords with that policy.

### Settlement Boundaries, Land Use Designations and New Development Sites (Allocations)

- 11.3** Each of the settlements where development is proposed is defined by a Settlement Boundary. These boundaries are shown on the Maps at the beginning of the settlement based sections which follow. Land which is outside of defined settlement boundaries in the Local Plan, and also in any adopted Neighbourhood Plans, is designated as **Countryside** and applications in this area are subject to **Policy SD4 - Development in the Countryside**.
- 11.4** Land which lies within the defined boundaries of Selected Settlements will be designated as one of a number of Policy Area Designations. These include:
- **Residential Areas** - locations which are principally in use for residential purposes where residential and other compatible non-residential uses would be permitted in accordance with **Policy SD3**. On the Maps the Residential Areas are all those areas lying within the proposed development boundary which are not proposed to be designated for another purpose.
  - **Employment Areas** - locations specifically reserved for employment generating developments in accordance with **Policies ECN1** and **ECN2**.
  - **Town Centre Areas** - main concentrations of shopping and other town centre uses where **Policy ECN4** controls the range of acceptable developments.
  - **Open Land Areas** - Areas of functional or visually important open space which are subject to **Policy ENV7**.
  - **Public Car Parks** - Centrally located public car parks which should be retained unless replaced with equivalent or better provision in accordance with **Policy SD15**.
  - **Sustainable Transport** - Sites reserved for potential future rail use in accordance with **Policy SD17**.
  - **Health Care Campus** - Areas specifically safeguarded for health related uses where **Policy SD6** would be applied.
- 11.5** New proposed development sites are shown in red on the settlement Policies Maps and would, if selected for development, be subject to both the general topic based policies of this Plan and the site specific policies attached to each of the suggested Allocations.
- 11.6** Each of these land use designations and suggested Allocations may also be overlain with one, or more, policy areas. For example, many of the District's Town Centres are also

## Town & Village Proposals 11

Conservation Areas, may include Listed Buildings, and parts might lie within flood risk areas. In such cases the applicable topic based policies of this Plan would also be applied. These policy areas are shown on the existing adopted Core Strategy Proposals Map and are not proposed to be changed as a consequence of this Plan.

- 11.7** The individual site proposals represent the Council's preferred options at this stage. They will be reviewed following this consultation. The Council has undertaken some initial work to establish that each of the sites is available for development, that it is capable of being developed in terms of the suitability of road access, management of flood risk, impacts on landscape, drainage and so on. At this stage the Council is not considering detailed development proposals, this detail will only be available when individual planning applications are made on the sites, each of which will be subject to further public consultation. The identification of a site for development in this Plan (referred to as the allocation of land) means that the Council has determined that the principle of the suggested development is acceptable and that, subject to the submission of a planning application which complies with the policies of this Plan, planning permission will be granted and development will occur during the Plan period. Following this consultation we expect to undertake further work both in response to the comments made during the consultation and in relation to understanding in greater detail how each of the sites, and in particular the larger scale proposals, might be brought forward for development. Some of the larger proposals will need to be supported by Development Briefs before planning permission will be granted and in the case of the large scale proposals at North Walsham we propose that this Brief is prepared before any final decisions are made to allocate the site. We have included more details of this in each of the site specific policies sections. Each of the Briefs will also be subject to local consultation.
- 11.8** The proposed development sites that have been put forward for development included in the Plan come from a variety of sources including:
- A Housing & Economic Land Availability Assessment (HELAA) <sup>(99)</sup> - a high level assessment of potential development land in the District.
  - Previous Local Plans - these include sites which are already allocated for development but where development may have been delayed but is likely in the future.
  - Town and Parish Councils, and land owners', promoters' & developers' suggestions via a 'Call for Sites'.
  - The District Council, through site visits.
- 11.9** A detailed site assessment process of each of the options has been completed. This assessment focused on sites which lie within or close to one of the settlements selected for development in this Draft Plan. Locations where development would not be permitted by national policy, such as those in high flood risk areas, have been discounted. Furthermore the Plan does not propose to allocate very small sites of less than 0.25 hectares in size and these have not been considered for allocation. In **Part 2** of the Plan we will identify a range of smaller site development opportunities in the villages identified in **Policy SD3** and consult further.
- 11.10** Sites have been assessed against a detailed set of criteria and have been subject to a process of Sustainability Appraisal. Full details of the methodology used can be found in **Background Paper 6 - Site Selection Methodology and results**. In summary:
- An approach that looked at land and buildings within settlements and previously used land, suitable infill sites and at land well related to settlements for housing, employment, services and infrastructure.
  - An assessment of suitability, availability and achievability of development.

## 11 Town & Village Proposals

- General criteria such as the capacity of the site, the appropriate density at which it could be developed, the ease of accessing the site, the impact of topography and relief and the scope to meet identified needs.
- Sustainability considerations including the distance to key services, the quality of public transport, walking and cycle links, the risks of flooding, contamination, air quality issues, and exposure to noise and smells.
- Heritage considerations including the potential impact of development on Listed buildings, scheduled ancient monuments, historic parks and gardens, Conservation Areas, including impact on setting and on potential archaeological value.
- Biodiversity and geodiversity considerations including the potential impact of development on the conservation, enhancement and restoration of habitats and species and geological assets, and the scope to maximise opportunities for restoration, enhancement and connection of natural habitats.
- Landscape and settlement considerations including the potential impact of development on landscape and views, the scale of development relative to the settlement size, whether the site preserves the separate identity of settlements and the impact of development on site features such as trees, watercourses and buildings.
- Other demands on the site including the scope for alternative uses or mixed-use, or retaining an existing beneficial use such as public open space.
- Access and maintenance requirements to watercourses, pipelines, railway lines etc. and land reserved for new road construction or other infrastructure projects and the implications of development for the existing and future use of neighbouring sites.
- Infrastructure including impacts on the local highways, water, sewerage and energy networks, future community and wider infrastructure needs, impacts on Green Infrastructure and the potential regeneration benefits of development.
- Providing safe access to a site is a fundamental consideration. The Council has engaged with the County Highways Authority to ensure that highways impacts are manageable in terms of site access, road network considerations including suitability in relation to scale and potential cumulative impacts and potential mitigation measures.

**11.11** The decision on whether a site should be proposed as a draft allocation is made having regard to all of the factors above and the comparative merits of the site and alternative sites put forward for consideration. The assessment criteria include measurable outcomes such as distance to key facilities and judgments, and opinions, about the potential impacts of development. How the criteria have been assessed is explained in **Background Paper 6**.

**11.12** As a result the Council is satisfied that the types of development proposed are likely to be deliverable, the proposals represent a suitable use of the sites, and that subject to the grant of the necessary planning permissions they have a realistic prospect of being delivered within the time frame covered by the Plan.

**11.13** Each of the proposed allocations is subject to a specific policy which identifies requirements that development proposals must address in order to secure planning permission. In addition to these site specific requirements, compliance with all relevant policies in the Local Plan will also be necessary in order to secure planning permission.

### Proposed Allocations

**11.14** As outlined in **Policy HOU1** in order to provide sufficient homes to address likely future needs it will be necessary for the Local Plan to identify new development sites suitable for approximately 4,500 dwellings. These dwellings on the proposed allocations represent slightly less than half of the required growth with the remainder being provided via already consented developments and future windfall growth. These sources are explained in more detail in **Background Paper 1 - Setting a Draft Housing Target**.

# Town & Village Proposals 11

- 11.15** It is necessary for the Council to understand if it is identifying sufficient land to meet housing requirements and for those commenting on the draft proposals to understand what is envisaged for each site. Many of the sites proposed for development will be mixed use schemes, many will require on site open space and on larger sites the draft policies specify particular quantities of land for other uses. We have applied a density of approximately 30 dwellings per hectare but where we consider that sites may not be suitable for this, perhaps because of local character, we have adjusted our assessment accordingly. All of the housing figures included within the individual site allocations are minimums-unless the individual site policy expressly states otherwise.
- 11.16 Policy ECN 1** identifies the requirement for retaining and adding to the supply of designated Employment Land in the District. Meeting future employment requirements and maintaining a choice of development opportunities in most parts of the District will require the allocation of new sites reserved specifically for employment generating uses.
- 11.17** The following sites are proposed as preferred allocations for residential or mixed use development. A summary of each assessment and all of the alternatives considered can be found in the **North Norfolk Local Plan Alternatives Considered** consultation document.

## Policy DS 1

### Proposed Allocations

The following sites are allocated for residential development subject to compliance with the site specific and general policies of the Plan.

| Settlement | Site Name                                    | Site Reference | Proposed Dwellings |
|------------|--|----------------|--------------------|
| Blakeney   | Land East of Langham Road                    | BLA04/A        | 30                 |
| Briston    | Land East of Astley School                   | BRI01          | 40                 |
| Briston    | Land West of Astley School                   | BRI02          | 40                 |
| Cromer     | Land at Cromer High Station                  | C07/2          | 22                 |
| Cromer     | Land at Runton Road / Clifton Park           | C10/1          | 90                 |
| Cromer     | Former Golf Practice Ground, Overstrand Road | C16            | 180                |
| Cromer     | Land West of Pine Tree Farm                  | C22/1          | 300                |
| Fakenham   | Land North of Rudham Stile Lane              | F01/B          | 560                |
| Fakenham   | Land South of Barons Close                   | F10            | 35 - 55            |
| Fakenham   | Land at Junction of A148 and B1146           | F03            | 65                 |
| Holt       | Land South of Lodge Close                    | H04            | 70 - 100           |
| Holt       | Land North of Valley Lane                    | H17            | 27                 |
| Holt       | Land at Heath Farm                           | H20            | 200                |
| Hoveton    | Land East of Tunstead Road                   | HV01/B         | 150                |

# 11 Town & Village Proposals

| Settlement         | Site Name   | Site Reference | Proposed Dwellings |
|--------------------|---|----------------|--------------------|
| Ludham             | Land South of School Road                               | LUD01/A        | 10 - 20            |
| Ludham             | Land South of Grange Road                               | LUD06/A        | 10 - 20            |
| North Walsham      | Land at Norwich Road & Nursery Drive                    | NW01/B         | 350                |
| North Walsham      | North Walsham Western Extension                         | NW62           | 1,800              |
| Mundesley          | Land off Cromer Road & Church Lane                      | MUN03/A        | 50                 |
| Sheringham         | Land adjoining Seaview Crescent                         | SH04           | 45                 |
| Sheringham         | Former Allotments, Weybourne Road, Adjacent to Splash   | SH07           | 40                 |
| Sheringham         | Land South of Butts Lane                                | SH18/1B        | 50                 |
| Stalham            | Land Adjacent Ingham Road                               | ST19/A         | 70                 |
| Stalham            | Land North of Yarmouth Road, East of Broadbeach Gardens | ST23/2         | 80                 |
| Wells-next-the-sea | Land to Rear of Market Lane                             | W01/1          | 20                 |
| Wells-next-the-sea | Land Adjacent Holkham Road                              | W07/1          | 60                 |

**Table 4 Proposed Allocations**

**11.18** The spatial strategy identifies a number of smaller villages where it is proposed to allocate small sites in line with the July 2018 NPPF requirements and local needs. The intention is that the Council will consult separately on the suitability of these sites later in the year.



# Proposals for Cromer 12

## 12 Proposals for Cromer

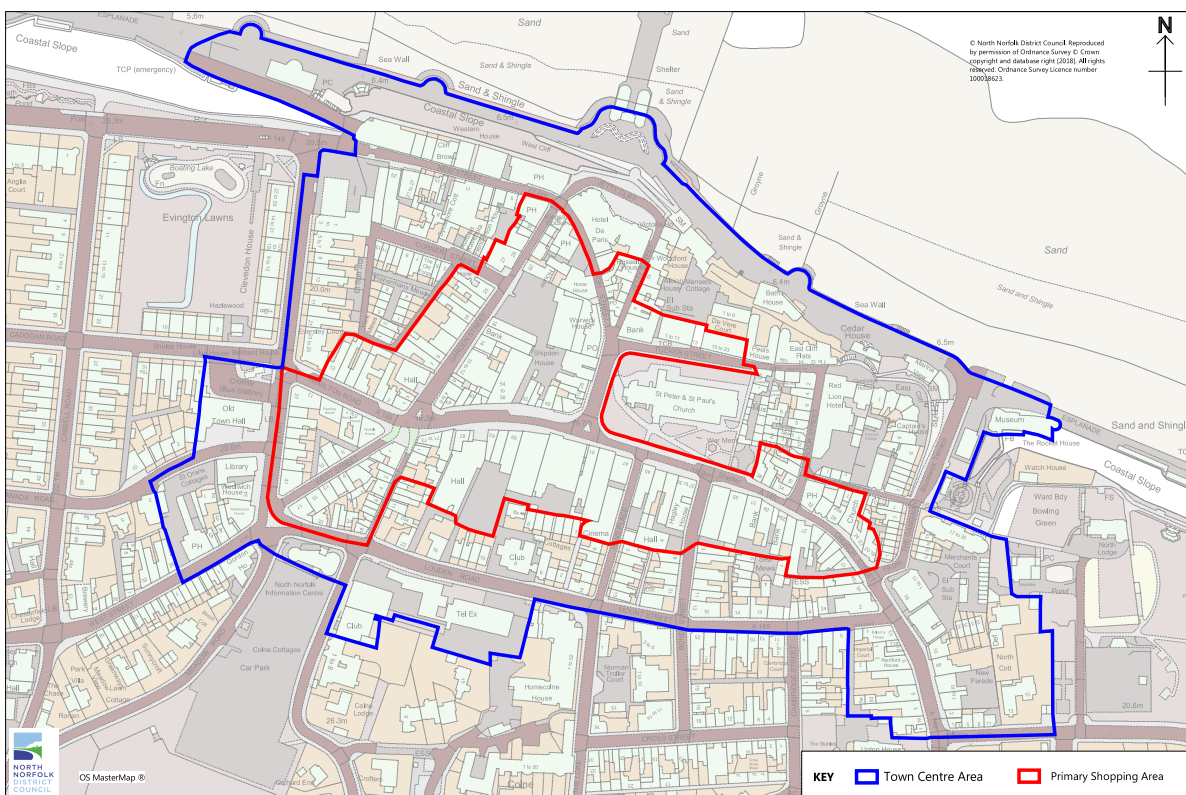
### 12 Proposals for Cromer

**This section sets out detailed considerations and development proposals for Cromer and the surrounding area (including parts of the surrounding parishes of East Runton, Roughton, Northrepps and Overstrand).**

- 12.1** Cromer is identified as a **Large Growth Town** in the proposed **Settlement Hierarchy**. This means it has been identified as one of three towns, the others being North Walsham and Fakenham, where relatively large scale growth could be considered. The town functions as the District's main administrative centre, is a popular tourist destination on the Norfolk Coast, and is centrally located in the District on the principal road network and railway line to Norwich. Cromer hosts the district hospital, Council offices and provides an extensive range of shops, leisure and cultural facilities for the surrounding central part of the District. It is an appealing seaside town and a popular tourist destination throughout the year which helps support the local economy. It functions as one of a cluster of three towns, together with Holt and Sheringham which are identified in this Plan as performing complementary roles in respect of housing, employment and retail functions in the central part of North Norfolk.
- 12.2** Cromer has significant landscape constraints which surround the town and limit the potential to accommodate growth. To the north is the North Sea, whilst most of the surrounding landscape falls within the designated Norfolk Coast Area of Outstanding Natural Beauty (AONB). Those areas which are not formally designated are nevertheless attractive and important to the landscape setting of the town. Within the AONB the National Planning Policy Framework (NPPF) states that great weight should be given to conserving and enhancing scenic beauty and that major developments should be avoided other than in exceptional circumstances, and where it can be demonstrated that development is in the wider public interest.
- 12.3** In terms of its function as a centre for housing, employment, retail, health, public administration and its extensive range of day to day services, Cromer could support relatively high levels of growth. However, its functional strengths need to be balanced against the importance of the national landscape designations which surround the town and contribute towards its attractiveness as a place to live and visit. For this reason the Council is not proposing the same scale of growth in Cromer as the other two identified Large Growth Towns (North Walsham and Fakenham) which are not subject to the same constraints. However in order to contribute towards addressing local housing needs, provide enhanced outdoor recreational facilities and improve educational provision in the town, the Plan proposes four potential development sites which collectively would be suitable for around 590 dwellings, sport facilities, and a new primary school. The location of these sites has been carefully considered in order to mitigate the potential impacts on designated landscapes, relate new development to the transport network and provide convenient access to existing facilities.
- 12.4** The majority of the designated employment land on Cromer Industrial Estate is developed. The town is a net importer of employees, and it draws its workforce from a relatively large catchment area including the towns of Holt and Sheringham and the surrounding rural area. For employment opportunities it is not dependent on industrial development with a comparatively large and diverse range of jobs in retail, tourism, health and the public administration sectors. The town has very little in the way of available industrial land and most new industrial developments have taken place via either the re-use or redevelopment of existing sites. For employment purposes Cromer, Sheringham and Holt function as a cluster with employees travelling between the towns to access employment opportunities. Due to the environmental constraints and lack of suitable sites in the town for new industrial land this Plan proposes that additional employment land is located at Holt to meet the combined needs of the Sheringham, Holt and Cromer area.

## Proposals for Cromer 12

- 12.5** Cromer has the second largest retail provision in terms of sales floorspace in the District and in this Plan is classed as having a **Large Town Centre** in the proposed retail hierarchy. The town centre offers a choice of shops and services that serve residents, tourists and a relatively large rural catchment area. It has a reasonably high proportion of comparison goods shops, including a small selection of national multiples. Shop vacancy rates are typically below national averages, vacancy periods tend to be relatively short and despite national pressures there remains a good mix of uses providing for most day to day needs. A small Retail Park adds to the range of goods available. The towns of Cromer, Holt, & Sheringham have overlapping retail catchment areas and function in a complementary way with shoppers travelling between the towns to access the range of shops and services provided. New large out of town retail developments have the potential to damage the vitality and viability of the Town Centre by drawing shoppers away from the centre. Policy ECN4 of this Plan seeks to mitigate the risks of this by requiring that all out of centre proposals for more than a 1,000 sqm of retail floor space are supported by impact assessments (see **Policy ECN 4 'Retail & Town Centres'**). There is an identified need for comparison goods shopping and to a lesser extent food/beverage floorspace. Re-use of vacant shop units could reasonably accommodate some of this need. Large scale development sites are limited within the Primary Shopping Area where development is likely to be limited to small scale infill/extensions. Given that future demand is likely to be modest this Plan does not propose to allocate specific sites for retail development.
- 12.6** The proposed designated **Town Centre Area** (blue line) which contains over 180 Class A retail/service units, and the **Primary Shopping Area** (red line) where retail development is concentrated are detailed on the map below. These defined areas will be used as a basis for applying proposed **Policy ECN4**.



**Cromer Town Centre Area & Primary Shopping Area**

## 12 Proposals for Cromer

### Constraints and Opportunities

**12.7** There is very little previously developed (brownfield) land in Cromer. Whilst over the Plan period it is expected that a process of re-development, infill developments, and changes of use will continue to provide a supply of new homes and other uses, these opportunities are relatively modest and will not address the identified need for new homes in particular. New greenfield allocations are therefore necessary in order to deliver the required growth and some of these sites will need to be located outside of the parish boundary of Cromer in the adjacent parishes. There are a range of factors which influence the potential location of development in Cromer including, environmental and landscape considerations and the need to take into account available infrastructure. Overall both the suggested scale and location of development has sought to balance the need for growth with protecting the nationally important landscape setting of the town.

**12.8** In summary, the main considerations which influence the suggested location of development sites are the need to:

- retain existing green spaces within the town boundary where they are either functionally or visually important;
- minimise the impact of development proposals on the designated Area of Outstanding Natural Beauty and the landscape more generally by giving priority, where possible, to those sites which are not designated;
- enhance the capacity in primary schools and to locate any new school where it can serve the catchment area to the west of the town;
- provide a large level site suitable for outdoor sport in an area well related to the town which is accessible by walking and public transport;
- locate developments where they are, or can be connected, to key services and the town centre preferably be walking, cycling or public transport or via better quality roads;
- avoid locations which are detached from the town and not well related to existing built up areas;
- ensure a choice of medium sized sites are available to improve the prospects of delivery.

### Infrastructure

**12.9** The proposed land allocations have been developed in conjunction with advice and information from infrastructure providers and statutory consultees. **Background Paper 4 - Infrastructure Position Statement** provides more details.

- The Education Authority has indicated that the proposed scale of growth will necessitate the provision of a new Primary School and that, given the preference, this should be located on the western side of the town where it could serve the Runtons part of the catchment area.
- There is also a known requirement to provide replacement/improved facilities for Cromer Football Club which currently occupies the remainder of Cabbell Park.
- Anglian Water identified that off-site mains water supply reinforcement will be required in certain locations and that for new development of over 10 dwellings some enhancement to the foul sewerage network capacity will be required.
- Cromer is not identified in the Strategic Flood Risk Assessment as being at risk from fluvial or tidal flooding due to the presence of the cliffs. There are some risks of surface water flooding predominantly due to pockets of water ponding on roads, and open spaces.
- The Health Authority indicates that there is likely to be sufficient capacity in health services to support the proposed growth.
- The Highway Authority indicates that localised highway network improvements associated with each of the proposals will be required.

## Proposals for Cromer 12

- There is a general need to improve open space provision including new allotments together with improved access to the countryside.
- By the end of the Plan period there is likely to be limited capacity at the electricity sub-station which may requires some upgrades.

**12.10** As development takes place it must be served by appropriate supporting physical infrastructure and services. All developments are required to address any identified shortages in infrastructure to the extent necessary to make the specific proposal acceptable. **Policy SD5** and **Background Paper 4** explain this process.

### Proposed Site Allocations and Policy Area Designations

- 12.11** Four new sites are proposed to be allocated for development. These are intended to collectively deliver around 590 dwellings over the Plan period including approximately 200 affordable homes, two residential care homes, new primary school, enhanced outdoor sports facilities (replacement Cabbel Park), allotments, on site open spaces and contributions towards road, drainage and other necessary infrastructure. To the east of the town site C16: Former Golf Practice Ground, Overstrand Road, is a proposed allocation for approximately 180 dwellings including a care home. C22/1 Land West of Pine Tree Farm, provides the opportunity for approximately 300 dwellings and opportunities for new sport pitches and facilities. C10/1 Land at Runton Road / Clifton Park is on the west of town, and is a proposed allocation for approximately 90 dwellings and land for a new primary school. C07/2: Land at Cromer High Station, is a small site, which would allow for limited development of approximately 22 dwellings.
- 12.12** These Proposed Allocations are shown in red on the plan below and in more detail in the individual site proposals that follow. The map also shows our proposals for Policy Area Designation referred to in the general policies of the Plan.
- 12.13** A summary of the alternative sites considered can be found in **North Norfolk Local Plan - Alternatives Considered**.

# 12 Proposals for Cromer

## Proposals for Cromer

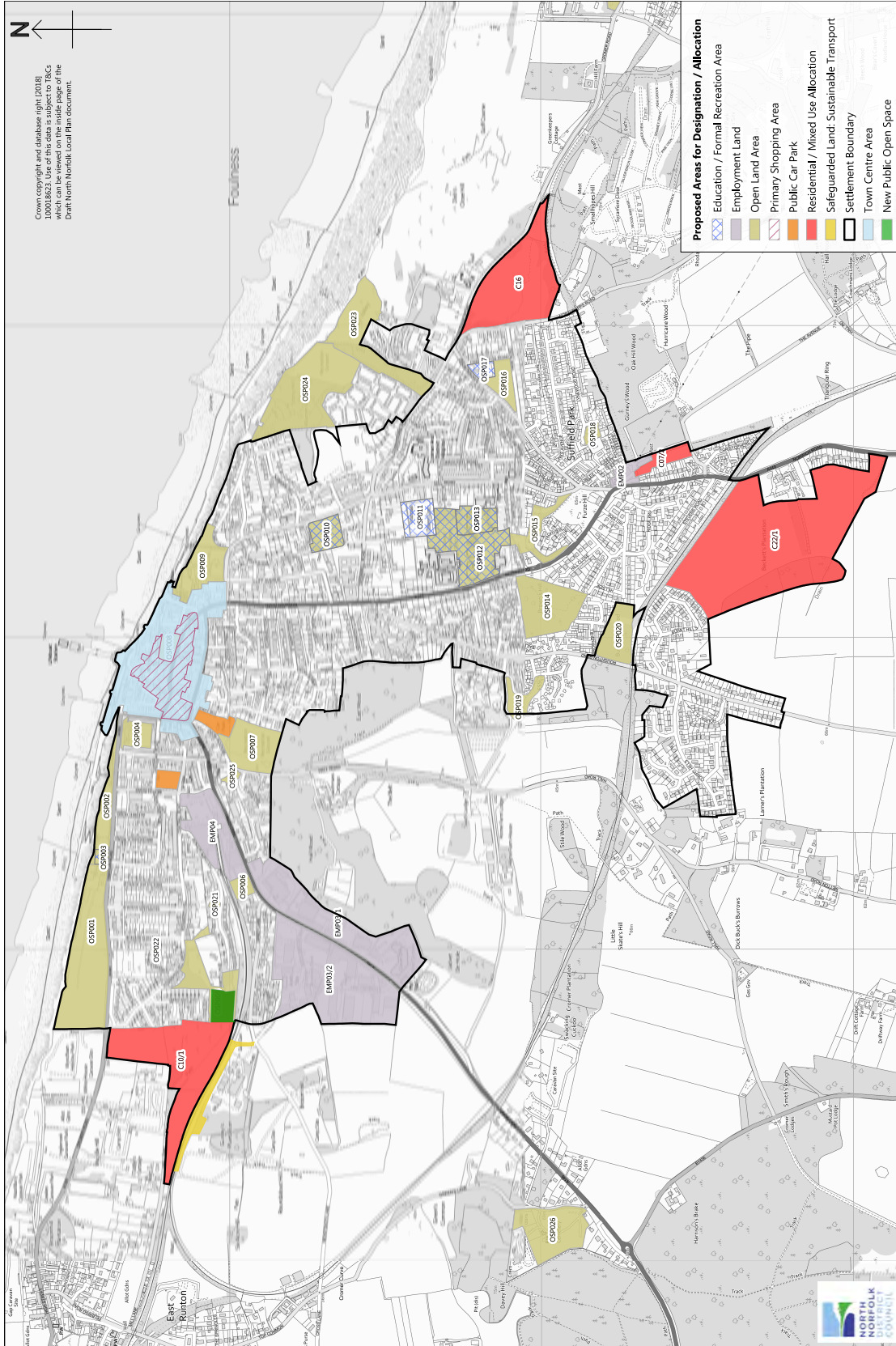
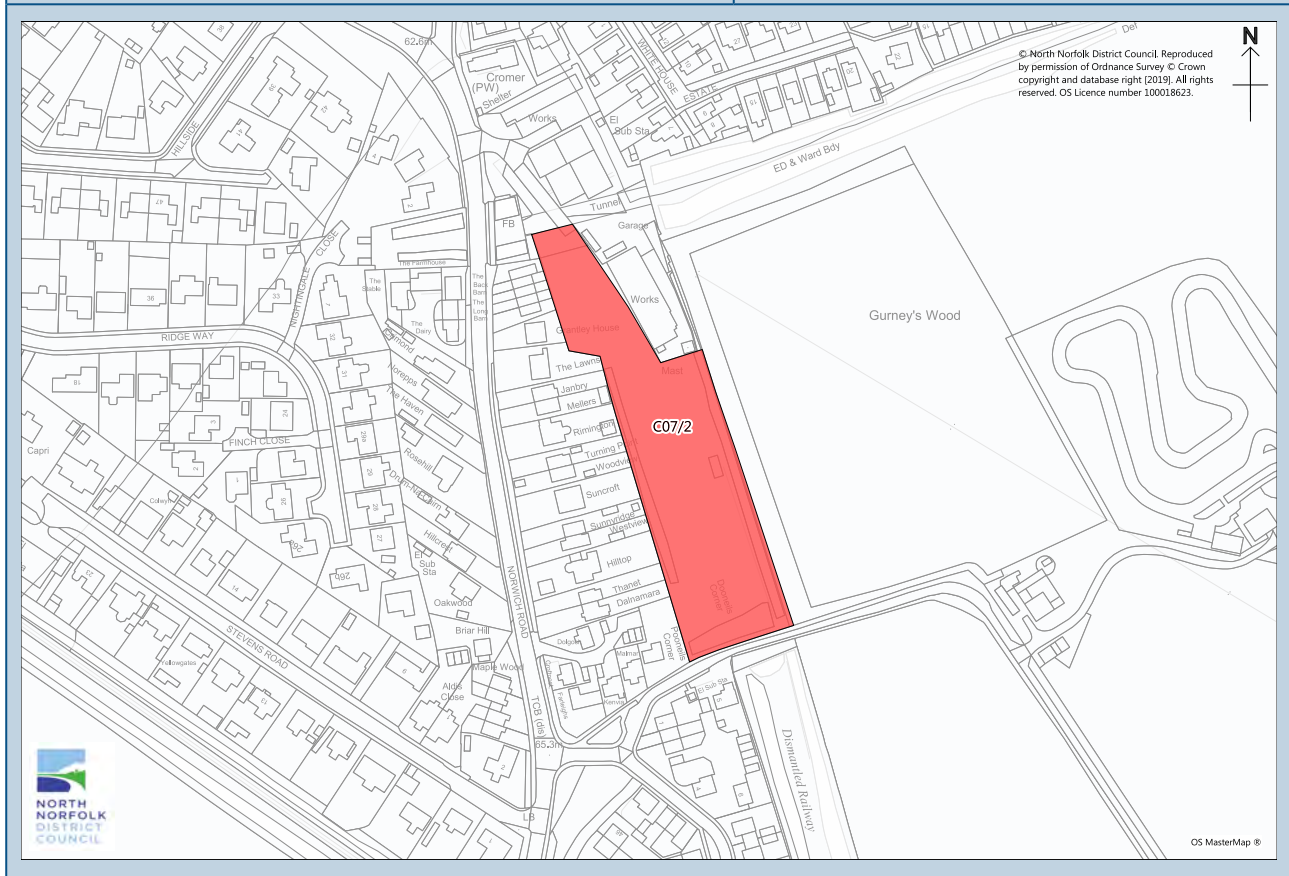
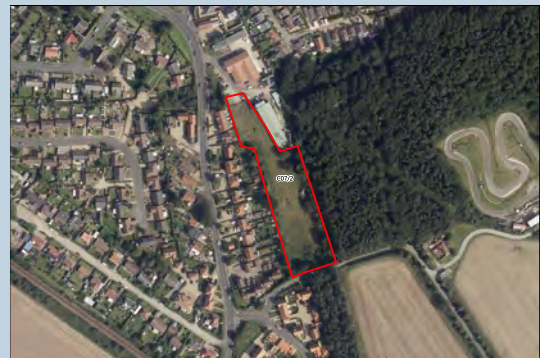


Figure 7 Proposed Areas for Designation / Allocation in Cromer

# Proposals for Cromer 12

## Residential: Land at Cromer High Station

|                       |   |
|-----------------------|---|
| <b>Site Reference</b> | <b>C07/2</b>  |
| <b>Site Address</b>   | Land at Cromer High Station                             |
| <b>Site Area</b>      | 0.8 hectares  |
| <b>Proposal</b>       | Residential development for approximately 22 dwellings. |



### Description

- 12.14** This site is already allocated for residential development in the current adopted Plan but has not been developed. It is proposed to roll it forward into the new Plan period. The site is located behind existing development along Norwich Road. It consists of an area of grassland/ scrub with mature woodland to the east. It is adjacent to existing employment uses including several small business premises and is well related to the built area of Cromer. The area is not prominent in the landscape due to the varying land levels and is screened from view by existing development.
- 12.15** The existing access onto Norwich Road suffers from poor visibility, particularly to the south. Junction improvements to Norwich Road will therefore need to be made as part of any development proposal. This needs to be investigated further and development is therefore subject to an acceptable scheme of highways works. There is currently a bus stop located near the site entrance which may need to be relocated due to the proposed development.

## 12 Proposals for Cromer

### Constraints

- 12.16** The site should be investigated to identify the previous site uses and potential contaminants that might be expected in order to fully assess any risks. If this identifies that contamination may be a problem then a full site investigation should be completed and an appropriate remediation scheme developed.
- 12.17** There have been various prehistoric archaeological finds on this site and further archaeological work may be necessary prior to any development taking place. The site may also be of geological importance or interest and may require geodiversity investigation.
- 12.18** Anglian Water advised that enhancements to the foul sewerage network capacity may be required before development can proceed.

### Deliverability

- 12.19** The site is suitable and available for development. It is in single ownership. There are limited constraints on the site and development should be achievable within the plan period.

### Policy DS 2

#### Land at Cromer High Station

Land amounting to approximately 0.8 hectares is proposed to be allocated for development comprising approximately 22 dwellings inclusive of affordable homes, public open space and associated on and off site infrastructure.

Development proposals must comply with a number of policies elsewhere in this Plan and the following site specific requirements:

1. provision of acceptable vehicular access to Norwich Road;
2. provision of a landscaped buffer between the site and the adjacent business and residential properties to the west of the site;
3. investigation and remediation of any land contamination prior to development; and,
4. enhancements to the foul sewerage network capacity may be required.



#### Have any Alternative Site Options been considered?

Yes, for further details see the [Alternatives Considered](#) document.



# Proposals for Cromer 12

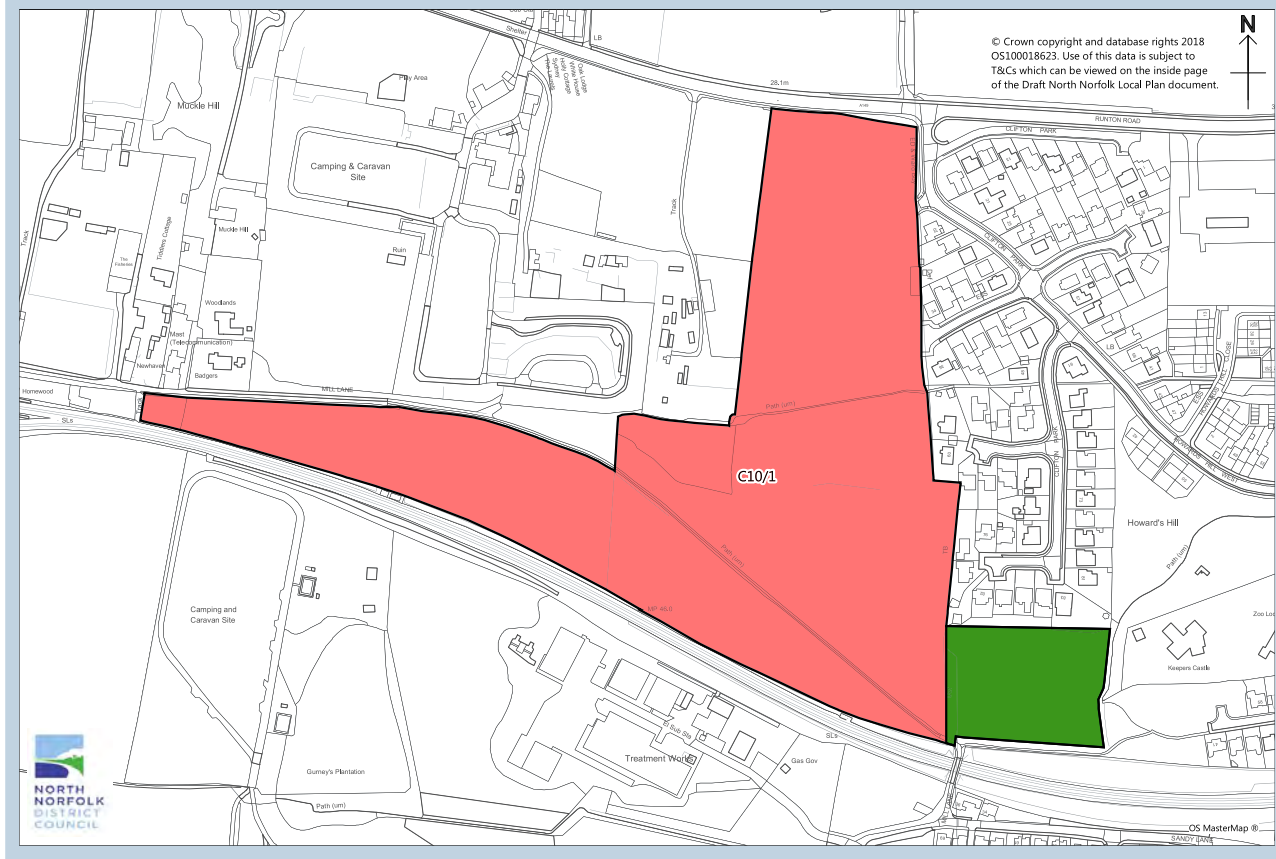
## Mixed Use: Land at Runton Road / Clifton Park

|                       |                                    |
|-----------------------|------------------------------------|
| <b>Site Reference</b> | <b>C10/1</b>                       |
| <b>Site Address</b>   | Land at Runton Road / Clifton Park |
| <b>Site Area</b>      | 8.01 hectares                      |



**Proposal**

Mixed use development to include approximately 90 dwellings, provision of at least 2 hectares of land for a two-form entry primary school, and substantial areas of public open space.



### Description

- 12.20** This is a greenfield site to the west of Cromer which is bounded by residential development at Clifton Park and the railway line to the south. It is beyond the existing built up area of the town but is only approximately 1km from the town centre. There are good pedestrian links available and the site is within reasonable walking distance of Cromer train station. There are bus stops located along Runton Road with a range of services available.
- 12.21** The Education Authority have indicated that the levels of housing proposed in Cromer will necessitate the provision of a new Primary School and that, given the preference, this should be located on the western side of the town where it could serve the Runtons part of the catchment area. This site is considered a suitable location for a new school and could accommodate this along with new housing and areas of public open space including, but not limited to, the Open Land Area at Howards Hill (shown green on the map).

## 12 Proposals for Cromer

**12.22** Development surrounding the site is low density, and the site area and suggested number of dwellings allows for development at a density which respects the character of the surrounding area. As well as provision of open space, any scheme should also ensure that housing is set back from the two main footpaths that run through the site and allow for a landscaped buffer to be provided in order to protect the amenity of the footpaths.

### Constraints

**12.23** The site is located within the Coastal Shelf as defined in the Landscape Character Assessment, and currently provides an undeveloped part of Runton Road between Cromer and East Runton. The LCA strategy for the Coastal Shelf seeks to ensure that any new development is well integrated into the landscape and does not form a harsh edge, and seeks to enhance and reinforce those areas which have degraded or unfocused styles/ character, which are often at odds with the character of the centre of the settlements.

**12.24** It is important that landscaping and an open frontage along Runton Road is provided to retain a green approach to this part of the town, and ensure that any development to the south is suitable to the surrounding landscape. With adjacent Clifton Park located on slightly higher ground to the east, development on this site could offer the opportunity to enhance the hard edge at the key gateway site. Areas of scrub and grassland should also be retained where possible.

**12.25** The site is adjacent to the Area of Outstanding Natural Beauty. There should be suitable landscape treatment to the south of the site to protect to the setting of the Area of Outstanding Natural Beauty and development should be set back from the southern boundary to avoid encroachment to the Water Recycling Centre.

**12.26** Anglian Water advised that enhancements to the foul sewerage network capacity may be required before development can proceed. There are water mains crossing the site and diversion would be at the developers' expense.

**12.27** The railway line and Cromer Waste Water Recycling Centre lie just to the west of the site and development of the site should have regard to the potential amenity impacts (noise and odours) arising from these uses.

### Deliverability

**12.28** The site is suitable and available for development. It is in single ownership. There are limited constraints on the site and development should be achievable within the plan period.

### Policy DS 3

#### Land at Runton Road / Clifton Park

Land amounting to approximately 8 hectares is proposed to be allocated for mixed use development comprising approximately 90 dwellings inclusive of affordable homes and self-build plots, public open space, the provision of 2 hectares of serviced land for a two-form entry primary school with a potential reserve site for future expansion, and associated on and off site infrastructure.

Development proposals would need to comply with a number of policies elsewhere in this Plan and the following site specific requirements:

## Proposals for Cromer 12

1. Careful attention to site layout, building heights and materials in order to minimise the visual impact of the development;
2. retention of an open frontage to the site
3. a layout of development which minimises the potential for noise and odour nuisance originating from the adjacent railway line and Water Recycling Centre
4. a layout that provides a landscaped buffer between the development and the public footpaths running through the site and a landscaped buffer along the southern boundary; and,
5. enhancements to the foul sewerage network capacity may be required.



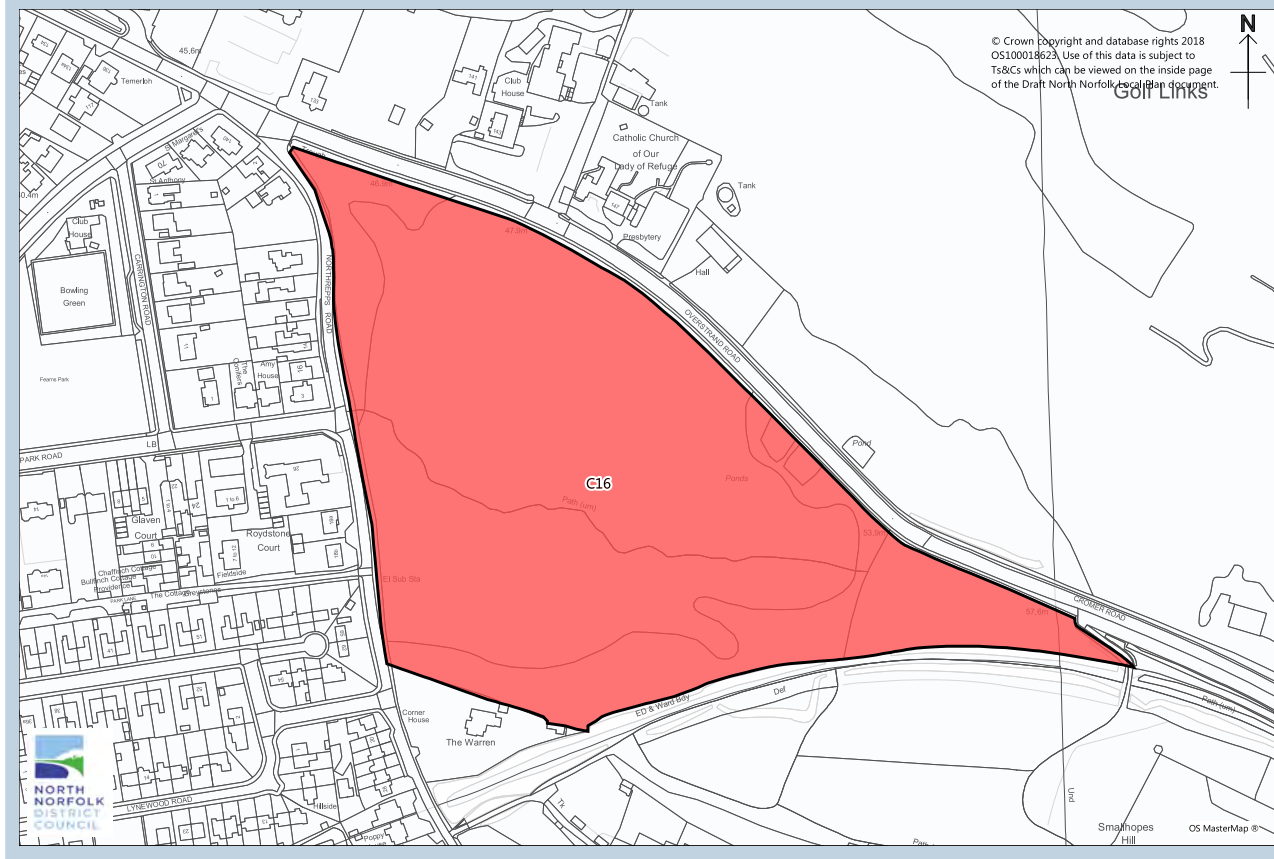
### **Have any Alternative Site Options been considered?**

Yes, for further details see the [Alternatives Considered](#) document.

# 12 Proposals for Cromer

## Residential: Former Golf Practice Ground, Overstrand Road

|  |  |
|--|--|
| <b>Site Reference</b>  | <b>C16</b>                                   |
| <b>Site Address</b>  | Former Golf Practice Ground, Overstrand Road |
| <b>Site Area</b>   | 6.35 hectares                                |
| <b>Proposal</b>  |  |
| Residential development of approximately 180 dwellings inclusive of specialist Elderly/ Care Provision |  |



### Description

- 12.29** This is undeveloped land to the east of Cromer. It is bordered by existing residential development on the western side. The site is approximately 1km from the town centre and there are good pedestrian links available. The site is within walking distance of Roughton Road train station and there is a bus stop located close to the site with a bus service available. Access to the site could be provided from Overstrand Road.
- 12.30** The site is within the Area of Outstanding Natural Beauty (AONB) but is not intrusive in the wider landscape. The area is located within the Coastal Shelf as defined in the LCA, the strategy seeks to ensure that any new development is well integrated into the landscape and does not form a harsh edge. Whilst development would be visible from Overstrand Road and Northrepps Road, the impact would be mitigated by retaining existing hedges and trees around the site, incorporating significant internal open space and tree planting within the site, and introducing a landscape buffer to the northern and western boundaries. Such landscaping

## Proposals for Cromer 12

should aim to break up views of the new development. The site is large enough to accommodate the proposed number of dwellings and to achieve substantial amounts of landscaping and open space.

- 12.31** The hedgerow and woodland around the site provide biodiversity benefit and should be further enhanced through additional planting.

### Constraints

- 12.32** It is important that careful attention is given to the site layout, building heights and materials in order to minimise the visual impact of development. Development should conserve and enhance the individual character of Cromer responding to the historic built form and traditional vernacular style and materials, with reference to the Design Guide. It is important that new development on this site is well integrated into the landscape and does not form a harsh edge.

- 12.33** Anglian Water advised that enhancements to the foul sewerage network capacity may be required before development can proceed.

### Deliverability

- 12.34** The site is suitable and available for development. It is in single ownership. There are limited constraints on the site and development should be achievable within the plan period.

## Policy DS 4

### Former Golf Practice Ground

Land amounting to approximately 6.4 hectares is proposed to be allocated for development comprising approximately 180 dwellings inclusive of elderly person's accommodation, affordable homes and self-build plots, public open space, and associated on and off site infrastructure.

Development proposals would need to comply with a number of policies elsewhere in this Plan and the following site specific requirements:

1. Careful attention to site layout, building heights and materials in order to minimise the visual impact of the development;
2. provision of significant internal open space;
3. retention and enhancement of hedgerows and trees (access permitting) around the site, including the protection of existing woodland within site;
4. provision of a landscaped buffer along the northern and western boundaries; and,
5. enhancements to the foul sewerage network capacity may be required.

This site is within the Norfolk Coast AONB, and development proposals should be informed by, and be sympathetic to, the special landscape character of this protected area.



### Have any Alternative Site Options been considered?

Yes, for further details see the [Alternatives Considered](#) document.

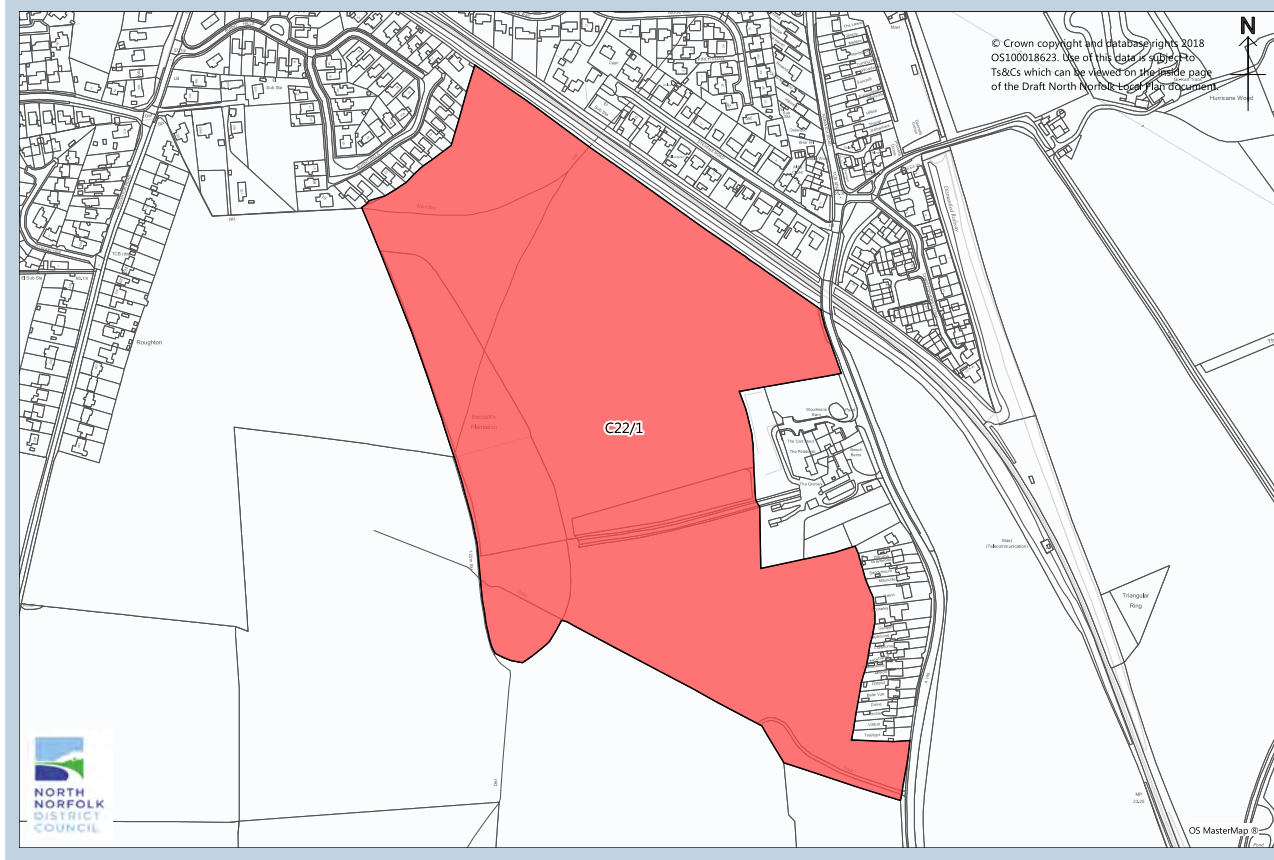
# 12 Proposals for Cromer

## Residential: Land West of Pine Tree Farm

|                       |                             |
|-----------------------|-----------------------------|
| <b>Site Reference</b> | C22/1                       |
| <b>Site Address</b>   | Land West of Pine Tree Farm |
| <b>Site Area</b>      | 18.09 hectares              |

### Proposal

Land amounting to approximately 18.1 hectares is proposed to be allocated for development comprising approximately 300 dwellings inclusive of elderly person's accommodation, affordable homes and self-build plots, outdoor sports facilities (replacement Cabell Park), allotments, public open space, and associated on and off site infrastructure.



### Description

- 12.35** This is a greenfield site to the south of Cromer which borders residential development to the north and the east. The area consists of two parcels of land which are in agricultural use with woodland along the western edge and the rail line running along the north. The site is within walking distance to the schools and there is a bus stop located close to the site which provides a range of services.
- 12.36** The site is within the Norfolk Coast Area of Outstanding Natural Beauty (AONB) and is visible from the south and the immediate surrounding area. Due to the topography of the site, the surrounding development and landscaping it is not overly prominent in the wider landscape. The impact would be mitigated by retaining existing hedges/ trees around the site, incorporating internal open space and tree planting within the site, and introducing a landscaped buffer to

## Proposals for Cromer 12

the southern boundary. The site is adjacent to the Grade II Listed Pine Tree Farmhouse along Norwich Road. The development layout and landscaping should consider the impact on the listed building and wider landscape.

- 12.37** The woodland along the western edge of the site provides biodiversity benefits and site layout should include a landscaped buffer between development and this area.
- 12.38** The Highway Authority has indicated that safe access can be provided to Norwich Road. It is desirable for this to be in the form of a roundabout to the south. A new footbridge should be provided over the railway line or by a suitable alternative, therefore enabling safe access to the facilities and schools in Cromer. The layout of the site should provide for direct connections to this footpath network.

### Constraints

- 12.39** Anglian Water advised that off-site water mains reinforcement will be required and enhancements to the foul sewerage network capacity may be required.
- 12.40** Sports pitches and facilities are required on part of the site.

### Deliverability

- 12.41** The site is suitable and available for development. The site is in one ownership. There are few constraints on the site and development should be achievable within the plan period.

## Policy DS 5

### Land West of Pine Tree Farm

Land amounting to approximately 18.1 hectares is proposed to be allocated for development comprising approximately 300 dwellings inclusive of elderly person's accommodation, affordable homes and self-build plots, outdoor sports facilities (replacement Cabell Park), allotments, public open space, and associated on and off site infrastructure.

Development proposals would need to comply with a number of policies elsewhere in this Plan and the following site specific requirements:

1. Layout, design and landscaping that has regard to the setting of the town, the sites location within the Norfolk Coast AONB and the proximity of the Listed Building;
2. provision of vehicle access to the A149 by means of a roundabout;
3. provision of a footbridge or suitable alternative to provide pedestrian / cycle links to the town centre and surrounding area;
4. tree planting within and adjacent to the site including a landscaped buffer to the southern boundary;
5. retention and enhancement of mature hedgerows and trees around the site;
6. protection of the woodland along the west of the site;
7. enhancements to the foul sewerage network capacity may be required; and,
8. off-site water mains reinforcement.

This site is within the Norfolk Coast AONB and development proposals should be informed by, and be sympathetic to, the special landscape character of this protected area.

# 12 Proposals for Cromer

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**Have any Alternative Site Options been considered?**

Yes, for further details see the [Alternatives Considered](#) document.



# Proposals for Fakenham 13

## 13 Proposals for Fakenham

### 13 Proposals for Fakenham

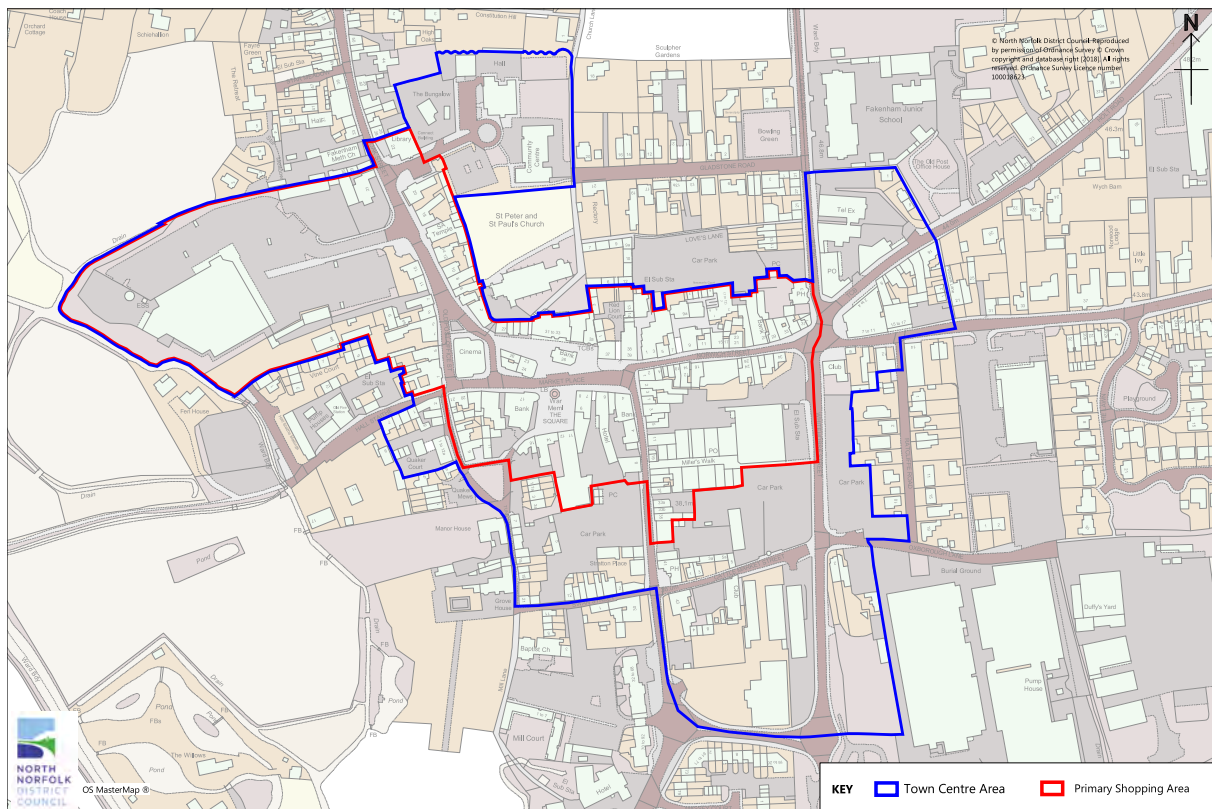
**This section sets out detailed considerations and development proposals for Fakenham and the surrounding area (including parts of the surrounding parish of Sculthorpe).**

- 13.1** Fakenham is identified as a **Large Growth Town** in the proposed **Settlement Hierarchy**. This means it has been identified as one of three towns, the others being Cromer and North Walsham, where relatively large scale growth could be considered. The town functions as one of the Districts main centres, that offer a range of services and employment. Fakenham (population 7,743), is an historic market town on the upper reaches of the River Wensum. It has an attractive central market place and square, medieval church, and weekly market. The racecourse to the south of the town lies in the wildlife rich Wensum valley. The town acts as a local centre for employment, retailing, health, higher education and other services meeting the needs of the residents of the town and a relatively large rural hinterland.
- 13.2** In terms of its function as a centre for housing, employment, retail and extensive range of day to day services, Fakenham could support relatively high levels of future growth. Our existing Plans already allocate a large area of land between the town and the A148 for development and we expect much of this to be developed over the first half of the new Plan period. This Plan proposes three potential further development sites which collectively could be suitable for around 680 dwellings.
- 13.3** The 2008 Core Strategy, made provision for a major urban expansion to the north of the town, including housing, employment land, community facilities and open space. In 2011, the site (F01) was allocated for 800-900 dwellings, a new primary school, approximately seven hectares of employment land, and substantial areas of public open space. In 2016, the [final, approved, Fakenham Development Brief was published](#) and an outline planning application for the site was submitted. The Core Strategy identified an area to the west of the application site as being able to accommodate further development in the longer term and this area is identified as one of the preferred sites in this Plan accommodating approximately 560 further new dwellings.
- 13.4** The town has the highest levels of self-containment in respect of travel to work journeys of all towns in North Norfolk. In part, this is due to the towns location some distance from both Kings Lynn and Norwich, but it is mainly due to the high number and range of jobs that are locally available. A high proportion, approximately 65% of those working within the Town, also live within the District. Fakenham employs approximately 4,573 employees, with around 1,400 of these within the manufacturing sector. The town occupies the most accessible location in the District in terms of access to the national road network and, as a result, has a strong manufacturing base and presence of distribution companies. It is seen as an attractive location for investment. In recent years the town has seen some change in its manufacturing base, with the loss of some jobs in the food processing sector, although this remains the single largest employment sector in Fakenham.
- 13.5** Over recent years Fakenham has seen one of the strongest take-up rates of employment land within the District. The largest Employment Areas within the town, Fakenham Commerce Park and Fakenham Industrial Estate, provide the opportunity for recycling of employment land with pockets of undeveloped land. Part of the previously allocated site, F01 - Land to the North of Rudham Stile Lane, has a further 6 hectares of land designated as Employment Land which will be available for development over the Plan period.
- 13.6** Fakenham has one of the larger town centres in the District which is focused around the historic core of the Market Place and Corn Exchange. It is classed as a **Large Town Centre** in the proposed retail hierarchy where new retail and town centre investment should be directed.

## Proposals for Fakenham 13

The Town centre retains a high percentage of retail expenditure and has a good mix of convenience shops, national multiples and Class A2 services, such as banking, estate agents and solicitors. In terms of scale of development, the town would be vulnerable to impacts from large out- of- town retail growth (2,500sqm gross) and a locally derived impact threshold of 1,000sqm is set for retail and leisure development in Fakenham (see **Policy ECN 4 'Retail & Town Centres'**). There is an identified need for comparison goods shopping and to a lesser extent food/beverage floorspace. Recent re-development has seen some additional growth accommodated in former vacant units. Future small scale growth can be accommodated through the take up of further vacant units and the development of vacant land within the town centre, existing car parking (subject to replacement), redevelopment opportunities around the auction building, bowling alley and the adjacent vacant land on the edge of the town centre. The policies of this Plan would require these town centre opportunities to be comprehensively explored before considering out-of-centre developments.

- 13.7** The designated **Town Centre Area** which contains 130 Class A retail/service units, and the **Primary Shopping Area**, concentrated around the market Place and Millers Walk, are detailed on the following map which would be used as a basis for applying proposed **Policy ECN4**.



**Fakenham Town Centre Area & Primary Shopping Area**

### Protected Sites

- 13.8** To the south of Fakenham is the River Wensum, the internationally designated Site of Special Scientific Interest (SSSI) and Special Area of Conservation (SAC). The Wensum has been recognised as one of a national series of rivers of special interest as an example of an enriched, calcareous lowland river. With a total of over 100 species of plants, a rich invertebrate fauna and a relatively natural corridor, it is probably the best whole river of its type in nature conservation terms, although short stretches of other similar rivers may show a slightly greater diversity of species. The SAC is strictly protected under the EC Habitats Directive, forming part of a European network (Natura 2000). The site makes a significant contribution to conserving

## 13 Proposals for Fakenham

those habitats and species considered most in need of protection at a European level. Large areas of land that abut the River Wensum SAC are designated as County Wildlife Sites - such as Night Common, Hempton Common, Sculthorpe Moor & Meadows and the water meadows to the south west of Oak Street.

### Constraints and Opportunities

**13.9** There is very little previously developed (brownfield) land in Fakenham. Whilst over the plan period it is expected that a process of re-development, infill developments, and changes of use will continue to provide a supply of new homes and other uses, these opportunities are relatively modest and will not address the identified need for new homes in particular. New greenfield allocations are therefore necessary in order to deliver the required growth and some of these sites will need to be located outside of the parish boundary of Fakenham in the adjacent parish of Sculthorpe. There are a range of factors which influence the potential location of development in Fakenham including, environmental and landscape considerations and the need to take into account available infrastructure. Growth in Fakenham will be dependent on investment in infrastructure, and a large majority of the growth will be dependent on the infrastructure associated with the current allocated site F01A, which is expected to have planning permission by 2020. The Council will aim to ensure that development can progress as quickly as possible to help address housing and employment needs but will delay development if key infrastructure and facilities are not available.

**13.10** In summary, the main considerations which influence the suggested location of development sites are:

- growth of the town to the south and west is constrained by the River Wensum, its flood plain and sensitive wetland habitats;
- the need to minimise the impact of development proposals on the designated and protected sites, setting of the town and on the wider landscape;
- locating developments where they are, or can be connected, to key services and the town centre preferably be walking, cycling or public transport or via better quality roads;
- retaining existing green spaces within the town boundary where they are either functionally or visually important;
- protect employment land for that purpose;
- avoiding locations which are detached from the town and not well related to existing built up areas;
- improvement of green infrastructure and connectivity with surrounding countryside.

### Infrastructure

**13.11** The proposed land allocations have been developed in conjunction with advice and information from infrastructure providers and statutory consultees. **Background Paper 4 - Infrastructure Position Statement** provides more details.

- Anglian Water identified that off-site mains water supply reinforcement will be required in certain locations and that for new development of over 10 dwellings, some enhancement to the foul sewerage network capacity will be required. In some cases enhancement will be required to the Water Recycling Centre treatment capacity.
- The Highway Authority indicate that localised highway network improvements will be required to support each of the development proposals.
- The Strategic Flood Risk Assessment identifies the south of Fakenham as being at fluvial flood risk stemming from the River Wensum, along with the risk of surface water flooding. The rest of Fakenham has some risk of surface water flooding, predominantly from pockets of water ponding on roads.

## Proposals for Fakenham 13

- The Health Authority indicate that there is likely to be sufficient capacity in health services to support the proposed growth.
- There is a general need to improve open space provision to support the planned growth.

**13.12** As development takes place, it will need to be served by appropriate supporting physical infrastructure and services. All developments are required to address any identified shortages in infrastructure to the extent necessary to make the specific proposal acceptable. **Policy SD5** and **Background Paper 4** explain this process.

### **Proposed Site Allocations and Policy Area Designations**

**13.13** Three new sites are proposed to be allocated for development. These are intended collectively to deliver around 680 dwellings over the plan period including approximately 100 affordable homes, a residential care home, on site open spaces and contributions towards road, drainage and other necessary infrastructure. F01B: Land to the North of Rudham Stile Lane, is a proposed allocation for approximately 560 dwellings including a care home. This site was previously allocated and is an extension of site F01A. F03: Land at Junction of A148 and B1146, is a site to the west of the town, which would allow for development of approximately 65 dwellings. F10: Land South of Barons Close, to the south of town, could provide 55 dwellings and a large area of open space with links provided to the River Wensum.

**13.14** These Proposed Allocations are shown in red on the map below and in more detail in the individual site proposals that follow. The map also shows our proposals for Policy Area Designation referred to in the general policies of the Plan.

**13.15** A summary of the alternative sites considered can be found in **North Norfolk Local Plan - Alternatives Considered**.

# 13 Proposals for Fakenham

## Proposals for Fakenham

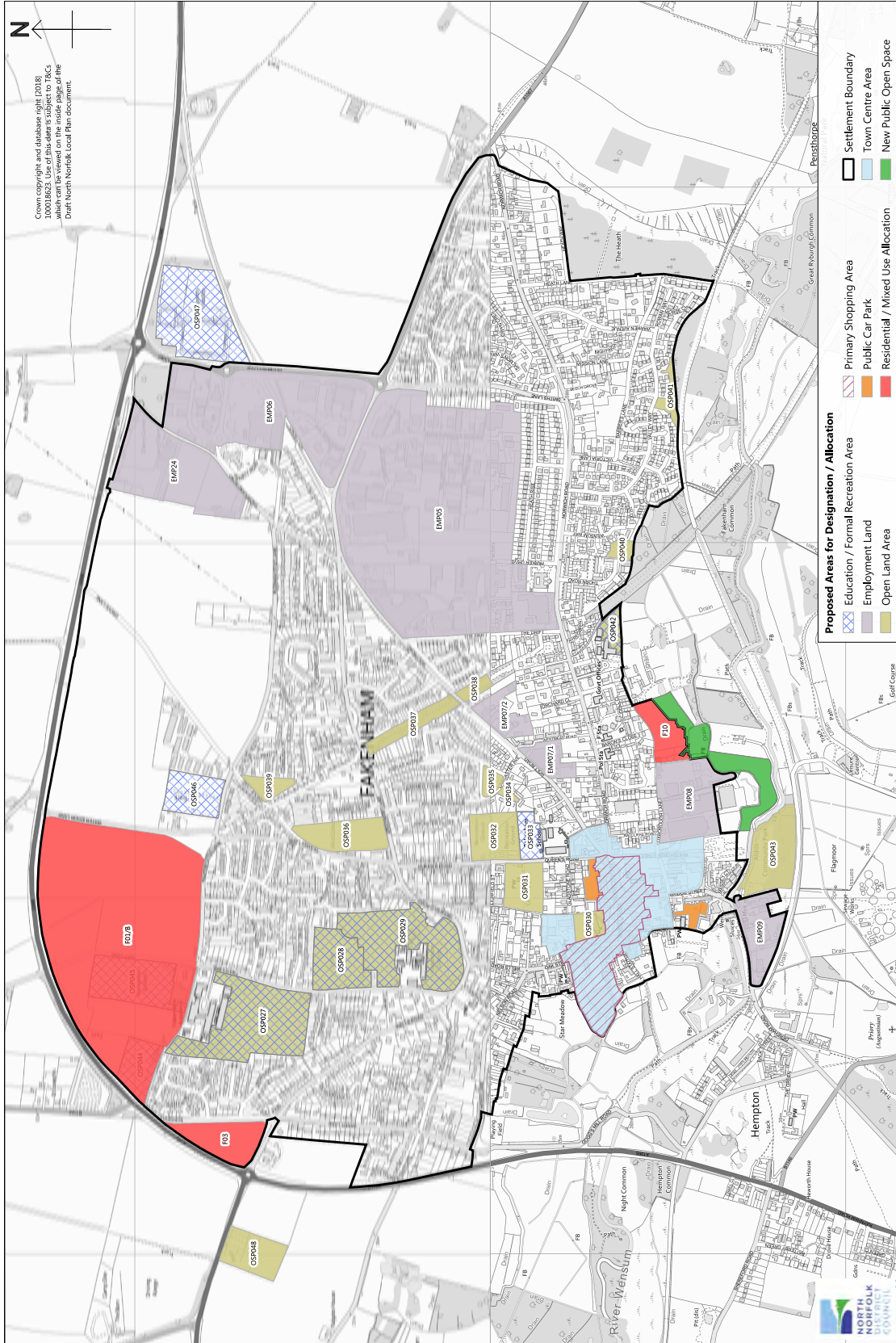
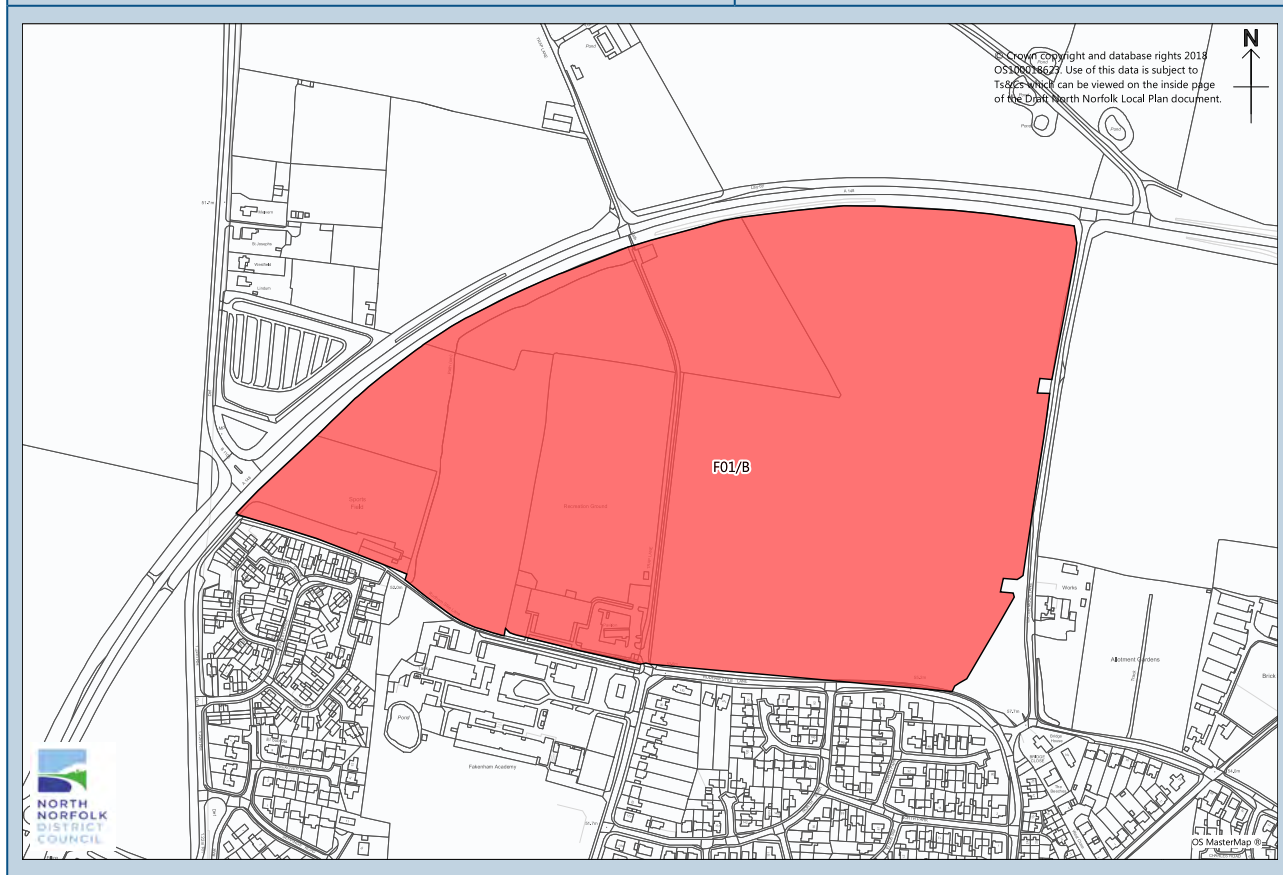


Figure 8 Proposed Areas for Designation / Allocation in Fakenham

## Proposals for Fakenham 13

## Residential: Land North of Rudham Stile Lane

|                       |  |
|-----------------------|--|
| <b>Site Reference</b> | F01/B  |
| <b>Site Address</b>   | Land North of Rudham Stile Lane  |
| <b>Site Area</b>      | 26.54 hectares   |
| <b>Proposal</b>       | Residential development for approximately 560 dwellings and specialist Elderly / Care Provision. |



## Description

**13.16** A large site which is predominantly in agricultural use but also includes the rugby club, sports pitches and the sports centre. It forms part of the larger F01 site that is already allocated for mixed use development in the current adopted Plan but has not been developed. The land to the east of the site (F01A) is covered by a development brief which was approved in 2016 and has a decision for outline planning application pending. Though distant from the town centre, the site is within walking distance of Fakenham High School and College and can be well connected to key facilities by footpaths, cycle paths and bus routes.

**13.17** The site is level and lacks any specific topographical or landscape features that are worthy of protection. It is important that a comprehensive landscaping scheme is prepared to minimise impact of development on the surrounding countryside and provide a landscaped buffer to the bypass. Areas of open space should also be provided to break up development. Development could displace a number of existing uses, including the rugby club. If these uses

## 13 Proposals for Fakenham

can not be retained in their location then they should be provided elsewhere. Safe and convenient vehicular access can be achieved and accessibility to the town centre and other key facilities can be improved.

- 13.18** The Highway Authority have confirmed that acceptable vehicle access can be achieved from the proposed roundabout on Watermoor Lane associated with the adjacent F01A site. Improvements will be required at Wells Road between the new roundabout and B1105 Barsham Rd, and will require the B1105 between the A148 and Fakenham Road being closed to traffic. It would also need to assist with the improvements required to the Shell (A148/A1065) roundabout.
- 13.19** The site would need to link to the adjacent site (F01A) and follow the same highway principles as set out in the development brief. There should be no vehicular access to the south, with only pedestrian, cycling and public transport being permitted.

### Constraints

- 13.20** Anglian Water advised that development of the site will require enhancement to treatment capacity in the Water Recycling Centre and might require some enhancement to the foul sewerage network capacity before development can proceed. Early engagement with Anglian Water is therefore essential to ensure there is adequate capacity in the system.
- 13.21** There are sewers and water mains crossing the site and diversion would be at the developers' expense.
- 13.22** The site may have medieval finds and therefore archaeological work may be necessary prior to any development taking place. The site may be of geological importance or interest and may require geodiversity investigation.

### Deliverability

- 13.23** This is a large site which is suitable and available for development. The majority of the site is in two ownerships. This includes all key parcels of land required to allow the site to be accessed, serviced and brought forward for development. Development should be achievable in the plan period.
- 13.24** A Development Brief will be required for the proposed development, which will establish the broad principles of access, movement, mix of uses, layout, built form, density of development and conceptual appearance. This will need to be agreed by the Local Planning Authority before development can progress.

## Policy DS 6

### Land North of Rudham Stile Lane

Land amounting to approximately 26.5 hectares is proposed to be allocated for development comprising approximately 560 dwellings inclusive of elderly persons' accommodation, affordable homes and self-build plots, public open space, and associated on and off-site infrastructure.

Development proposals would need to comply with a number of policies elsewhere in this Plan and the following site specific requirements:

1. the prior approval of a Development Brief to address access and sustainable transport, layout, landscaping, phasing and conceptual appearance;



## Proposals for Fakenham 13

2. improvements will be required at Wells Road between the new roundabout and B1105 Barsham Rd;
3. the B1105 road between the A148 and Fakenham Road to be closed to traffic;
4. assistance with the improvements required to the Shell (A148/A1065) roundabout;
5. provision of open space and tree planting within the site and a landscaped buffer along the northern boundary with the A148;
6. off-site mains water reinforcement is required and demonstration that there is adequate capacity in the water recycling centre;
7. enhancements to the foul sewerage network capacity may be required;
8. investigation and remediation of any land contamination;
9. archaeological investigation if required;
10. retention or replacement of existing sporting uses including the rugby club and sports centre.



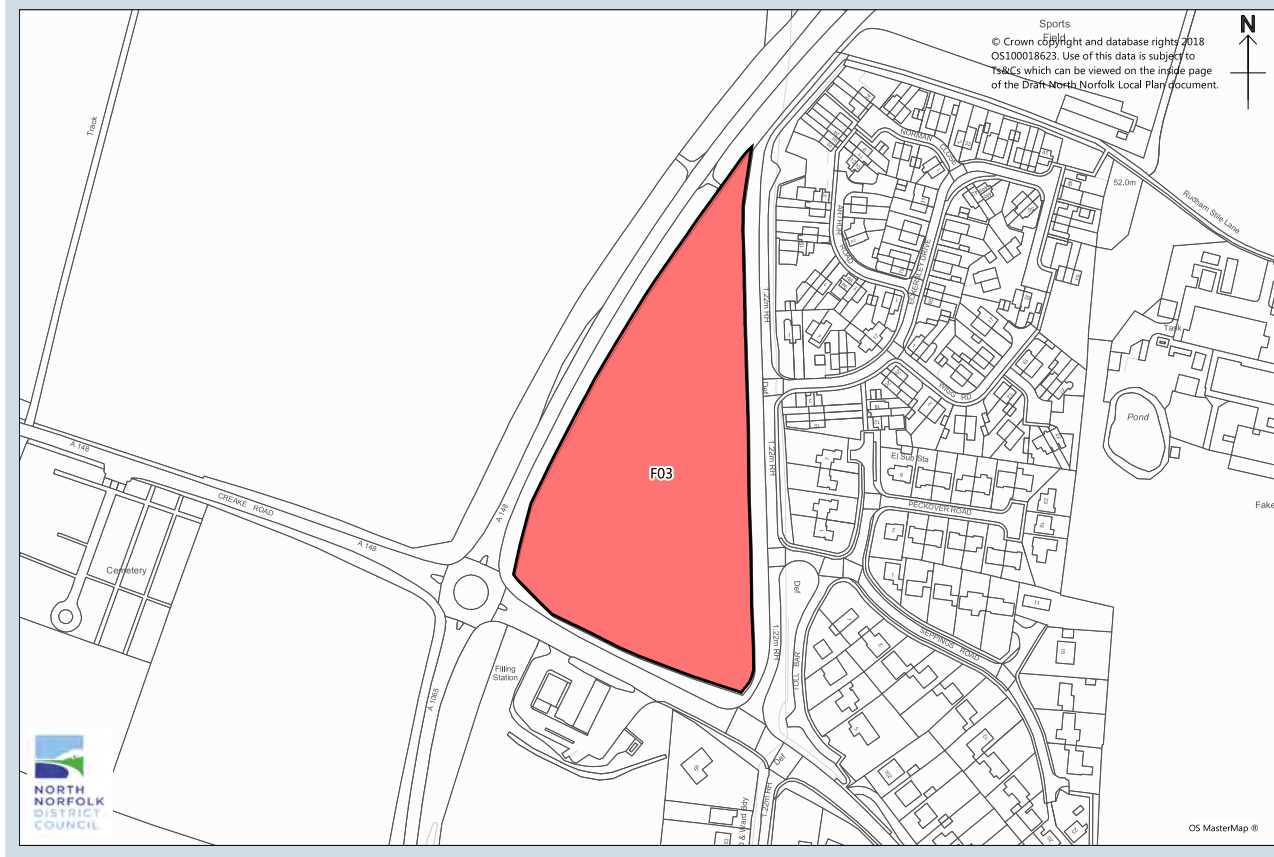
### **Have any Alternative Site Options been considered?**

Yes, for further details see the [Alternatives Considered](#) document.

# 13 Proposals for Fakenham

## Residential: Land at Junction of A148 and B1146

|                       |   |
|-----------------------|---|
| <b>Site Reference</b> | F03   |
| <b>Site Address</b>   | Land at Junction of A148 and B1146                      |
| <b>Site Area</b>      | 2.16 hectares   |
| <b>Proposal</b>       | Residential development for approximately 65 dwellings. |



### Description

- 13.25** This is a greenfield site, comprising a paddock, which is well related to existing development with good pedestrian access to the town centre and to the schools. Bus stops are located on Wells Road.
- 13.26** The site is well contained in the landscape and lacks any specific topographical or landscape features which are worthy of protection. However, the area does currently act as a buffer between the built-up area and the bypass. Landscaping around the site should be provided to soften the impact, especially along the western boundary. It is considered that residential development, of an appropriate design, would have little overall impact on the character of this part of Fakenham or its landscape setting.
- 13.27** Suitable access can be achieved to the site from Toll Bar. Improvements are required to the Public Rights Of Way on Rudham Stile Lane.

# Proposals for Fakenham 13

## Constraints

- 13.28** Anglian Water advised that enhancements to the foul sewerage network capacity may be required before development can proceed.
- 13.29** A small section of the site, in the south west corner, is located in a Gas Pipe Buffer Zone. Further investigation with AMEC is required to ensure that the pipeline would not be adversely affected.

## Deliverability

- 13.30** The site is suitable and available for development. There are no constraints on the site and development should be achievable within the plan period.

## Policy DS 7

### Land at Junction of A148 & B1146

Land amounting to approximately 2.2 hectares is proposed to be allocated for development comprising approximately 65 dwellings inclusive of affordable homes and self-build plots, public open space, and associated on and off-site infrastructure.

Development proposals would need to comply with a number of policies elsewhere in this Plan and the following site specific requirements:

1. landscaping buffers should be provided to soften the boundaries between the development and the A148;
2. provision of highway access on to Toll Bar;
3. improved Public Rights Of Way on Rudham Stile Lane;
4. assistance with improvements of the A148/ A1065 roundabout; and,
5. enhancements to the foul sewerage network capacity may be required.



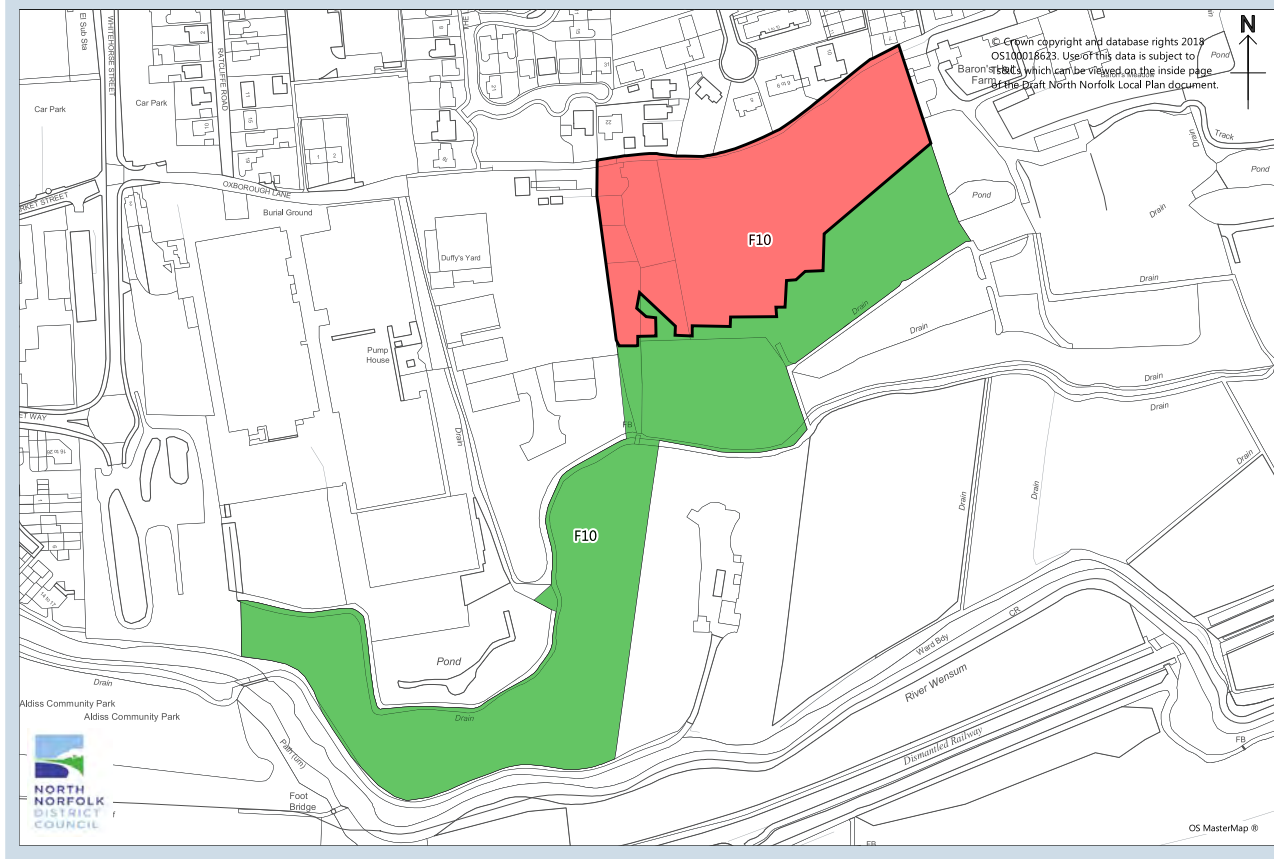
### Have any Alternative Site Options been considered?

Yes, for further details see the [Alternatives Considered](#) document.

# 13 Proposals for Fakenham

## Mixed Use: Land South of Barons Close

|   |                            |
|---|----------------------------|
| <b>Site Reference</b>   | <b>F10</b>                 |
| <b>Site Address</b>   | Land South of Barons Close |
| <b>Site Area</b>  | 4.11 hectares              |
| <b>Proposal</b>   |                            |
| Residential development for approximately 35-55 dwellings and 2.6 hectares of public open space |                            |



### Description

- 13.31** This is a greenfield site, on the southern edge of Fakenham, comprising grassland which slopes down towards an area of wet grassland and the River Wensum. Part of the site is at risk of flooding and this area has been proposed for public open space, shown in green. The remaining land is proposed for residential development.
- 13.32** The site is well related to existing development and located close to the public footpath for access of the town centre and is within walking distance of other key facilities including schools, shops and recreational facilities.
- 13.33** The area is located within the River Valleys landscape character area, where there is scope for enhancement in the vicinity of Fakenham, to integrate valley-side development by the use of landscaping, in particular tree and hedgerow planting, to limit the visual influence of

## Proposals for Fakenham 13

development that does not conform to historic linear patterns. There are a number of mature trees on the boundaries of the site, including a row subject to Tree Preservation Orders. Any development should ensure that these are protected and retained.

- 13.34** Vehicular access should be via Baron's Hall Lane and pedestrian/cycle access to the town centre should be available via Oxborough Lane. Pedestrian connection through the open space should be provided, connecting to the existing Riverside Walk and the Aldiss Community Park to the south-west.

### Constraints

- 13.35** To the south of the site is the River Wensum which is a Site of Special Scientific Interest (SSSI) and a Special Area of Conservation (SAC). Any development will need to consider the relationship and impact on the environmental designations particularly the SSSI and landscaping should be provided along the southern boundary.
- 13.36** Given the location adjacent to existing employment uses, it is possible that there is land contamination. This will need to be investigated and, if necessary, an appropriate remediation scheme developed.
- 13.37** The southern part of the site is identified as at greater risk of flooding and is therefore unsuitable for residential development. This part is proposed to be allocated for public open space and should be made available for a variety of open space uses increasing public access to the River Wensum. Development will be subject to a satisfactory Flood Risk Assessment demonstrating how flood risk from all sources of flooding to the development itself and from the site to the surrounding area, will be managed.
- 13.38** Anglian Water advised that there are sewers crossing the site and if these need diverting then it would be at the developers' expense and that enhancements to the foul sewerage network capacity may be required before development can proceed.

### Deliverability

- 13.39** The site is suitable and available for development. It is in single ownership. There are limited constraints on the site and development should be achievable within the plan period.

## Policy DS 8

### Land South of Barons Close

Land amounting to approximately 4.1 hectares is proposed to be allocated for development comprising approximately 1.5 hectares for 35-55 dwellings inclusive of affordable homes and self-build plots, 2.6 hectares of public open space, and associated on and off site infrastructure.

Development proposals would need to comply with a number of policies elsewhere in this Plan and the following site specific requirements:

1. retention and enhancement of mature hedgerows and trees around the site;
2. landscaped buffer required to the south of the site;
3. development will need to consider the relationship and impact on the environmental designations particularly the SSSI;
4. provision of a safe vehicle and pedestrian access from Baron's Hall Lane;
5. no development shall be located in areas of flood risk, as demonstrated by a site-specific Flood Risk Assessment;

## 13 Proposals for Fakenham

6. investigation and remediation of any land contamination;
7. enhancements to the foul sewerage network capacity may be required;
8. the footpath should be retained to connect to town centre and allow for public access through open space to Riverside Walk.



### **Have any Alternative Site Options been considered?**

Yes, for further details see the [Alternatives Considered](#) document.

# Proposals for Holt 14

## 14 Proposals for Holt

### 14 Proposals for Holt

**This section sets out detailed considerations and development proposals for Holt.**

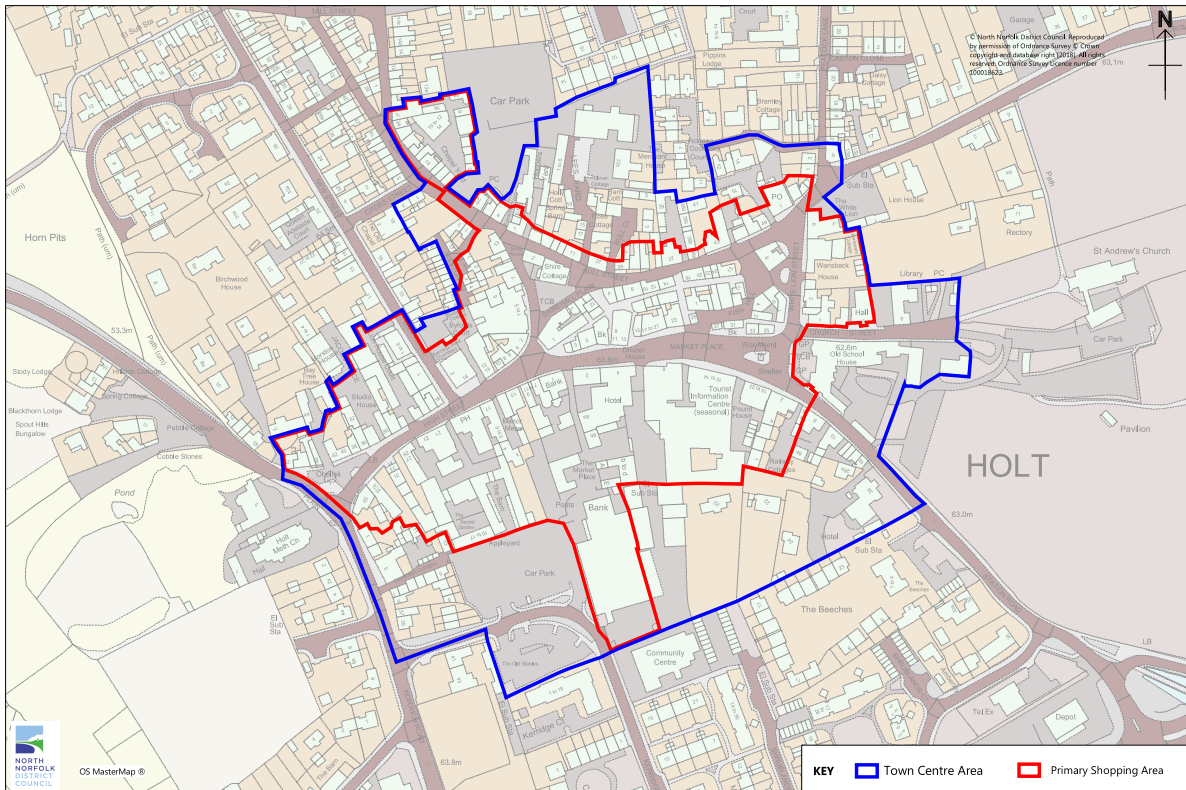
- 14.1** Holt is identified as a **Small Growth Town** in the proposed settlement hierarchy. This means it has been identified as one of five settlements where this Plan proposes relatively modest scale growth over the Plan period (the others being Stalham, Wells, Hoveton and Sheringham). The town acts as a local centre for retail, leisure and other services. It functions as one of a cluster of three towns, together with Cromer and Sheringham that are identified in this Plan as performing complementary functions in respect of housing, employment and retail. The proposed site allocations seek to deliver approximately 330 dwellings, affordable housing, accommodation for the elderly and additional employment land to meet the needs of the Holt, Sheringham and Cromer area. The Plan proposes to bolster community infrastructure by providing new areas of public open space, an area of land for a new primary school and will seek to address pedestrian connectivity across the A148 to the east of town.
- 14.2** Holt is an attractive Georgian market town with a vibrant shopping area based around the historic town centre which is designated as a Conservation Area with a number of Listed Buildings. Holt is surrounded by a high quality landscape with the Norfolk Coast Area of Outstanding Natural Beauty to the north of the town, the Glaven Valley Conservation Area to the west, and Holt Country Park to the south. The proposals in this Plan seek to strike a balance between providing both residential and economic development opportunities whilst protecting the landscape setting of the town, its character, and its role as a tourist and shopping destination whilst also taking account of the scale of growth allocated in the current Plan, much of which is currently under construction. Gresham's independent schools cover large areas of the town including many areas of green space in the form of playing fields. These playing fields are not, however, designated as public open space and are not, generally, available to the public for use. These green spaces do however provide a visual amenity which significantly contributes to the character of the town.
- 14.3** Holt is a significant net importer of employees from the surrounding areas, with 42% of the workforce living outside Holt. There is some inter-relationship between Holt, Sheringham and Cromer in terms of the workforce with people travelling from one town to another to access employment. A large mixed-use site at Heath Farm is currently being developed, which when completed will provide an additional access onto the A148 (Fakenham to Cromer Road) to serve the town's industrial estate on Hempstead Road, around 300 dwellings and further employment land opportunities.
- 14.4** The town has established a reputation as a niche market shopping centre and jobs in retailing constitute a significant proportion of total employment in the town. A range of shops (including a small supermarket) and other services are available in the town centre which acts as both a local service centre and a visitor destination. The town has a relatively low retention of convenience expenditure with weekly and large food shopping taking place at Fakenham, Sheringham and Cromer. Permission was granted for a small scale edge of centre convenience store in January 2015 on a brown field site and this would increase convenience goods expenditure retention and help address "leakage". To date, following the demolition of the former Thaxter's building this development has not yet been taken up. Large out-of-town retail proposals could potentially damage the vitality of the town centre and this Plan requires that any proposals over 500sqm floor area should be subject to town centre impact tests (see **Policy ECN 4 'Retail & Town Centres'**).
- 14.5** Once the existing retail permission is taken into account there is only predicted to be limited expenditure growth over the Plan period to support additional retail growth in Holt. In the recent past some development has taken place, with small scale retail re-development on the



## Proposals for Holt 14

edge of Albert Street car park. There is limited potential to accommodate growth in vacant units, and limited opportunities in the historic core. Newly arising retail demand should be directed in the first instance towards reducing any existing shop vacancies, then the defined Primary Shopping Area followed by the wider town centre, before considering out of centre locations.

- 14.6** The proposed designated **Town Centre Area** and **Primary Shopping Area** are detailed on the map below. The town centre boundary is an area that is predominantly occupied by main town centre uses within, and or adjacent to, the Primary Shopping Area. Development proposals within these designated areas will be subject to **Policy ECN 4 'Retail & Town Centres'**.



**Holt Town Centre Area & Primary Shopping Area**

### Constraints and Opportunities

- 14.7** There is very little previously developed land in and around Holt which inevitably means that new locations for development are on the edge of town in countryside, greenfield, locations. Whilst over the Plan period it is expected that a process of re-development, infill developments, and changes of use will continue to provide a supply of new homes and other uses, these opportunities are relatively modest and will not address the identified need for new homes in particular. New greenfield allocations are therefore necessary in order to deliver the required growth.
- 14.8** There are a range of factors which influence the potential location of development in Holt, including, environmental and landscape considerations and the need to take into account the infrastructure in the town.
- 14.9** In summary, the main considerations which influence the suggested location of development sites are the need to:

## 14 Proposals for Holt

- minimise the impact of development proposals on the landscape around the town, including the location of the AONB to the north, and the two Conservation Areas that cover; a) the historic heart of the town, and; b) the Glaven Valley to the south and west;
- Retain existing green spaces within the town boundary where they are either functionally or visually important;
- enhance the capacity in primary schools and to locate any new school where it can best serve the catchment area;
- locate developments where they are, or can be connected, to key services and the town centre preferably by walking, cycling or public transport or via better quality roads;
- avoid locations that are detached from the town and not well related to existing built up areas;
- ensure a choice of medium sized sites are available to improve the prospects of delivery; and
- avoid locations which would draw traffic through the town centre.

### Infrastructure

- 14.10** The proposed land allocations have been developed in conjunction with advice and information from infrastructure providers and statutory consultees. **Background Paper 4 - Infrastructure Position Statement** provides more details.
- 14.11** The highway network in the historic town centre is reasonably constrained with the road network following the historic street pattern and there are concerns with some junctions and the impact of parking, particularly at busy periods. Locating further development to the north of the town would draw further traffic through the town centre and worsen traffic congestion. The town does have a bypass which splits the town in two and although there are pedestrian underpasses to link the two parts of the community, there is a lack of connectivity across the bypass on the eastern side of town. Holt is moderately served by public transport with regular services to Fakenham and Cromer.
- 14.12** The Holt GP practice does not have capacity for the additional demand resulting from the cumulative development growth in the area. Any proposed development will likely have an impact on the NHS funding programme for the delivery of primary healthcare provision within this area. NHS England would therefore expect these impacts to be fully assessed and mitigated as part of any development proposal.
- 14.13** Holt does not have a secondary school and there is limited capacity at the existing primary school in the town. The Education Authority has indicated that the scale of already planned growth in the town will require additional primary school capacity and has also indicated that the existing primary school, which operates from a split site, is not regarded as suitable for school expansion. A replacement larger primary school with capacity to expand in future years is the preferred approach and this should be located within, or close to, the residential areas of the town that it would serve. The precise date for delivery of a new school remains to be determined as this would largely depend on future development rates and the take up of new homes by families with primary school age children. One of the proposed allocations (H04) proposes reserving two hectares of land suitable for a new two form entry primary school.
- 14.14** Anglian Water identified that off-site mains water reinforcement may be required in certain areas affected by new development, together with the possible need for enhancement of the foul sewerage network capacity. Holt is not identified in the Strategic Flood Risk Assessment as being at risk from flooding.
- 14.15** In summary, the main infrastructure considerations are:

## Proposals for Holt 14

- limited capacity in the primary school to support future growth and no public secondary school;
- connectivity to the town centre from residential development to the south of the A148;
- the limitations of the road network in the town centre;
- public transport provision and car parking;
- lack of capacity at the GP practice;
- off-site mains water reinforcement is required in certain areas;
- enhancement to the foul sewerage network capacity will be required;
- medium pressure gas main to the south of the A148;
- consideration of the sand and gravel minerals allocation is required at Land to the West of Norwich Road, Lodge Farm, Holt (MIN71).

**14.16** As development takes place, it will need to be served by appropriate supporting physical infrastructure and services. All developments are required to address any identified shortages in infrastructure to the extent necessary to make the specific proposal acceptable. **Policy SD5** and **Background Paper 4** explain this process.

### Proposed Site Allocations and Policy Area Designations

**14.17** Three residential sites and one employment site are proposed to be allocated in Holt. To the east of the town site H20: Land at Heath Farm, is a proposed allocation for approximately 200 dwellings and is an extension of the previously allocated site H09 which is currently under construction by Lovell Homes. Development on this site would be required to provide improved pedestrian connections across the A148 to provide a link to Cromer Road and the doctor's surgery. H04: Land South of Beresford Road, provides the opportunity for approximately 70-100 dwellings and a new location for the primary school and improved pedestrian linkages into Holt Country Park. H17: Land North of Valley Lane, is a small site to the West of the town, which would allow for limited development of approximately 27 dwellings. H27: Land at Heath Farm, is proposed to be allocated for 6 hectares of employment land to extend the choice of employment land available on the Hempstead Road Industrial Estate. Collectively, these sites could deliver around 330 new homes over the plan period of which around 115 could be affordable homes, new employment land, a site suitable for a new primary school, open space and supporting infrastructure.

**14.18** These Proposed Allocations are shown in red on the map below and in more detail in the individual site proposals that follow. The map also shows our proposals for Policy Area Designations referred to in the general policies of the Plan.

**14.19** A summary of the alternative sites considered can be found in the **North Norfolk Local Plan - Alternatives Considered** consultation document.

# 14 Proposals for Holt

## Proposals for Holt

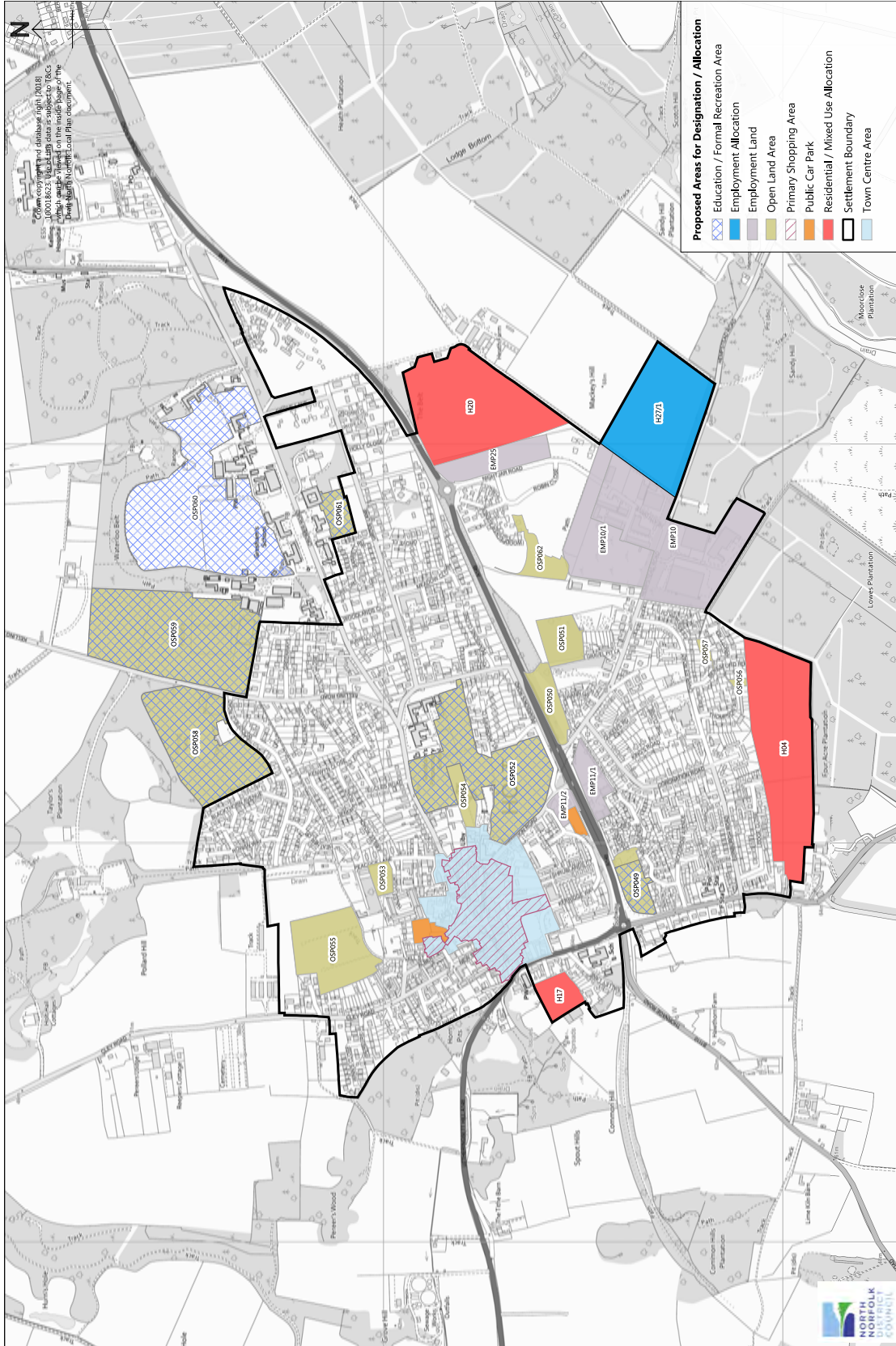


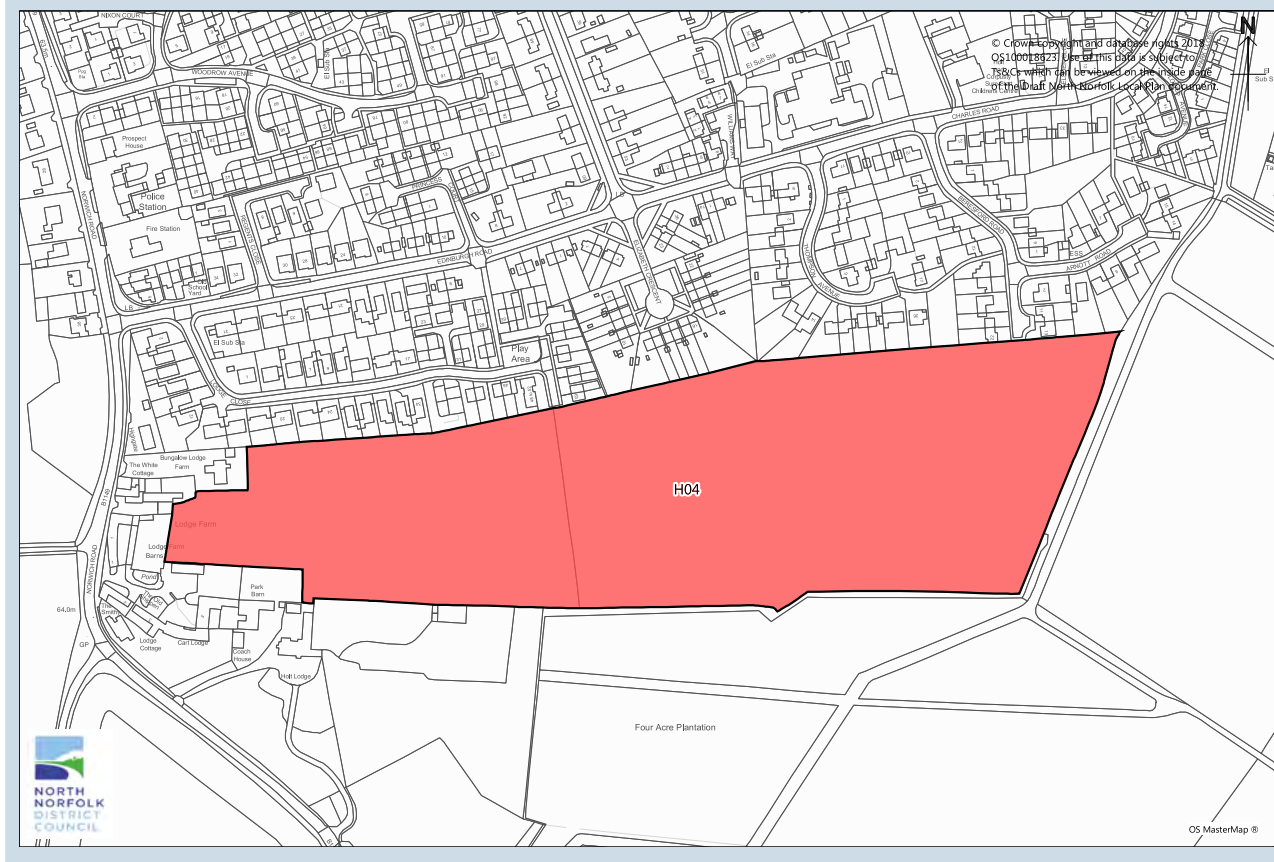
Figure 9 Proposed Areas for Designation / Allocation in Holt



## Proposals for Holt 14

## Mixed Use: Land South of Beresford Road

|                       |   |
|-----------------------|---|
| <b>Site Reference</b> | H04   |
| <b>Site Address</b>   | Land South of Beresford Road  |
| <b>Site Area</b>      | 7.36 hectares (gross)   |
| <b>Proposal</b>       | Mixed use development for approximately 70 - 100 dwellings, provision of 2 hectares of land for a two-form entry primary school site. |



## Description

**14.20** This is a greenfield site to the south of Holt comprising two arable fields. It is located within the 'Wooded Glacial Ridge' landscape character area and abuts the Glaven Valley Conservation Area to the south where it has a boundary with Holt Country Park. It is not, however, prominent within the landscape and is screened from wider views by the existing residential areas and by the Holt Country Park. The site is directly adjacent to Holt Country Park and, at present, provides an undeveloped area between the existing residential area and the Park. Carefully designed development incorporating suitable formal and informal open space and landscaping on the margins of the country park will be required.

**14.21** The site is well located to the town with good pedestrian access to the town centre, existing school, community and youth centre and the town's Industrial estate but it is distant from the town's recreation ground and doctors surgery. It is within walking distance of Holt Country Park and development should provide further pedestrian connections through the site into the

## 14 Proposals for Holt

Park. Vehicular and pedestrian access could be provided off both Lodge Close and Beresford Road although it is understood that the adjacent land owner is unlikely to permit vehicular access to Lodge Close. Any scheme should provide parking for school drop-off/pick-up within the site itself in order to alleviate potential school parking along either Lodge Close or Beresford Road.

### Constraints

**14.22** Development proposals will have to take into account:

- the need for a new primary school site and the requirements of the Education Authority. ( a minimum of 2 hectares of serviced land will be required which would be sufficient for a two form entry primary school).
- how vehicular and pedestrian & cycle access off Lodge Close and Beresford Road is to be provided to ensure suitable access without diminishing the amenity of adjacent residential areas;
- the proximity of the site to Holt Country Park will require a landscape led approach to the design to ensure the impact of the site on the Park is mitigated;
- access routes through green corridors to provide access to Holt Country Park;
- off-site mains water reinforcement and enhancements to the sewerage network capacity;
- the site is underlain by an identified mineral resource (sand and gravel) which is safeguarded as part of the adopted Norfolk Minerals and Waste Core Strategy.

### Deliverability

**14.23** The site is considered suitable and available for development. It is in single ownership. There are limited constraints and development should be achievable within the Plan period.

## Policy DS 9

### Land South of Beresford Road

Land amounting to approximately 7.4 hectares is proposed to be allocated for mixed use development of approximately 70-100 dwellings and provision of 2 hectares of serviced land suitable for a two-form entry primary school site.

Development proposals would need to comply with a number of policies elsewhere in the Plan including those relating to affordable housing, open space, providing supporting infrastructure and the following site specific requirements:

1. a layout of development which minimises the potential impacts of parking and traffic circulation associated with the school.
2. suitable access from Lodge Close or Beresford Road;
3. provision of 1.4 hectares of public open space to include a landscape buffer to Holt Country Park;
4. improved pedestrian and cycle access across the site into the Country Park from the residential areas to the north;
5. the production of a 'Health Impact Assessment' of the healthcare impacts arising from the proposed development;
6. retention and enhancement of mature hedgerows and trees around the site;
7. off-site mains water reinforcement;
8. enhancements to the sewerage network capacity;

## Proposals for Holt 14

9. a Materials Management Plan will be required to be submitted to the County Council as Minerals Authority.



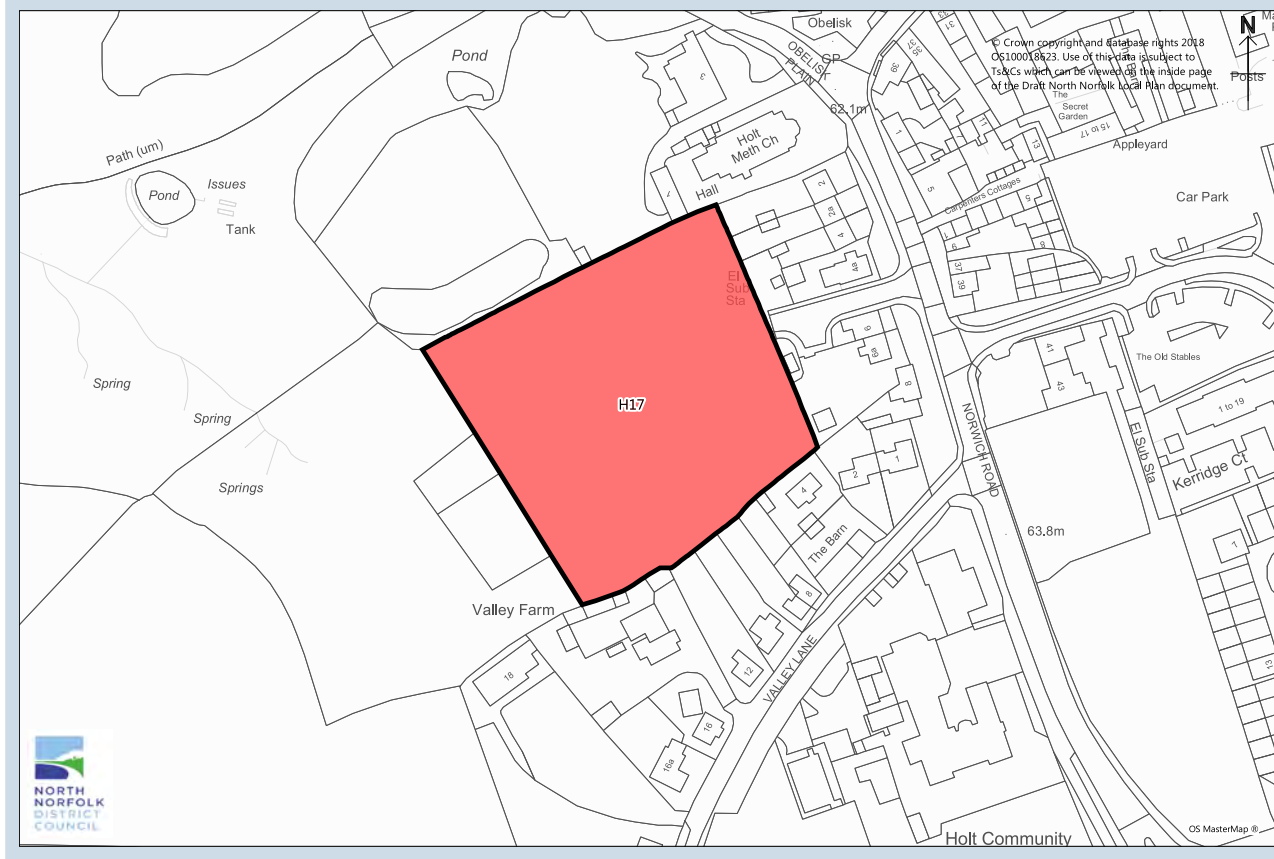
### **Have any Alternative Site Options been considered?**

Yes, for further details see the [Alternatives Considered](#) document.

# 14 Proposals for Holt

## Residential: Land North of Valley Lane

|                       |   |
|-----------------------|---|
| <b>Site Reference</b> | H17   |
| <b>Site Address</b>   | Land North of Valley Lane                               |
| <b>Site Area</b>      | 0.93 hectares (gross)                                   |
| <b>Proposal</b>       | Residential development for approximately 27 dwellings. |



### Description

- 14.24** This is a small greenfield site to the west of Holt and partly used for grazing and there is an existing field access off Pounds Close, that feeds onto the Norwich Road and is considered suitable for highway access. It is well contained when viewed from the town and is adjacent to existing residential areas. The site is very close to the town centre and the existing school site.
- 14.25** The northern portion of this site is within the River Glaven Valley landscape character type and the southern portion is within the Wooded Glacial Ridge type. It also falls within the Holt Conservation Area and is adjacent to the Glaven Valley Conservation Area. The site is visible in the landscape when viewed from Spout Hills to the west. Consequently, it is important that the new development gives careful attention to design, building heights and layout to take into account the landscape and townscape setting. Spout Hills is a County Wildlife Site and consideration should be given to bio-diversity enhancements and links through the site.



# Proposals for Holt 14

## Constraints

**14.26** Development proposals will have to take into account:

- proximity to the two Conservation Areas;
- consideration of the landscape impact, particularly when viewed from the west;
- potential impact on the Spout Hills County Wildlife Site
- enhancements to the sewerage network capacity is required.

## Deliverability

**14.27** The site is considered suitable and available for development. It is in single ownership. There are limited constraints on the site and development should be achievable within the plan period.

### Policy DS 10

#### Land North of Valley Lane

Land amounting to approximately 0.9 hectares is proposed to be allocated for residential development of approximately 27 dwellings.

Development proposals would need to comply with a number of policies (including those relating to affordable housing, open space, providing supporting infrastructure) elsewhere in this plan and the following site specific requirements:

1. Suitable highway access from Pounds Close;
2. a landscape led design approach taking into consideration the two Conservation Areas and the wider landscape impacts;
3. retention and enhancement of mature hedgerows and trees around the site;
4. green infrastructure enhancements to take into account potential impact on Spout Hills County Wildlife Site;
5. enhancements to the sewerage network capacity and water supply network as required.



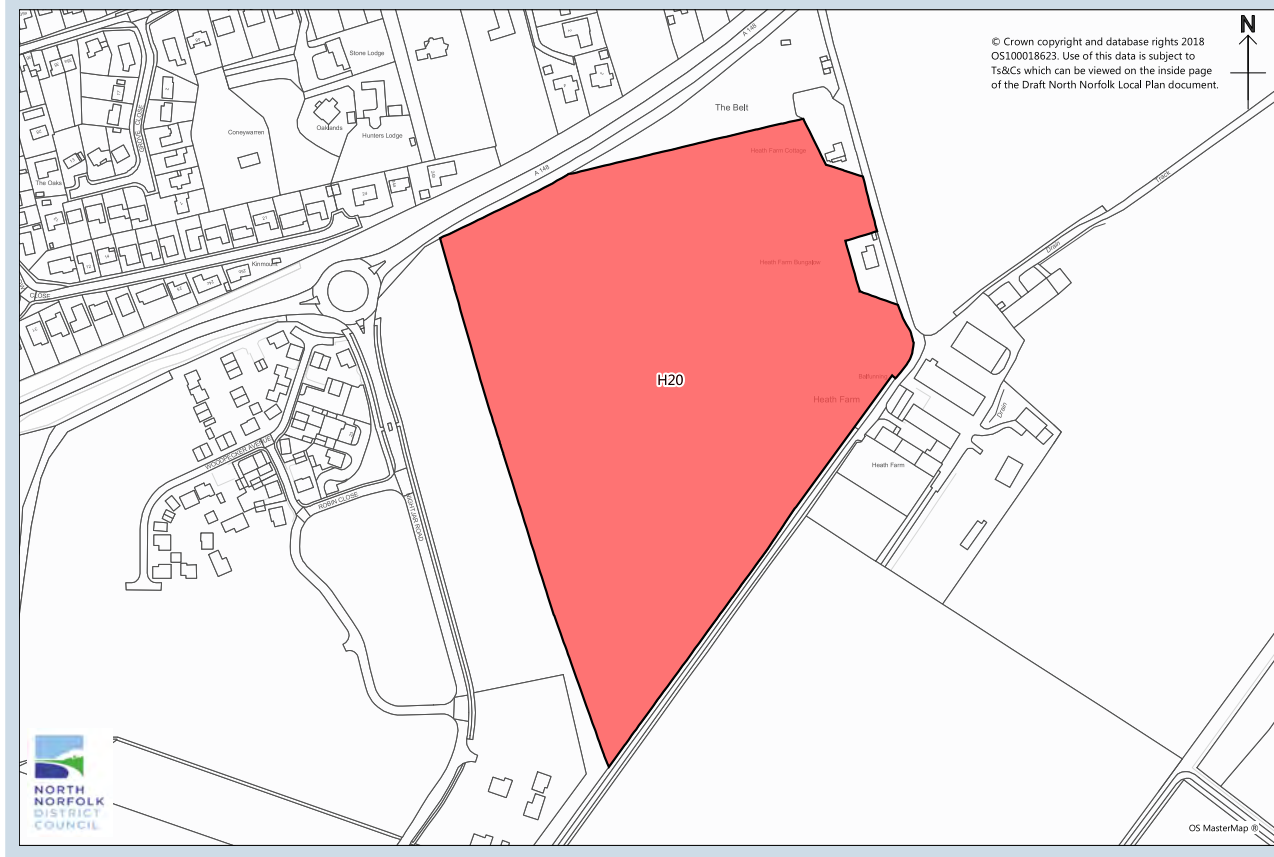
#### **Have any Alternative Site Options been considered?**

Yes, for further details see the [Alternatives Considered](#) document.

# 14 Proposals for Holt

## Residential: Land at Heath Farm

|                       |  |
|-----------------------|--|
| <b>Site Reference</b> | H20  |
| <b>Site Address</b>   | Land at Heath Farm                                       |
| <b>Site Area</b>      | 7.11 hectares (gross)                                    |
| <b>Proposal</b>       | Residential development for approximately 200 dwellings. |



### Description

- 14.28** This is a large greenfield site to the north-east of Holt and would be an extension of the previous allocation at Heath Farm. The site is level, predominately in arable agricultural use and lacks any specific topographical or landscape features, apart from the mature hedgerows around the site. The setting of this site has changed considerably in recent years with the ongoing construction of the major mixed use development to the south east.
- 14.29** The site falls within the Wooded Glacial Ridge landscape character type in the LCA, which suggests that any new residential development should be successfully integrated within the existing settlements where it reinforces traditional character and vernacular. The site is not within the AONB or a Conservation Area. It is reasonably contained in the landscape, but is more prominent when viewed from the public footpath to the south east of the site. The site

## Proposals for Holt 14

is adjacent to the Grade II Listed Buildings at Heath Farm. The development layout and landscaping should consider the impact on the Listed Buildings and wider landscape. The site is also adjacent to a County Wildlife Site at Sandy Hill Plantation.

**14.30** The main services for Holt are located in the town centre. However, some services are located to the east of the town – including the sports pitches, doctor's surgery and Gresham's Schools. Furthermore, a number of the bus services follow the Cromer Road and access to these bus stops would provide enhanced public transport connectivity. Currently, access the north east of town is via a circuitous route to the underpass at Hempstead Road/Pearson's Road over 1 km away from the site.

**14.31** Vehicular access should be provided into the site off Nightjar Road from the roundabout on the A148. The public footpath to the south east of the site provides a connection to Holt Country Park to the south, and to Grove Lane to the north (across the A148). The development should provide a safe pedestrian access across the A148 and connections, and enhancements, to the public footpath.

### Constraints

**14.32** Development proposals will have to take into account:

- access to the site should be provided off the existing roundabout on the A148;
- the lack of satisfactory pedestrian access across the A148 to Grove Lane and Cromer Road;
- the proximity of Listed Buildings to the north east of the site;
- enhancements to the sewage network capacity is required;
- a medium pressure gas main which crosses the site.

### Deliverability

**14.33** The site is considered suitable and available for development. It is in single ownership. There are limited constraints on the site and development should be achievable within the Plan period.

## Policy DS 11

### Land at Heath Farm

Land amounting to approximately 7.1 hectares is proposed to be allocated for development comprising approximately 200 dwellings inclusive of elderly person's accommodation, affordable homes and self-build plots, public open space, and associated on and off site infrastructure.

Development proposals would need to comply with a number of policies elsewhere in this Plan and the following site specific requirements:

1. access being delivered off the existing estate road and new A148 roundabout;
2. a site layout and landscaping scheme which considers the proximity of Listed Buildings to the north east of the site;
3. enhanced pedestrian access improvements across and along the A148 to facilitate pedestrian access to the medical centre and bus stops on Cromer Road;
4. the production of a 'Health Impact Assessment' of the healthcare impacts arising from the proposed development and incorporation of its conclusions;
5. retention and enhancement of mature hedgerows and trees around the site;

## 14 Proposals for Holt

6. provision of connections and enhancements to the public footpath FP9a;
7. enhancements to the sewerage network capacity and water supply networks;
8. a layout of development which protects the alignment of the medium pressure gas main which crosses the site.



**Have any Alternative Site Options been considered?**

Yes, for further details see the [Alternatives Considered](#) document.

## Proposals for Holt 14

## Employment: Land at Heath Farm

|                       |                                       |
|-----------------------|---------------------------------------|
| <b>Site Reference</b> | H27/1                                 |
| <b>Site Address</b>   | Land at Heath Farm                    |
| <b>Site Area</b>      | 6 hectares (gross)                    |
| <b>Proposal</b>       | Allocated for employment development. |



## Description

- 14.34** This is a large greenfield site to the east of Holt located in the southern portion of a large arable field that stretches from Hempstead Road to the edge of the Heath Farm buildings. The field gently rises from south to north and has a tree belt which screens the field from the Hempstead Road.
- 14.35** The site falls within the Wooded Glacial Ridge landscape character type in the LCA, which suggests that any new development should be successfully integrated within the existing settlements where it reinforces traditional character and vernacular. The site is not within the AONB or a Conservation Area. The site is reasonably contained in the landscape, however, inappropriately designed employment development could be prominent in the landscape particularly when viewed from the public footpath to the west of the site and from the new residential development. The development layout and landscaping should consider the impact on the neighbouring residential development and the wider landscape. The site is also adjacent

## 14 Proposals for Holt

to the Grade II Listed Buildings at Heath Farm. Consequently , the layout and landscaping of the development should mitigate against the impact on the listed buildings. The site is also adjacent to a County Wildlife Site at Sandy Hill Plantation.

- 14.36** Employment development on the land would, effectively, be an extension of the existing industrial estate and is adjacent to the employment land that is part of the previous mixed use allocation at Heath Farm.
- 14.37** Vehicular access will be provided into the site off Nightjar Road from the roundabout on the A148. The public footpath (FP9a) to the west of the site provides a connection to Holt Country Park to the south and to Grove Lane to the north (across the A148). The development should provide enhancements to the public footpath - including the provision of a safe and priority crossing point of the employment land access road for pedestrians and cyclists.
- 14.38** The main services for Holt are located in the historical town centre. However, some services and residential areas are located to the east of the town. Furthermore, a number of the bus services route along Cromer Road and access to these bus stops would provide enhanced public transport connectivity. Currently, access the east of town would be via a circuitous route to the underpass at Hempstead Road/Pearson's Road.

### Constraints

**14.39** Development proposals will have to take into account:

- no vehicular access into the employment land from Hempstead Road;
- vehicular access to the site should be achieved off the existing roundabout on the A148;
- the need to mitigate the landscape impact of employment development;
- the lack of satisfactory pedestrian access across the A148 to Grove Lane and Cromer Road;
- the proximity of Listed Buildings to the north east of the site.

### Deliverability

**14.40** The site is considered suitable and available for development. It is in single ownership. There are limited constraints on the site and development should be achievable within the plan period.

## Policy DS 12

### Land at Heath Farm

Land amounting to approximately 6 hectares is proposed to be allocated for employment development.

Development will be subject to:

1. access being delivered off Nightjar Road and new A148 roundabout;
2. no access from Hempstead Road and contributions towards the HGV traffic reduction scheme on Hempstead Road;
3. contributions towards a new pedestrian/cycle crossing of the A148;
4. provisions of enhancements to the public footpath - FP9a;
5. a marketing strategy to demonstrate how the site will be brought to the commercial market;
6. a landscaping strategy including the retention and enhancement of mature hedgerows and trees around the site.

## Proposals for Holt 14



**Have any Alternative Site Options been considered?**

For further details see **Background Paper 3 - Approach to Employment.**

# 14 Proposals for Holt



# Proposals for Hoveton 15

## 15 Proposals for Hoveton

### 15 Proposals for Hoveton

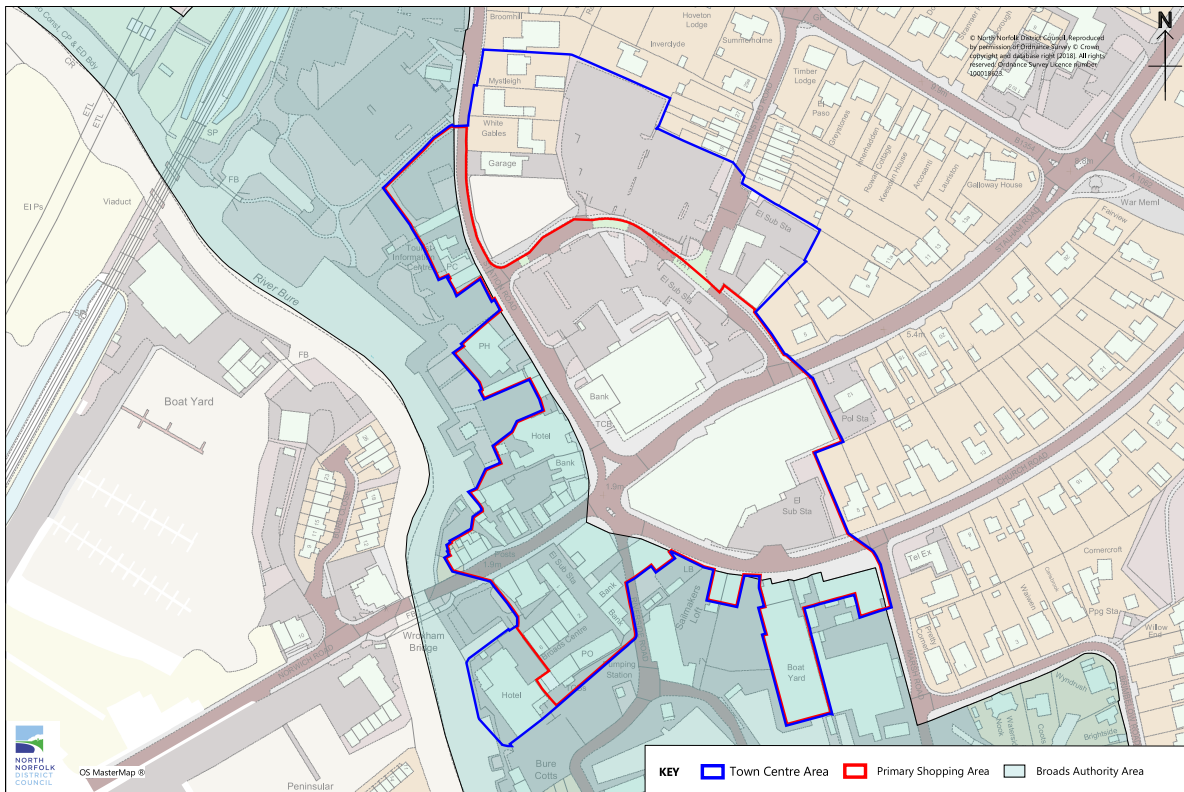
This section sets out detailed considerations and development proposals for Hoveton.

- 15.1** The villages of Hoveton and Wroxham have a combined population of over 3,500. They are larger than some of the small towns in the District (Stalham and Wells) and have a range of facilities and services including supermarket, department store, and main line rail connection. In this Plan Hoveton is identified as a **Small Growth 'Town'** in the settlement hierarchy, notwithstanding it is a village. This means it has been identified, together with four towns: Holt, Sheringham, Stalham and Wells-next-the-Sea, where a more limited amount of additional development could be considered.
- 15.2** Hoveton and Wroxham are two large villages on either side of the River Bure; together they form one of the most important boating and tourism centres of the Broads area. The area west and south west of Station Road and Church Road is in the Broads Authority area and Wroxham is within Broadland District. Broadland District Council, together with Norwich City Council and South Norfolk Council, is in the process of preparing a new Local Plan for the Greater Norwich area but is yet to make decisions about how much development might be considered in Wroxham. Any proposals that Broadland District Council consider for Wroxham will take account of the suggested development at Hoveton made in this Plan. The significance of the boating industry to the local economy can be gauged from the large number of boat hiring and building yards, particularly downstream of Wroxham Bridge. The middle Bure, downstream of Wroxham Bridge, is administered by the Broads Authority and is amongst the most heavily used stretches of the Broads waterway system.
- 15.3** The land allocation for Hoveton seeks to deliver approximately 150 dwellings, including affordable housing, accommodation for the elderly and other necessary infrastructure.
- 15.4** The commercial and shopping centre of the two conjoined villages is concentrated in Hoveton where a small part of the town centre falls into the administrative area of the Broads Authority. For retailing the town centre is to be taken as a whole and proposals will be considered in the context of the entire town centre and the policies of Broads Authority so that retail matters address the town centre in its entirety. Hoveton is unusual in the sense that the retail floorspace is dominated by Roy's of Wroxham which acts as a wide draw, including tourist visitors. Hoveton has a relatively low provision of non-retail services, but a high proportion of restaurants and cafes reflecting the town's role as a tourist destination. Given its role as a tourist centre and proximity to Norwich the town centre retains a low proportion of convenience goods expenditure and is classed as a **Medium Town Centre** in the retail hierarchy.
- 15.5** In terms of scale of retail development, Hoveton would be vulnerable to impacts from large scale growth (2,500sqm gross) and a locally derived impact threshold of 500sqm is set for retail and leisure development (see **Policy ECN 4 'Retail & Town Centres'**), reflecting the smaller scale of the town centre, the nature of existing retail premises other than Roys and the existing floor space projections. Since the publication of the 2017 Retail and Main Town Centres Uses Study, a further 1,672 sqm<sup>(100)</sup> has been granted permission in Hoveton town centre for A1 and Café/Restaurant use. Short term growth should be accommodated in small infill sites, shop extensions and expansion on to upper floors - followed by suitable edge of centre sites.
- 15.6** Whilst there are diverse employment opportunities in Hoveton, retailing and the boat building

## Proposals for Hoveton 15

/ hiring industries are significant sectors. The two employment areas within Hoveton are Tunstead Road and Stalham Road Industrial Estate. These sites provide the opportunity for small scale development and redevelopment over the plan period.

- 15.7** The designated **Town Centre Area** and **Primary Shopping Area** are detailed on the following map including those areas administered by the Broads Authority.



**Hoveton Village Centre Area & Primary Shopping Area**

### Constraints and Opportunities

- 15.8** There is very little previously developed land in and around Hoveton which inevitably means that new locations for development are on the edge of the village in countryside locations. Whilst over the plan period it is expected that a process of re-development, infill developments, and change of use will continue to provide a supply of new homes and other uses, these opportunities are relatively modest and will not address the identified need for new homes in particular. There are a range of factors which influence the potential location of development in Hoveton including: environmental and landscape considerations and the need to take into account the infrastructure requirements in the village. The suggested scale and location of development in Hoveton has been informed by its location on The Broads and balanced consideration of the impact of any development on the setting of Hoveton and on the wider Broads landscape.

- 15.9** In summary, the main considerations which influence the suggested location of development sites are:

- the need to minimise the impact of development proposals on the Norfolk Broads, The River Bure and the landscape more generally;
- direct rail access into Norwich, North Walsham, Cromer & Sheringham;

## 15 Proposals for Hoveton

- proximity to Wroxham and joint use of services;
- retaining existing green spaces within the boundary where they are either functionally or visually important;
- locating developments where they are, or can be connected, to key services and the town centre preferably by walking, cycling or public transport or via better quality roads;
- avoiding locations which are detached from Hoveton and not well related to existing built up areas;
- minimising impacts on traffic circulation.

### Infrastructure

**15.10** The proposed draft land allocations have been developed in conjunction with advice and information from infrastructure providers and statutory consultees. **Background Paper 4 - Infrastructure Position Statement** provides more details.

- Hoveton suffers from congestion in the village centre along the A1151 and across the river bridge through Wroxham, particularly in holiday periods.
- The education authority has confirmed that the primary and secondary schools have capacity and scope for future expansion.
- The GP practice may not have capacity for the additional demand resulting from the cumulative development in the area. Any proposed development will likely have an impact on the NHS funding programme for the delivery of primary healthcare provision within this area. NHS England would therefore expect these impacts to be fully assessed and mitigated.
- The area immediately adjacent to the River Bure is identified in the Strategic Flood Risk Assessment as being at risk associated with combination of fluvial and tidal influences along the river Bure to the south of the settlement. Much of this area is zone 3. Tidal locking has potential to increase levels in the River Bure at Hoveton. Predominantly isolated surface water ponding on roads, gardens and open space is possible in Hoveton.
- Anglian Water identified that there is need for a water catchment strategy in areas where development is proposed. Development site-specific foul water drainage strategies must complement or align with the overall catchment strategy. An acceptable foul water strategy will be required for all substantive new development. An acceptable foul water drainage strategy will involve appropriate / suitable mitigation measures to account for the new development flows discharging foul water while the existing foul water sewerage network is surcharged due to rainfall.

**15.11** As development takes place it will need to be served by appropriate supporting physical infrastructure and services. All developments are required to address any identified shortages in infrastructure to the extent necessary to make the specific proposal acceptable. **Policy SD5** and **Background Paper 4** explain this process.

### Proposed Site Allocations and Policy Area Designations

**15.12** One site for residential allocation has been identified for Hoveton and will provide approximately 150 dwellings and a new road connection between Tunstead Road and Stalham Road. The Proposed Allocation is shown in red on the map below and in more detail in the individual site proposal that follows. The map also shows our proposals for Policy Area Designation referred to in the general policies of the Plan.

**15.13** A summary of the alternative sites considered can be found in **North Norfolk Local Plan - Alternatives Considered**.

# Proposals for Hoveton 15

## Proposals for Hoveton

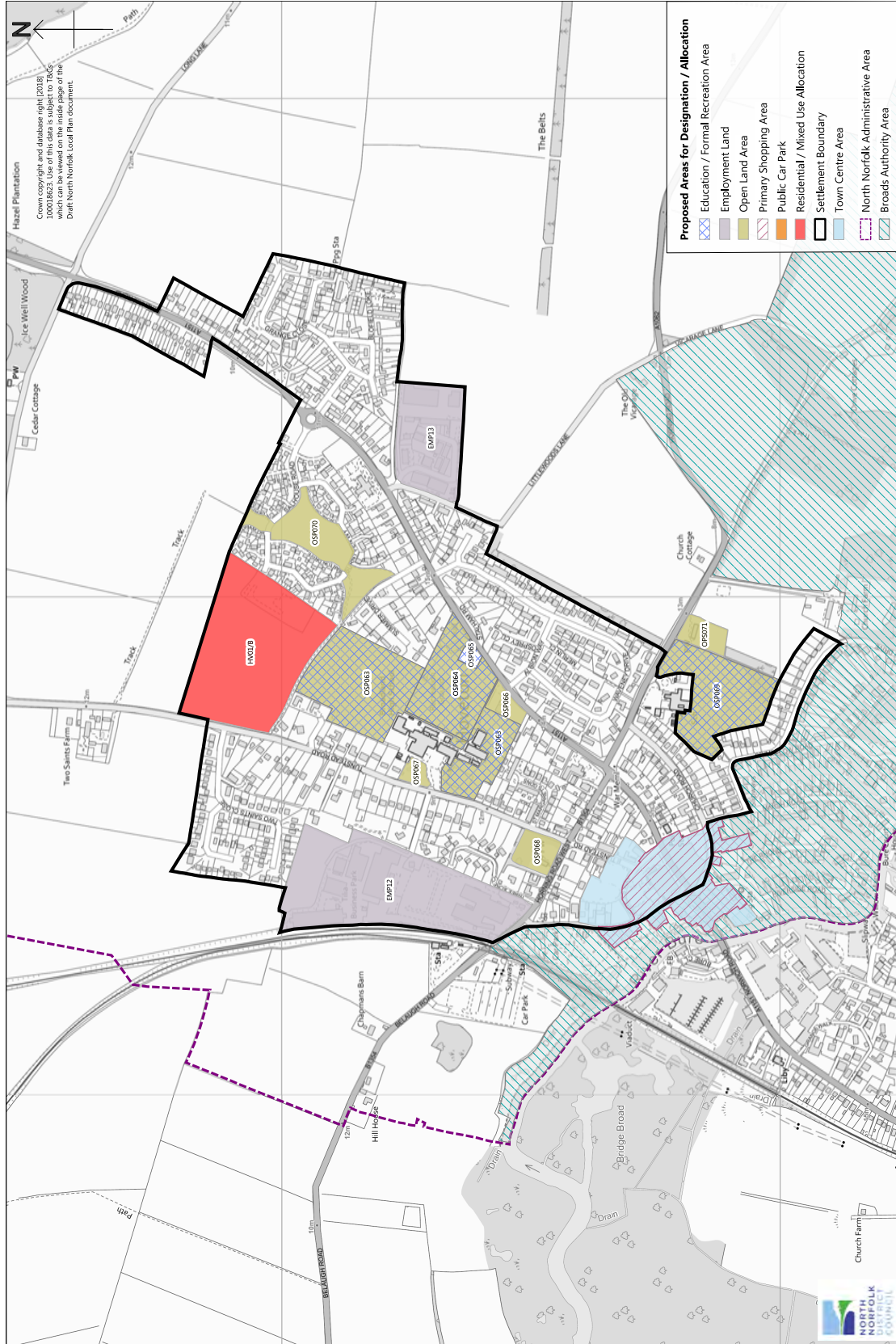
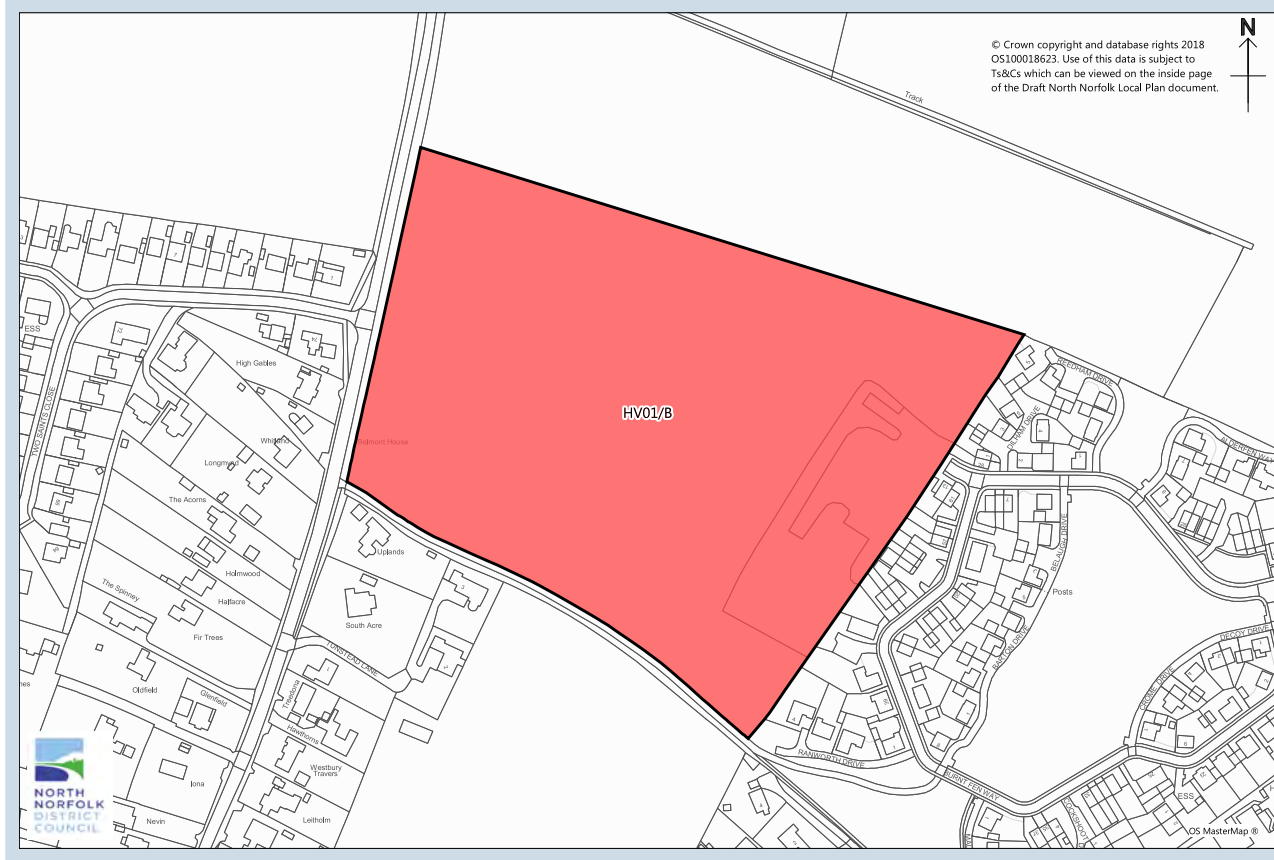


Figure 10 Proposed Areas for Designation / Allocation in Hoveton

# 15 Proposals for Hoveton

## Residential: Land East of Tunstead Road

|                       |  |
|-----------------------|--|
| <b>Site Reference</b> | HV01/B   |
| <b>Site Address</b>   | Land East of Tunstead Road   |
| <b>Site Area</b>      | 6.41 hectares (gross)  |
| <b>Proposal</b>       | Residential development for approximately 150 dwellings and at least 1ha of land for elderly care accommodation. |



### Description

- 15.14** This is a greenfield site on the northern edge of Hoveton to the east of Tunstead Road. The site is level, predominately in arable agricultural use and lacks any specific topographical or landscape features, apart from the mature hedgerows around the site. The setting of this site has changed considerably in recent years with the development of the previous HV03 allocation at Stalham Road developed by Persimmon Homes as 'Brook Park'. It is well related to existing residential area including the recent development.
- 15.15** The site falls within the Low Plains Farmland landscape character type within the LCA which suggests that any new residential development should be successfully integrated within the existing settlements where it reinforces traditional character and vernacular. The site is not within the AONB or a Conservation Area and is around 1km from the Broads Authority area.
- 15.16** The site is located within walking distance of the key services including the High School and

## Proposals for Hoveton 15

is around 1.2 km from the primary school. There is a surfaced cycle and pedestrian path which links Tunstead Road and Stalham Road with bus services available on both. The site is within acceptable walking and cycling distance of the rail station. Part of the site is suitable to be used for elderly care accommodation and no less than 1 hectare of the site should be used for this purpose.

**15.17** Development on the site should provide a road connection from Tunstead Road through to the new roundabout on Stalham Road.

**15.18** The hedge along the Tunstead Road frontage should be retained to retain a green approach to this part of the town and a landscaping buffer should be provided to soften the impact of development to the agricultural land to the north of the site.

### Constraints

**15.19** Development proposals will have to take into account:

- a water catchment strategy is required including a foul water drainage strategy which must complement or align with the overall catchment strategy. An acceptable foul water drainage strategy will involve appropriate / suitable mitigation measures to account for the new development flows discharging foul water while the existing foul water sewerage network is surcharged due to rainfall;
- access to be provided off Tunstead Road with a through connection to Stalham Road;
- land should be reserved for elderly care accommodation;
- a public footpath and cycle path crosses the site;
- a water main crosses the site;

### Deliverability

**15.20** The site is considered suitable and available for development. It is in single ownership. There are limited constraints on the site and development should be achievable within the plan period.

## Policy DS 13

### Land East of Tunstead Road

Land amounting to 6.4 hectares is proposed to be allocated for residential development of approximately 150 dwellings and at least 1 hectare of land for elderly care accommodation.

Development proposals would need to comply with a number of policies (including those relating to affordable housing, open space, supporting infrastructure) elsewhere in this plan and the following site specific requirements:

1. provision of highway access on Tunstead Road to provide a through connection for all vehicles to the new Stalham Road roundabout;
2. provision of extra pedestrian and cycle connections from the development to the existing footpath and cycle path which runs through the south west of the site;
3. a landscaping buffer should be provided to the north of the site to soften the boundary between the development and the agricultural land to the north;
4. retention of existing trees and hedgerows around the site;
5. a water Catchment Strategy and Foul Water Drainage Strategy are required.

# 15 Proposals for Hoveton



**Have any Alternative Site Options been considered?**

Yes, for further details see the [Alternatives Considered](#) document.



# Proposals for North Walsham 16

## 16 Proposals for North Walsham

### 16 Proposals for North Walsham

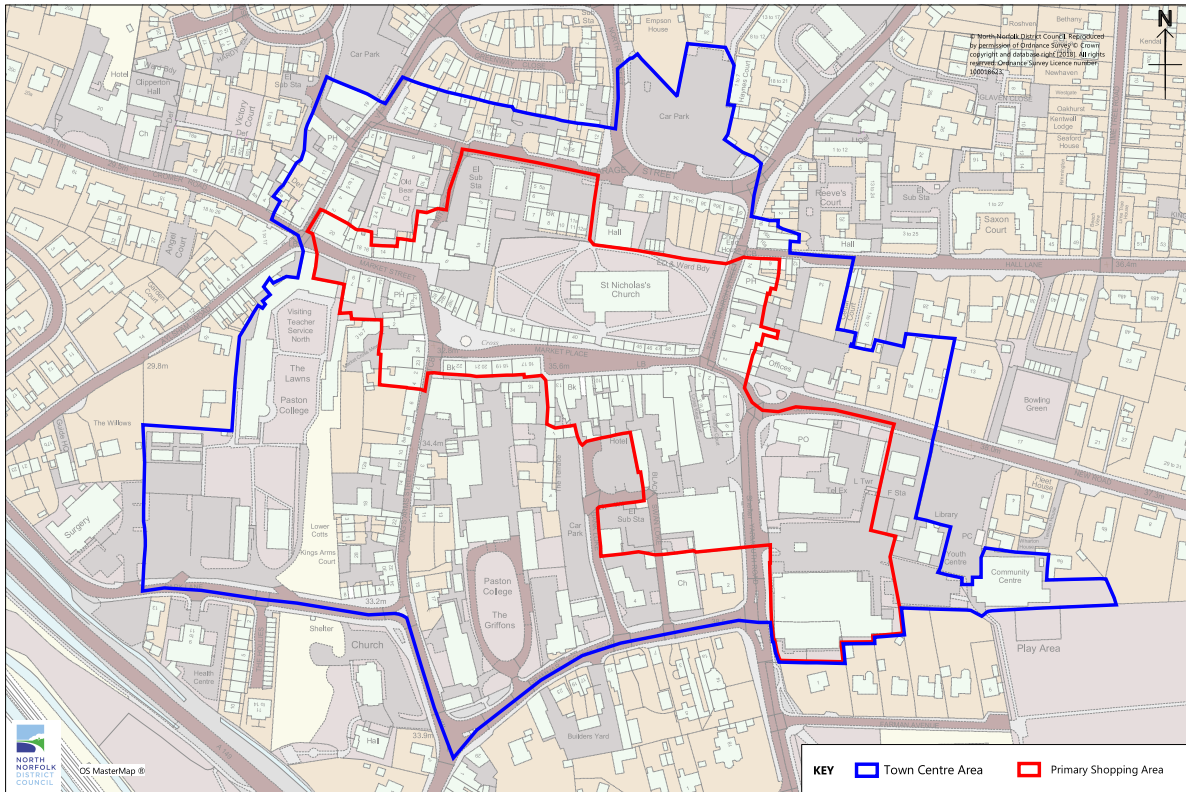
This section sets out detailed considerations and development proposals for North Walsham.

- 16.1** North Walsham is identified as a **Large Growth Town** in the proposed **Settlement Hierarchy** and the proposed strategy considers that the town can accommodate a high level of growth in the Plan period together with the supporting infrastructure.
- 16.2** North Walsham is the largest town in the District with a recorded population of 12,634 at the 2011 census. The town offers a broad range of services and local employment. It has strong links with Norwich, with the close proximity of the city encouraging high levels of out commuting for jobs and other services. Two sites for mixed use allocation have been identified for North Walsham which, if allocated would be suitable for approximately 2,150 new dwellings and other uses across the two sites. When added to potential small scale developments within the town this Plan proposes that some 23% of all housing growth in the District is located in North Walsham which by the end of the Plan period would see the population of the town increase by around 5,000.
- 16.3** The town's industrial businesses are focused on manufacturing of machinery and equipment, plastics products and metal fabrication. North Walsham has recorded a consistent level of premises take-up and, along with Fakenham, is a primary industrial node in North Norfolk. North Walsham's industrial estates are reaching capacity and further employment land is required to be available to the market in the short term to ensure continuity of the town's growth.
- 16.4** North Walsham has the third largest retail provision in the District in terms of floorspace and is classed as a **Large Town Centre** in the proposed retail hierarchy where new retail and town centre investment should be directed. Expenditure retention rates, (a measure of what proportion of available expenditure is retained in the town) for convenience shopping remain high at 78% due to the presence of national chains in the town centre and edge/out of centre locations. This is significantly lower for comparison (28%) and food/beverage expenditure (14%) in large part due to the draw of Norwich and the relatively limited range of goods available locally. The town centre itself consistently has the highest recorded shop vacancy rate in the District at 10 - 17% and would benefit from qualitative improvements and investment in the retail offer.
- 16.5** The evidence suggests that the scale of growth proposed in the town is likely to increase the available retail expenditure and notwithstanding the vacancy rate and shifts away from town centre shopping would support the provision of further retail floorspace for both convenience and comparison goods. The health and vitality of North Walsham town centre is relatively fragile and it would be vulnerable to impacts of development over 2,500 sq.m gross.( the national default threshold for impact tests). A locally set threshold of 500 sq.m gross is appropriate for retail and leisure development in North Walsham (see **Policy ECN 4 'Retail & Town Centres'**), reflecting the scale and vulnerability of the town centre and to ensure the impacts of out of centre development are robustly considered.
- 16.6** There is an identified need, in the mid to long term, for comparison and convenient goods shopping and to a lesser extent food/beverage floor space. Vacant shop units could reasonably accommodate up to 70% of the identified projections in the first 10 years of the Plan period and should remain a focus for investment. Large scale development sites are not readily available within the defined **Primary Shopping Area** and site assembly may be complex due to the many Listed Buildings. Even so, the 'town centre first' approach embodied in national

## Proposals for North Walsham 16

and local policy should be rigorously applied. Alternatively, future growth requirements could be provided through intensification within the existing out of centre retail area (Waitrose), but only if the sequential and impact tests are met.

- 16.7** The designated **Town Centre Area** and **Primary Shopping Area** are detailed on the following map. The town centre boundary is an area that is predominantly occupied by main town centre uses within and or adjacent to the primary shopping area.



North Walsham Town Centre Area & Primary Shopping Area

### Constraints and Opportunities

- 16.8** North Walsham does not have the significant environmental and landscape constraints that are found elsewhere in the District. It is not in the AONB, close to the Broads or in proximity to any international designated sites. Whilst over the Plan period it is expected that a process of re-development, infill developments, and changes of use will continue to provide a supply of new homes and other uses, these opportunities are relatively modest and will not address the identified need for new homes in particular. New greenfield allocations are therefore necessary in order to deliver the required growth. There are a range of factors which influence the potential location of development in North Walsham including the need to take into account the availability of infrastructure and need for new infrastructure.
- 16.9** North Walsham has a broad range of services and employment opportunities and has good transport connections including road connections across the District. The town has a main line rail station which provides direct rail access into Norwich, Hoveton & Wroxham, Cromer and Sheringham. The town does not have a bus station or a focused bus interchange area.
- 16.10** In summary, the main considerations which influence the suggested location of development sites are the need to:

## 16 Proposals for North Walsham

- consider the delivery of new infrastructure, in particular, a new link road around the west of the town;
- locate developments where they are, or can be connected, to key services and the town centre preferably by walking, cycling or public transport or via better quality roads;
- enhance the capacity in primary schools;
- avoid locations which are detached from the town and not well related to existing built up areas;
- avoid increases in traffic passing thorough the town centre;
- respect the quality of the surrounding landscape, particularly to the north and east of the town.

### Infrastructure

- 16.11** The proposed land allocations have been developed in conjunction with advice and information from infrastructure providers and statutory consultees and large-scale growth without supporting infrastructure would not be acceptable. **Background Paper 4 - Infrastructure Position Statement** provides more details.
- 16.12** The Education Authority has indicated that the high level of growth proposed in the town will necessitate the provision of a new primary school.
- 16.13** The railway bridges on the western approaches to the town along the Cromer Road, Aylsham Road & Norwich Road provide a challenge for large or heavy goods vehicles travelling through the town and force the traffic through residential areas and along unsuitable residential streets. A western 'link road' between the B1150 (Norwich Road), the B1145 (Aylsham Road) and A149 (Cromer Road) would help alleviate some of these issues.
- 16.14** North Walsham is not identified in the Strategic Flood Risk Assessment as being at risk of fluvial flooding but there are a number of un-named drains with potential to present a flood risk. Predominantly isolated and minimal pockets of water ponding on roads, gardens and other open spaces pose a risk of surface water flooding.
- 16.15** Anglian Water identified that off-site water mains reinforcement is required in certain parts of the town and that enhancement to the foul sewerage network capacity will be required.
- 16.16** The scale of growth envisaged in the town will require improvements in health service provision.
- 16.17** In summary, the main infrastructure considerations are:
- traffic management and congestion in the town including access to industrial estates and town centre and low bridge restrictions, particularly for large or heavy goods vehicles;
  - lack of a bus terminus/ interchange;
  - limited capacity at schools particularly at primary school level;
  - insufficient capacity in health services to support future growth;
  - minerals resource allocation MIN 115 – Land at Lord Anson's Wood, near North Walsham;
  - enhancements to the sewerage network capacity and off-site water mains reinforcement are required in some parts of town;
  - surface water drainage capacity;

## Proposals for North Walsham 16

- insufficient capacity in health services to support large scale growth;
- potential electricity supply constraints

**16.18** As development takes place it will need to be served by appropriate supporting physical infrastructure and services. All developments are required to address any identified shortages in infrastructure to the extent necessary to make the specific proposal acceptable. **Policy SD5** and **Background Paper 4** explain this process.

### Green Infrastructure

**16.19** All development in North Walsham should consider the Green Infrastructure Strategy for the town and incorporate green infrastructure proposals as outlined in the Action Plan. Five 'G.I. Action Zones' have been identified for North Walsham:

1. Weavers Way Corridor
2. Paston Way Corridor
3. Witton Heath to Bacton Corridor
4. River Ant & Dilham Canal Corridor
5. Town wide G.I. Improvements

### Proposed Site Allocations and Policy Area Designations

**16.20** Two sites for mixed use allocation have been identified as the preferred options for North Walsham with an allocation of approximately 2150 new dwellings. Site NW62: The 'Western Extension' is a sustainable urban extension to the west of the town and will provide up to 1800 new houses, 7 hectares of employment land, the western link road and a site for a new primary school. The Western Extension will deliver a significant amount of public open space. Site NW01/B: Land at Norwich Road & Nursery Drive will have an allocation of up to 350 dwellings, 2 hectares of employment land and 3 hectares of public open space.

**16.21** These Proposed Allocations are shown in red on the map below and in more detail in the individual site proposals that follow. The map also shows our proposals for Policy Area Designation referred to in the general policies of the Plan.

**16.22** A summary of the alternative sites considered can be found in **North Norfolk Local Plan - Alternatives Considered**.

# 16 Proposals for North Walsham

## Proposals for North Walsham

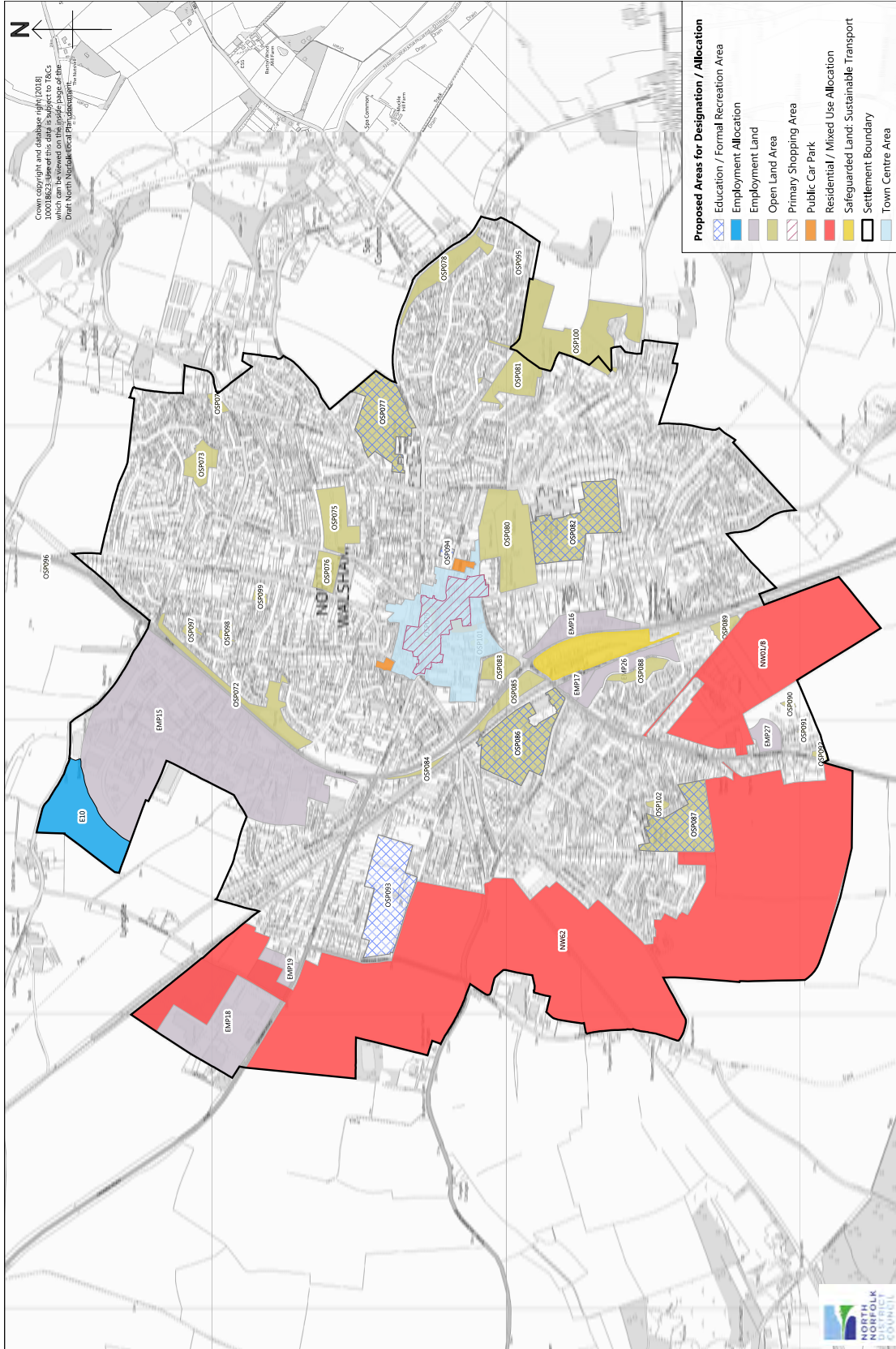
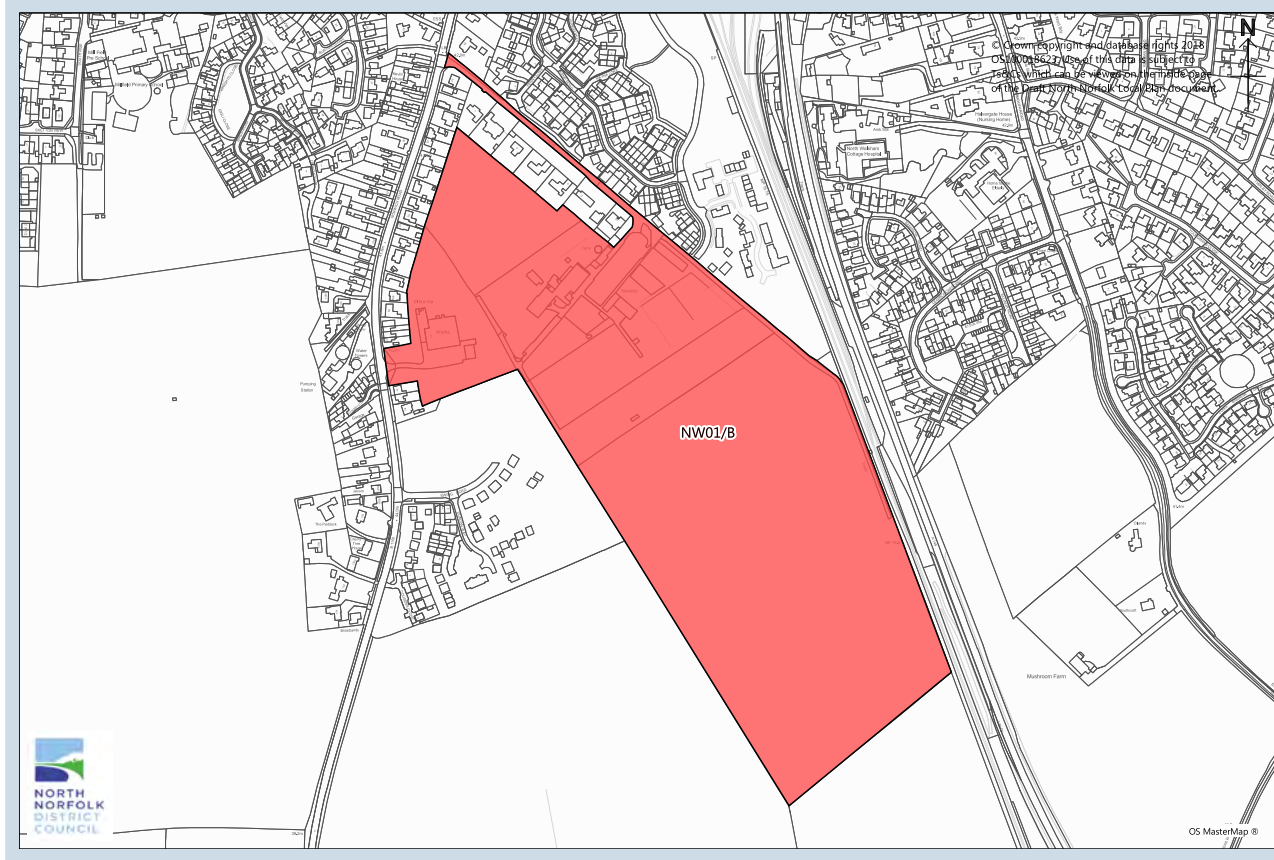


Figure 11 Proposed Areas for Designation / Allocation in North Walsham

# Proposals for North Walsham 16

## Mixed-Use: Land at Norwich Road and Nursery Drive

|                       |  |
|-----------------------|--|
| <b>Site Reference</b> | NW01/B (including NW05, NW06/1 (part), NW07, NW30)   |
| <b>Site Address</b>   | Land at Norwich Road & Nursery Drive   |
| <b>Site Area</b>      | 18.62 hectares (gross)   |
| <b>Proposal</b>       | Mixed-use allocation including residential development of approximately 350 dwellings, the retention and enhancement of 2 hectares of existing employment land and provision of 3 hectares of public open space. |



### Description

- 16.23** This is a mixed-use site on the Norwich Road to the south of North Walsham. The land is in several ownerships and comprises green field parcels, existing businesses and land associated with the garden centre.
- 16.24** In the 2018 revised Landscape Character Assessment the site is within the landscape type characterised as 'Low Plains Farmland'. The Low Plains Farmland Type is characterised by a flat or gently undulating open landscape with long, uninterrupted views, predominantly arable land use and dispersed rural settlements, including the expanding market town of North Walsham. This site is generally contained within the urban form of North Walsham with the southernmost portion being an arable field that extends beyond the built up area.

## 16 Proposals for North Walsham

- 16.25** The site is well related to the town centre and other facilities and is considered suitable for a mixed-use allocation comprising residential, employment and public open space.
- 16.26** The site will deliver a section of road that will link the two previously developed parcels (Persimmon Homes and Hopkins Homes) as well as the estate roads that will service all parts of the site.
- 16.27** A comprehensive development brief for the whole site is required before any development is brought forward including a strategy for the existing employment premises and the delivery of the linking estate road.

### Constraints

- 16.28** Development proposals will have to take into account:
- The need to provide a connecting road to enable the full capacity of the site to be realised;
  - retention of existing employment uses;
  - the location of the public open space and landscape impact considerations;
  - off-site mains water reinforcement is required and enhancement to the foul sewerage network capacity will be required;
  - a proportion of the land is a brownfield site and therefore an assessment will be required identifying previous site uses and potential contaminants.

### Deliverability

- 16.29** The site is suitable and available for development. This is a mixed-use allocation which may need to be delivered in phases. The site is in several ownerships and a development brief will be required for the proposed development, which will establish the broad principles of access, movement, mix of uses, layout, built form, density of development, phasing and conceptual appearance.
- 16.30** There is a requirement to retain the uses associated with the existing businesses which provide local employment and services. Evidence will be required to demonstrate that the existing employment uses have been accommodated as part of the site development brief or have found suitable alternative premises before any residential development can take place.
- 16.31** There are some physical constraints on the site, however, development should be achievable within the plan period.

### Policy DS 14

#### Land at Norwich Road & Nursery Drive

Land amounting to approximately 18.6 hectares is proposed to be allocated for a mixed-use allocation including residential development of approximately 350 dwellings, the retention and enhancement of 2 hectares of existing employment land and provision of 3 hectares of public open space.

Development proposals would need to comply with a number of policies (including those relating to affordable housing, open space, supporting infrastructure) elsewhere in this plan and the following site specific requirements:



# Proposals for North Walsham 16

## Development Brief

Prior approval of a development brief is required to provide the over-arching guidance on the broad distribution of land use and the guiding principles against which future planning applications will need to address, including:

1. The location and delivery of the linking estate road to provide appropriate points of vehicle access to Norwich Road through the adjoining previously developed parcels of allocation NW01, together with details of how all land parcels are to be serviced;
2. the 1st phase of development is limited to approximately 150 dwellings which must also deliver the estate link road and access to service all parcels;
3. the location of the 3 hectares of public open space;
4. a strategy for the retention of the two existing business on employment land of no less than 2 hectares. There will need to evidence that the existing employment uses have been adequately retained within the site or have relocated to suitable alternative premises;
5. access, movement, mix of uses, layout, built form, density of development, landscaping and conceptual appearance;
6. provision of improved pedestrian links to the railway station, town centre and local schools;
7. investigation and remediation of any land contamination and measures to prevent the input of hazardous substances to groundwater;
8. details addressing the off-site mains water reinforcement and enhancement to the foul sewerage network capacity.



### Have any Alternative Site Options been considered?

Yes, for further details see the [Alternatives Considered](#) document.

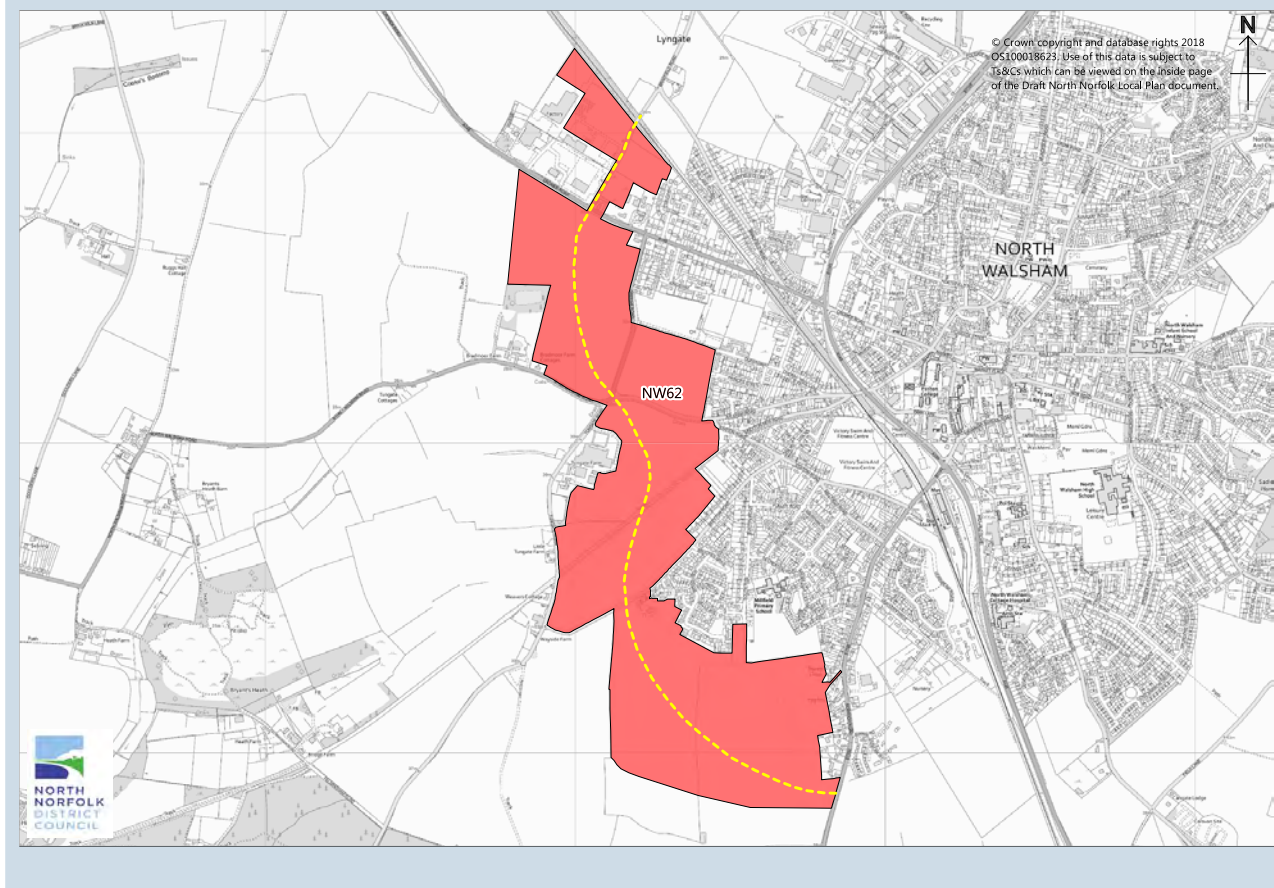
# 16 Proposals for North Walsham

## Mixed-Use: North Walsham Western Extension

|                       |                                 |
|-----------------------|---------------------------------|
| <b>Site Reference</b> | NW62                            |
| <b>Site Address</b>   | North Walsham Western Extension |
| <b>Site Area</b>      | 95 hectares                     |

### Proposal

Mixed-use development of approximately 1,800 dwellings, including the delivery of a link road between Norwich and Cromer Road, associated supporting infrastructure including a new primary school, significant areas of public open space and green infrastructure and approximately 7 hectares of employment provision. The final mix, quantity and distribution of land uses to be subject to the production and approval of a comprehensive Development Brief.



### Description

- 16.32** The proposed Western Extension for North Walsham covers a significant area of land that stretches from the railway line to the north west of the town, across arable land - around the west of the town, to Norwich Road to the south. The suggested development area covers a total 95 hectares and would envelop Link Road, Greens Road, Aylsham Road, Tungate Road and Skeyton Road.
- 16.33** In the 2018 Landscape Character Assessment the whole of the 95ha site is within the landscape type characterised as 'Low Plains Farmland'. The Low Plains Farmland Type is flat or gently undulating open landscape with long, uninterrupted views, predominantly arable land use and

## Proposals for North Walsham 16

dispersed rural settlements, including the expanding market town of North Walsham. It is not identified as a landscape type which is more sensitive to the impacts of development and is not subject to any local or national landscape designations.

**16.34** It is proposed that the Western Extension would deliver the following:

- approximately 1,800 dwellings;
- a western link road - linking Cromer Road (with improvements to Links/Bradfield Road) to Norwich Road;
- 7 hectares of serviced employment land and retail provision;
- a new primary school;
- significant areas of landscaping and public open space;
- other required infrastructure, improvements and mitigation including, but not limited to, health services, drainage and power.

**16.35** The site (in part or whole) cannot be brought forward without the adoption of a comprehensive Development Brief for the whole site.

### Constraints

**16.36** Development proposals will have to take into account:

- a Transport Assessment will be required that will explore the benefits of the western link road and the impacts (with mitigation required) on the surrounding network. The Transport Assessment should include an assessment of walking and cycling routes and a comprehensive strategy to promote walking and cycling and other modes of sustainable transport;
- the site has a number of public rights of way running through it, including the Weaver's Way, and enhancements should be considered in line with the green infrastructure plan for North Walsham;
- the Weavers Way County Wildlife Site runs through the site and the site is close to Bryant's Heath SSSI;
- this is a large site that will require further investigation and survey work to be carried out on a range of factors and potential constraints;
- the production of a 'Health Impact Assessment' of the healthcare impacts arising from the proposed development;
- other evidence will be required on landscape, water, flooding & drainage.
- proposal will need to provide for the retention and potential expansion of North Walsham Football Club.

### Deliverability

**16.37** The delivery of the site will be complex and may take a number of years to come to fruition. The majority of the site is currently being promoted for development by a single consortium comprising three separate land owners. However, there may be a need to open this consortium up to other landowners whose land forms part of the western extension. This may require land assembly and equalisation agreements. A large-scale allocation such as this will be complex, however, it is expected that it will be substantially completed during the Plan period.

**16.38** The major land owners have appointed a developer partner to promote development on the site and prepare a range of evidence documents to demonstrate deliverability. These will include Transport, Ecology, Drainage, Utility and Viability Assessments.

## 16 Proposals for North Walsham

### Next Stages

**16.39** Before reaching any final decisions in relation to allocating the site the Council will wish to take account of the responses to this consultation. Following the consultation it is envisaged that further work will need to be completed to understand how the site could be developed and in particular:

- the options available for the distribution of various land uses.
- the impacts of development on traffic circulation particularly, but not solely, in relation to HGV movements to and from the industrial estate and town centre. This will include consideration of the practicalities and costs associated with undertaking works to the town's rail bridges or the merits, and deliverability, of securing direct road access via Bradfield/Link Road to the Industrial Estate.
- a Viability Appraisal to establish to extent to which the proposed development can fund or contribute towards the delivery of the necessary infrastructure including the link road, affordable homes, significant areas of public open space, primary school and all necessary physical and social infrastructure.
- establishing the broad design principles with which the proposal should comply with.

**16.40** These issues will be addressed via the preparation of a detailed Development Brief for the site, similar to that prepared for the comparable development proposals at Fakenham<sup>(101)</sup>. This Brief will be subject to public consultation and the Council intends that it will be prepared before the Plan, itself, is subject to a further round of public consultation.

# Proposals for North Walsham 16

## Policy DS 15

### North Walsham Western Extension

Land amounting to approximately 95 hectares is proposed to be allocated for a mixed use development to include approximately 1,800 dwellings. Development proposals would need to comply with a number of policies (including those relating to affordable housing and other supporting infrastructure) elsewhere in this Plan and the following site specific requirements:

#### Development Brief

The allocation will be subject to the production of a **comprehensive site wide Development Brief**. The Development Brief will provide the over-arching guidance on the broad distribution of land use and the guiding principles against which future planning applications will be considered.

The development brief is to include:

1. overall aims and vision for the western extension in line with the Local Plan policies;
2. a strategy for the early delivery of the western link road;
3. a phasing strategy for the delivery of all land uses; including residential, employment and small scale retail;
4. an overall design framework building on the principles of the District's most up to date Design Guide;
5. a strategy for the delivery of essential infrastructure and mitigation measures, including (but not exclusively):
  - primary school;
  - highways mitigation to include a package of measures to mitigate the impact of the development on the highway network;
  - appropriate levels of affordable housing and housing & care provision for older people.
  - the production of a 'Health Impact Assessment' of the healthcare impacts arising from the proposed development;
6. A Green Infrastructure Delivery Strategy in line with the proposals and actions contained in the North Walsham Green Infrastructure Strategy, to include:
  - significant levels of public open space;
  - enhancements to the Weavers Way and provision of a network of new pedestrian and cycle routes;
  - enhancement to all public rights of way to and through the site;
  - mitigation and enhancement proposals for Bryant's Heath SSSI;
  - water, flooding & drainage management;
  - to consider options for the enhancement to North Walsham Football Club.

**The Development Brief will be developed in partnership between the landowners/promoters and the Council and will be subject to public consultation.**

Not all land parcels will deliver housing and other uses such as employment, local retail, landscaping or open space may be more suitable for some sites (in part or whole).

## 16 Proposals for North Walsham

It is expected that the landowners may need to work together on an equalisation agreement to ensure that all the assembled land is recognised as forming an integral part of the over-arching western extension.



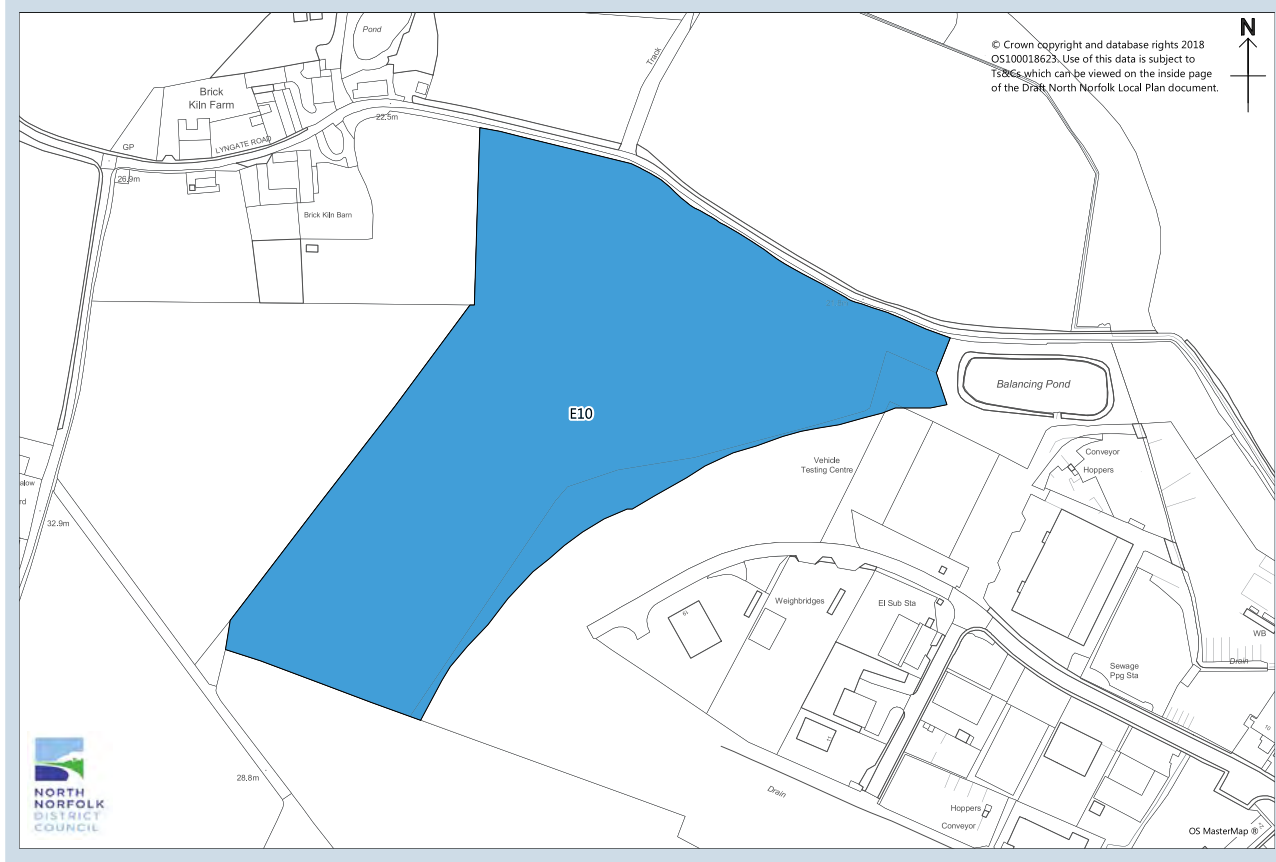
### **Have any Alternative Site Options been considered?**

Yes, for further details see the [Alternatives Considered](#) document.

# Proposals for North Walsham 16

## Employment: Land off Cornish Way

|                       |                        |
|-----------------------|------------------------|
| <b>Site Reference</b> | E10                    |
| <b>Site Address</b>   | Land off Cornish Way   |
| <b>Site Area</b>      | 5.11 hectares          |
| <b>Proposal</b>       | Employment development |



### Description

- 16.41** This is a large greenfield site adjacent to the Cornish Way employment area to the north-west of town. This site is allocated to allow for the extension of the employment area in order to provide a continued supply of greenfield employment land in North Walsham over the plan period.
- 16.42** In the 2018 revised Landscape Character Assessment the site is within the landscape type characterised as ‘Low Plains Farmland’. The Low Plains Farmland type is characterised by a flat or gently undulating open landscape with long, uninterrupted views, predominantly arable land use and dispersed rural settlements, including the expanding market town of North Walsham.

# 16 Proposals for North Walsham

## Constraints

- 16.43** The existing designated employment land is currently accessed off the B1145 and HGV's coming from the south, including Norwich, have to pass through residential area with narrow streets in order to avoid low railway bridges. There are aspirations for a new highway connection, for HGV's, from Cromer Road, over the railway, into the industrial estate at Cornish Way in order to avoid the low bridges. Any development proposals should make provision for such a scheme into the site layout and development proposals.
- 16.44** Employment development on this scale may have a detrimental impact on the landscape. Therefore, screening and high quality landscaping is required.
- 16.45** Part of the site is designated (WAS 94) in the Norfolk Minerals and Waste Development Framework as a site for waste management activities.

## Deliverability

- 16.46** The site is suitable and available for development. It is in single ownership. There are limited constraints on the site and development should be achievable within the plan period.

### Policy DS 16

#### Land off Cornish Way

Land amounting to approximately 5.1 hectares is proposed to be allocated for employment development, subject to:

1. provision of acceptable highway access, including possible provision for a connection to a future access road from the south west (Bradfield Road);
2. provision of extra landscaping around the site;
3. demonstration that there is acceptable capacity in utilities provision;
4. consultation with the Minerals and Waste Authority regarding the waste site allocation.



#### Have any Alternative Site Options been considered?

For further details see **Background Paper 3 - Approach to Employment**.



# Proposals for Sheringham 17

## 17 Proposals for Sheringham

### 17 Proposals for Sheringham

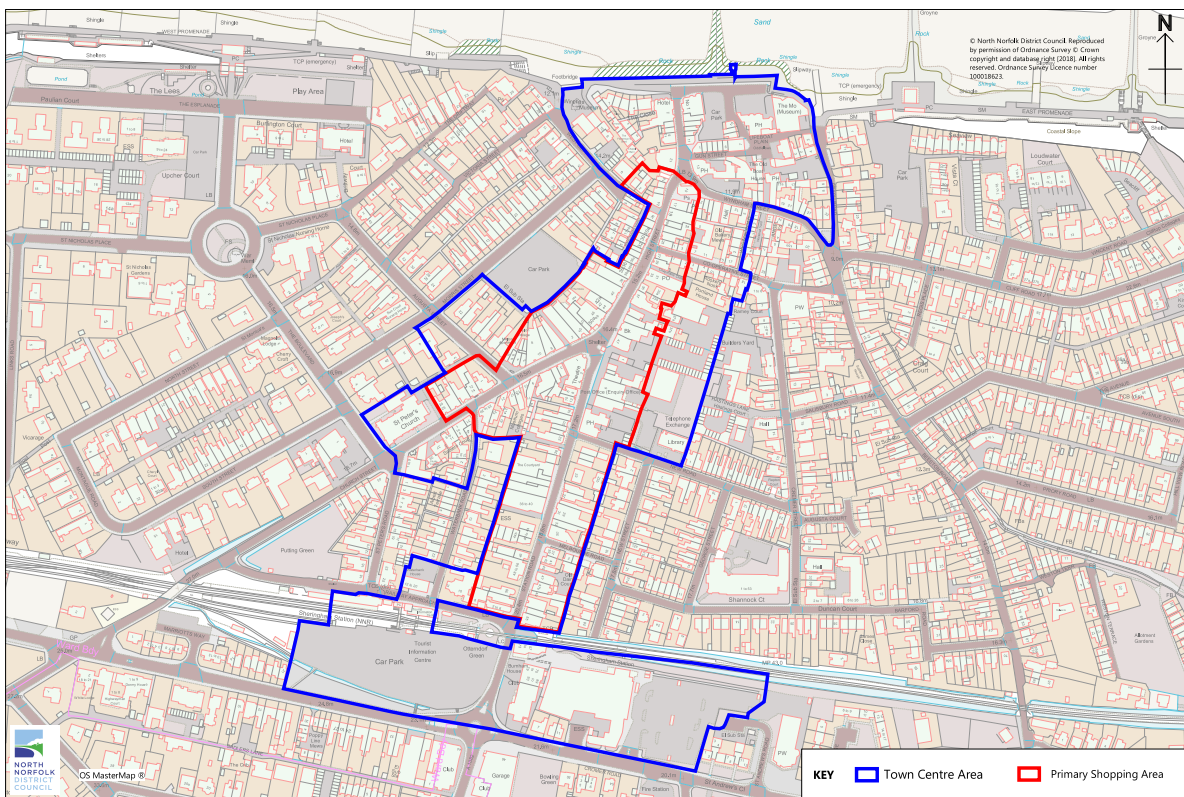
**This section sets out detailed considerations and development proposals for Sheringham and the surrounding area (including parts of the surrounding parish of Upper Sheringham).**

- 17.1** Sheringham is identified as a **Small Growth Town** in the proposed **Settlement Hierarchy**. This means it has been identified as one of four towns, together with Holt, Stalham and Wells-next-the-Sea and the village of Hoveton, where a more limited amount of additional development could be considered. The town acts as a local centre for retail, leisure and other services. It functions as one of a cluster of three towns, together with Cromer and Holt which are identified in this Plan as performing complementary functions in respect of housing, employment and retail.
- 17.2** Sheringham's attractive and safe environment, coupled with the facilities the town possesses and the range of accommodation available, make it a desirable place to live. The area is an increasingly popular location for retirement and for second-home ownership. Sheringham is accessible by a variety of means of transport. It has rail links with Norwich and beyond, via the Bittern Line, is served by convenient peak-time bus services and is well located for the main road network.
- 17.3** Sheringham is set amongst some of the most attractive landscape in Norfolk and is a naturally-contained town situated between the wooded glacial ridge and the North Sea, and is surrounded by woodland, parkland, heaths and commons, which together provide a rich habitat for wildlife. Most of the surrounding landscape falls within the Norfolk Coast Area of Outstanding Natural Beauty and those areas which are not formally designated are nevertheless attractive and important to the setting of the town. Within the AONB the National Planning Policy Framework states that great weight should be given to conserving and enhancing scenic beauty and that major developments should be avoided other than in exceptional circumstances, and where it can be demonstrated that development is in the wider public interest. It is considered that further growth of the town into its sensitive landscape setting should be avoided. Hence the town's potential to accommodate large-scale housing development is regarded as limited. The Plan proposes three potential development sites which collectively would be suitable for around 145 dwellings including affordable housing and areas of public open space. The location of these sites has been carefully considered in order to avoid significant expansion of the town beyond its natural boundaries and to mitigate the potential impacts on designated landscapes.
- 17.4** Sheringham attracts visitors throughout the year on day-trips, short breaks and longer stays and has a range of accommodation, from high quality hotels to budget self-catering. Tourism is a major source of income and employment for the town. Sheringham is also popular location for people retiring to the District.
- 17.5** Sheringham has a limited supply of employment land. There is little demand for new industrial development within the town. Approximately 57.2% of the working population find employment in the town but this is often in low paid sectors. The town is therefore a significant net exporter of employees, but many access jobs in nearby Holt and Cromer. Due to the environmental constraints and lack of market demand in the town for new industrial land it is proposed that additional employment land is located within Holt to meet the needs of the Sheringham, Holt and Cromer area.
- 17.6** The town centre offers a choice of shops and services that serve both residents and tourists and is classed as a **Medium Town Centre** in the retail hierarchy.
- 17.7** In terms of scale of future retail development, the town centre would be vulnerable to impacts

## Proposals for Sheringham 17

from large scale out of centre growth (2,500sq m gross) and a locally derived impact threshold of 500 sqm is set for retail and leisure development (see **Policy ECN 4 'Retail & Town Centres'**). There is an identified need for small scale growth across comparison, convenience and food/beverage floorspace. Shop vacancy rates remain low and there is limited potential to accommodate growth within these. Large scale development sites are limited within the PSA, where development is likely to be small scale infill/extensions. Further potential edge of centre sites would include surface car parks, but alternative provision would have to be sought if these were to be developed and if the sequential and impact tests were met. Alternatively, future growth requirements could be provided in Cromer, especially given the identified catchment links.

- 17.8** The designated **Town Centre** boundary, which contains over 162 Class A retail/service units, and the **Primary Shopping Area**, where retail development is concentrated and contains over 80% of shop units, are detailed on the following map:



Sheringham Town Centre Area & Primary Shopping Area

### Constraints and Opportunities

- 17.9** There is very little previously developed (brownfield) land in Sheringham. Whilst over the plan period it is expected that a process of re-development, infill developments, and changes of use will continue to provide a supply of new homes and other uses, these opportunities are relatively modest and will not address the identified need for new homes in particular. New greenfield allocations are therefore necessary in order to deliver the required growth. There are a range of factors which influence the potential location of development in Sheringham including, environmental and landscape considerations. Overall both the suggested scale and location of development has sought to balance the need for growth while protecting the nationally important landscape setting of the town.

## 17 Proposals for Sheringham

**17.10** In summary, the main considerations which influence the suggested location of development sites are:

- The need to minimise the impact of development proposals on the designated Area of Outstanding Natural Beauty and the landscape more generally by giving priority, where possible, to those sites which are not designated;
- retaining existing green spaces within the town boundary where they are either functionally or visually important;
- locating developments where they are, or can be connected, to key services and the town centre preferably by walking, cycling or public transport or via better quality roads;
- avoiding locations which are detached from the town and not well related to existing built up areas;
- minimising impacts of traffic circulation; and
- minimising impacts on heritage assets within the town.

### Infrastructure

**17.11** The proposed land allocations have been developed in conjunction with advice and information from infrastructure providers and statutory consultees. **Background Paper 4 - Infrastructure Position Statement** provides more details.

**17.12** Anglian Water identified that off-site mains water reinforcement will be required in certain locations and that for new development of over 10 dwellings some enhancement to the foul sewerage network capacity will be required.

**17.13** Sheringham is not identified in the Strategic Flood Risk Assessment as being at risk from fluvial or tidal flooding. However, there are several un-named drains in the vicinity of the settlement that have the potential to present a flood risk, not all of which are shown to have been modelled based on the Flood Zones. There are some risks of surface water flooding across the Town.

### Proposed Site Allocations

**17.14** Three residential sites are proposed to be allocated for development. These are intended to deliver, collectively, around 135 dwellings over the Plan period, including approximately 45 affordable homes, on site open spaces and contributions towards road, drainage and other necessary infrastructure. SH04: Land adjoining Seaview Crescent was allocated previously and is a proposed allocation for approximately 45 dwellings. The site is well-contained within the landscape, despite being within the AONB, and development would be well integrated with reasonable access to schools, town centre and other facilities. To the south of town site SH18/1 Land South of Butts Land, is a proposed allocation for approximately 50 dwellings and is an extension of the previously allocated site SH14 which is currently under construction. SH07: Former Allotments, Weybourne Road, Adjacent to Splash, to the west of the town, will allow for development of approximately 50 dwellings and, again, this site is well connected to the town centre and schools.

**17.15** These proposed Allocations are shown in red on the map below and in more detail in the individual site proposals that follow. The map also shows our proposals for Policy Area Designation referred to in the general policies of the Plan.

**17.16** A summary of the alternative sites considered can be found in **North Norfolk Local Plan - Alternatives Considered**.

# Proposals for Sheringham 17

## Proposals for Sheringham

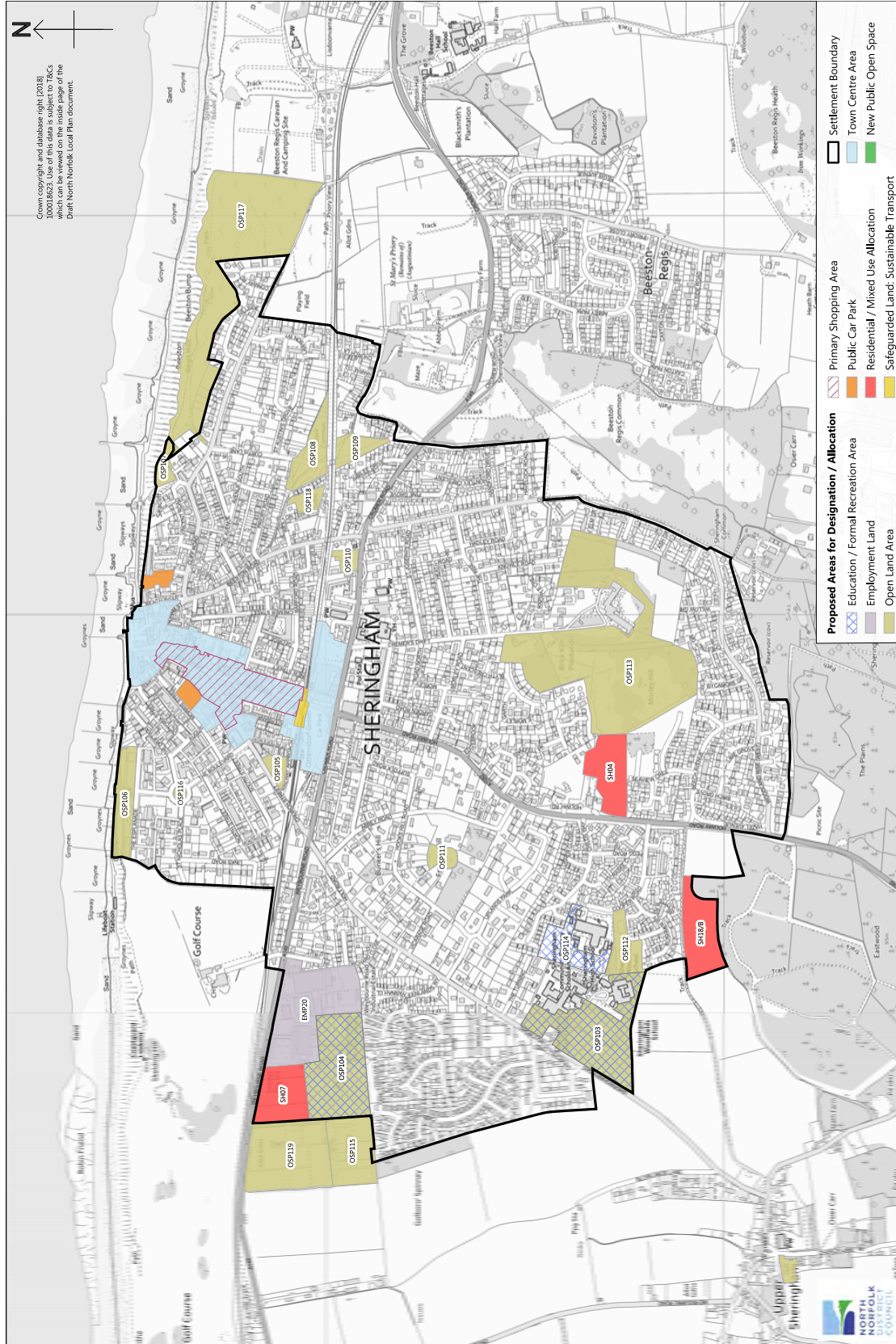
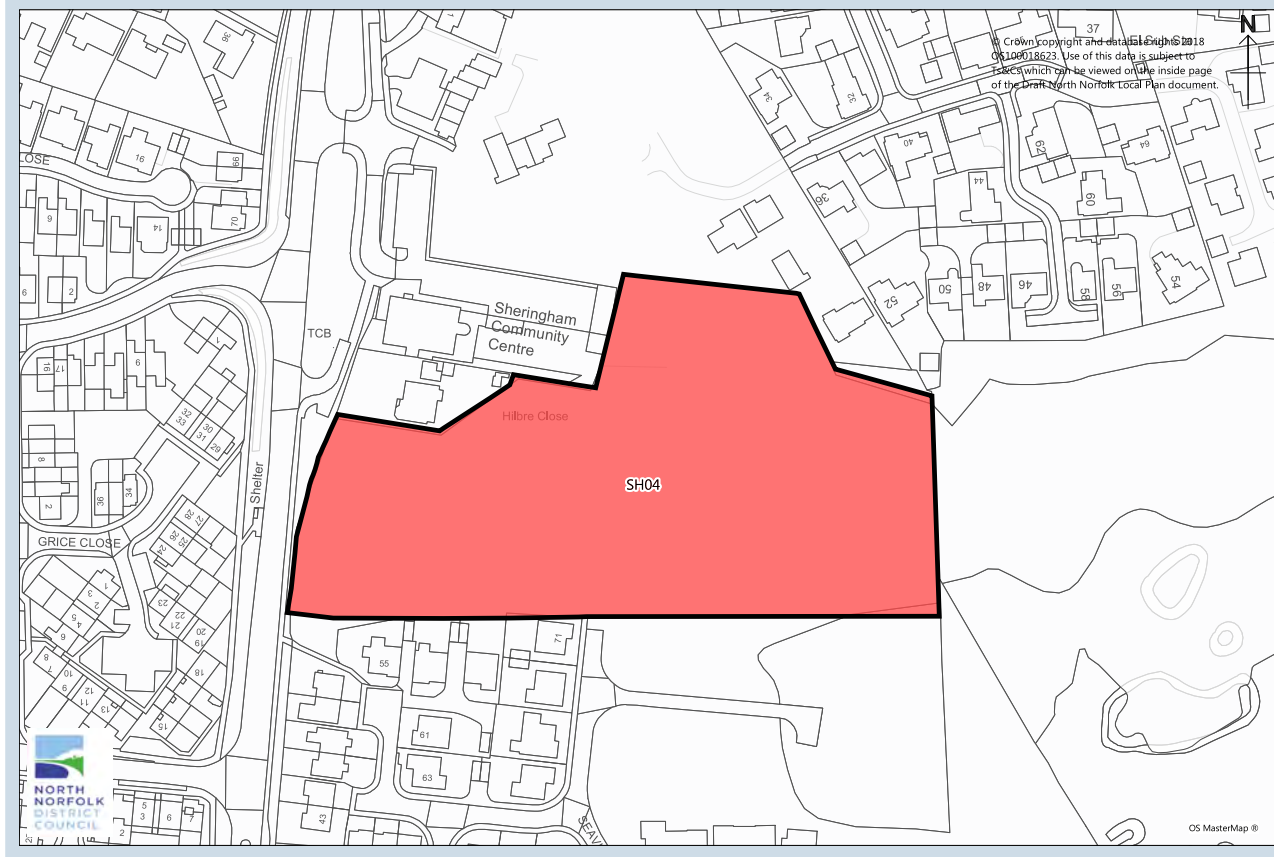


Figure 12 Proposed Areas for Designation / Allocation in Sheringham

# 17 Proposals for Sheringham

## Residential: Land adjoining Seaview Crescent

|                       |   |
|-----------------------|---|
| <b>Site Reference</b> | <b>SH04</b>   |
| <b>Site Address</b>   | Land Adjoining Seaview Crescent                         |
| <b>Site Area</b>      | 1.68 hectares   |
| <b>Proposal</b>       | Residential development for approximately 45 dwellings. |



### Description

**17.17** This site is already allocated for residential development in the current adopted Plan but has not been developed. It is proposed to roll it forward into the new Plan period. This site is well-contained within the landscape, despite being within the Norfolk Coast AONB, and development would be well integrated with reasonable access to schools, town centre and other facilities. The site is, however, the only remaining undeveloped part of the Holway Road frontage and its open character and views through to Morley Hill make a positive contribution to the general character of this part of Sheringham. The site's development must therefore protect a vista eastwards towards Morley Hill along with a footpath / cyclepath to the Hill in order to improve access for recreational purposes and cross-town links.

**17.18** The area is connected to Morley Hill which provides an area of green space amongst development. A buffer should be maintained around the perimeter of the site to maintain connectivity between the site, Morley Hill and surrounding gardens. Hedgerows could be

## Proposals for Sheringham 17

planted up and extended around the boundary and within the site, and tree planting included across the site. Areas of scrub and grassland should also be retained where possible. An initial wildlife survey has been carried out and a further study may be required to assess the presence of particular species.

- 17.19** It is within the defined setting of Sheringham Park and development should have particular regard to the impact on the long views available from the Park.

### Constraints

- 17.20** Anglian Water advised that enhancements to the foul sewerage network capacity may be required before development can proceed.
- 17.21** There might be areas of geological importance or interest on the site which require geodiversity investigation.

### Deliverability

- 17.22** The site is suitable and available for development. It is in single ownership. There are limited constraints on the site and development should be achievable within the plan period.

## Policy DS 17

### Land Adjoining Seaview Crescent

Land amounting to approximately 1.7 hectares is proposed to be allocated for development comprising approximately 45 dwellings inclusive of affordable homes and self-build plots, public open space, and associated on and off site infrastructure.

Development proposals would need to comply with a number of policies elsewhere in this Plan and the following site specific requirements:

1. Provision of a pedestrian and cycleway route across the site from Holway Road to Morley Hill;
2. site layout that incorporates suitable landscaping and retains a vista across the site towards Morley Hill;
3. enhancements to the foul sewerage network capacity may be required; and
4. provision of a landscaped buffer around the perimeter of the site, retention of scrub and grassland within the site and other wildlife mitigation and improvement measures.

This site is within the Norfolk Coast AONB, and development proposals should be informed by, and be sympathetic to, the special landscape character of this protected area.



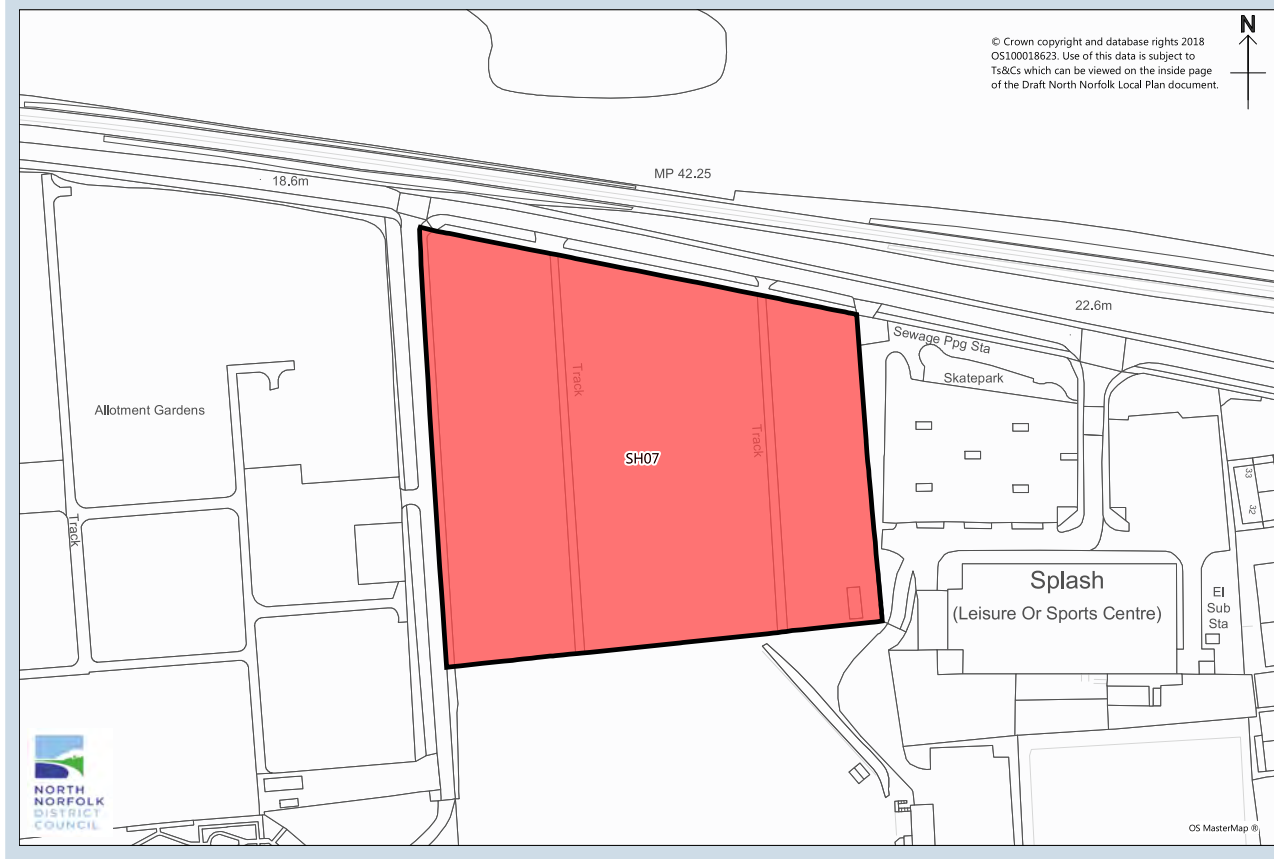
### Have any Alternative Site Options been considered?

Yes, for further details see the [Alternatives Considered](#) document.

# 17 Proposals for Sheringham

## Residential: Former Allotments, Weybourne Road, Adjacent to Splash

|                       |   |
|-----------------------|---|
| <b>Site Reference</b> | <b>SH07</b>   |
| <b>Site Address</b>   | Former Allotments, Weybourne Road, Adjacent to Splash   |
| <b>Site Area</b>      | 1.70 hectares   |
| <b>Proposal</b>       | Residential development for approximately 40 dwellings. |



### Description

- 17.23** This is a greenfield site comprising of grassland and scrub which is located on the western edge of Sheringham, between the allotments and the leisure/sports centre. It is well located for access to the town centre and within walking distance of the schools and to the train station. There is a bus stop located close to the site with a good service available. Access to the site could be provided from Weybourne Road.
- 17.24** The site lies adjacent to the Norfolk Coast AONB and is within the defined setting of Sheringham Park. Development should have particular regard to the impact on the long views available from the Park. The area is located within the 'Coastal Shelf' as defined in the Landscape Character Assessment, and the strategy seeks to ensure that any new development is well integrated into the landscape and does not form a harsh edge. It is important that careful attention is given to the site layout, building heights and materials in order to minimise the



## Proposals for Sheringham 17

visual impact of development. A comprehensive landscaping scheme should be prepared and landscaped buffer provided along the northern boundary to minimise impact of development on the surrounding countryside.

### Constraints

- 17.25** Anglian Water advised that off-site mains reinforcement are required and enhancements to the foul sewerage network capacity may be required before development can proceed.
- 17.26** Part of the site along the northern boundary is at risk of Surface Water Flooding, the layout of the site should ensure that this part of the site remains undeveloped or adequate flood resilience measures are incorporated in the design. Further discussion with the Lead Local Flood Authority is required.
- 17.27** There are sewers and water mains crossing the site and diversion would be at the developers' expense. Development should be set back from the north eastern boundary to avoid encroachment to the pumping station adjacent to the site.

### Deliverability

- 17.28** The site is suitable and available for development. It is in single ownership. There are limited constraints on the site and development should be achievable within the plan period.

### Policy DS 18

#### Former Allotments, Weybourne Road, Adjacent to Splash

Land amounting to approximately 1.7 hectares is proposed to be allocated for development comprising approximately 45 dwellings inclusive of affordable homes and self-build plots, public open space, and associated on and off site infrastructure.

Development proposals would need to comply with a number of policies elsewhere in this Plan and the following site specific requirements:

1. Careful attention to site layout, building heights and materials in order to minimise the visual impact of the development;
2. provision of landscaping along the Weybourne Road site frontage;
3. enhancements to the foul sewerage network capacity may be required;
4. off-site mains reinforcement are required;
5. appropriate measures for dealing with surface water runoff; and,
6. development should be set back from the north eastern boundary to avoid encroachment to the pumping station.



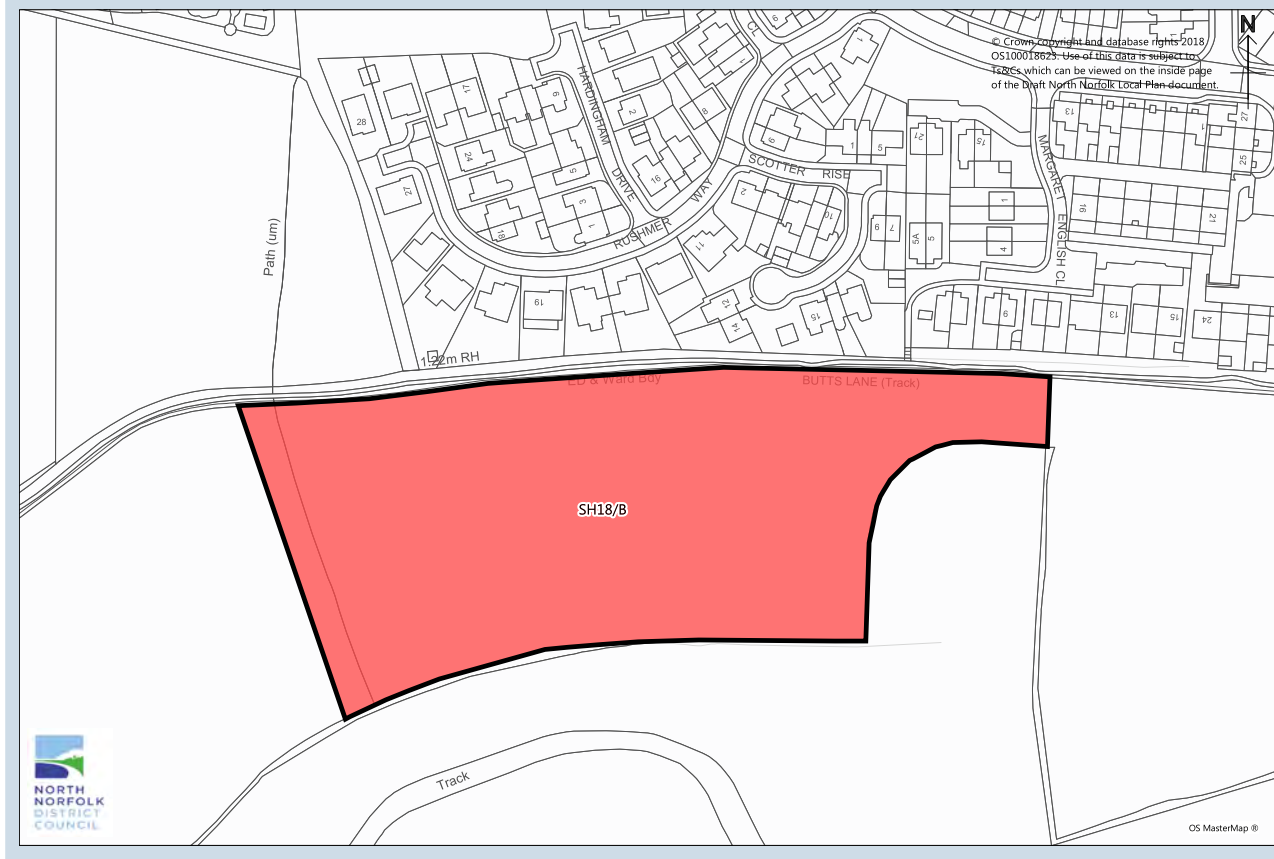
#### Have any Alternative Site Options been considered?

Yes, for further details see the [Alternatives Considered](#) document.

# 17 Proposals for Sheringham

## Residential: Land South of Butts Lane

|                       |   |
|-----------------------|---|
| <b>Site Reference</b> | SH18/1B   |
| <b>Site Address</b>   | Land South of Butts Lane                                |
| <b>Site Area</b>      | 1.84 hectares   |
| <b>Proposal</b>       | Residential development for approximately 50 dwellings. |



### Description

- 17.29** This is a greenfield site, currently in arable use, to the south of Sheringham. The site is adjacent to existing housing and to the former allocation SH14 which is under construction. Although slightly distant from the town centre, it is close to local schools and informal recreational areas.
- 17.30** Although the site is located within the Area of Outstanding Natural Beauty (AONB), and within the Upper Sheringham Conservation Area, the site is not intrusive in the wider landscape, it is enclosed by mature woodland to the south and existing residential development to the north. The western edge of the site is more prominent in the landscape and longer views of this part of the site are available from Upper Sheringham. It is therefore proposed that a landscaped buffer is provided along the western boundary. The site is located within the Coastal Shelf landscape character area, where the strategy seeks to ensure that any new development is well integrated into the landscape. It is important that the site is carefully designed incorporating open space and landscaping to reflect its location within the Conservation Area and the AONB.

## Proposals for Sheringham 17

- 17.31** The site is within the defined setting of Sheringham Park and development should have particular regard to the impact on the long views available from the Park.
- 17.32** The hedgerow and woodland around the site provide biodiversity benefit and could be further enhanced through additional planting. The woodland edge should be buffered from any development.

### Constraints

- 17.33** Vehicular and pedestrian access can be provided through the adjacent development site from Holway Road. However the Highways Authority have indicated that this is limited to a further 50 new dwellings off one point of access.
- 17.34** Anglian Water advised that off-site water mains reinforcements are required and enhancements to the foul sewerage network capacity may be required before development can proceed.
- 17.35** There are water mains crossing the site and diversion would be at the developers' expense.

### Deliverability

- 17.36** The site is suitable and available for development. It is in single ownership. There are limited constraints on the site and development should be achievable within the plan period.

## Policy DS 19

### Land South of Butts Lane

Land amounting to approximately 1.8 hectares is proposed to be allocated for development comprising approximately 50 dwellings, inclusive of affordable homes and self-build plots, public open space, and associated on and off-site infrastructure.

Development proposals would need to comply with a number of policies elsewhere in this Plan and the following site specific requirements:

1. Layout, design and landscaping that has regard to the site's location within the Norfolk Coast AONB and the Conservation Area;
2. retention and enhancement of perimeter trees and hedgerows;
3. provision of a landscaped buffer between the woodland and development and other wildlife improvement and mitigation measures as required;
4. a landscaped buffer along the western boundary to minimise visual impact from Upper Sheringham;
5. off-site mains reinforcement is required;
6. enhancements to the foul sewerage network capacity may be required; and,
7. a layout and design which minimises the loss of amenity to residents of dwellings to the north.

## 17 Proposals for Sheringham

The site is within the Norfolk Coast AONB, and development proposals should be informed by and be sympathetic to, the special landscape character of this protected area.



**Have any Alternative Site Options been considered?**

Yes, for further details see the [Alternatives Considered](#) document.

# Proposals for Stalham 18

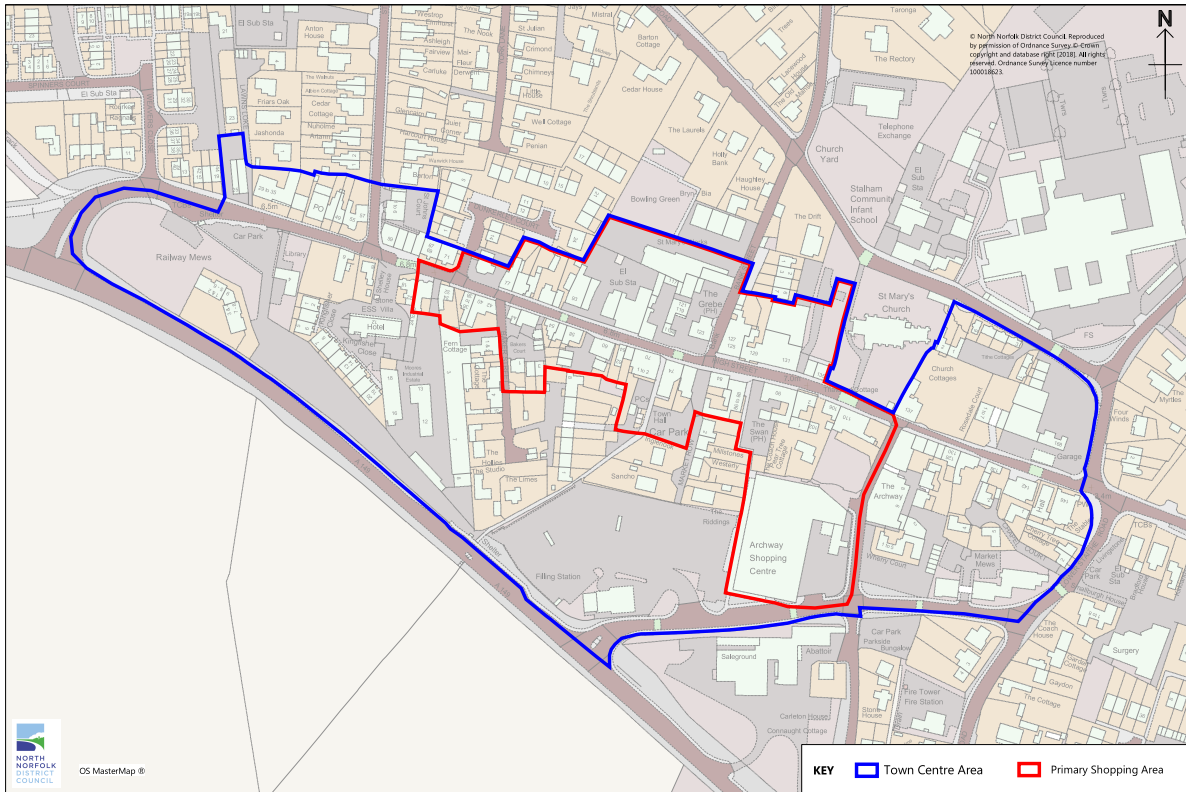
## 18 Proposals for Stalham

### 18 Proposals for Stalham

This section sets out detailed considerations and development proposals for Stalham.

- 18.1** Stalham is identified as a **Small Growth Town** in the proposed **Settlement Hierarchy**. This means it has been identified as one of five towns, Holt, Sheringham, Wells-next-the-Sea and the village of Hoveton, where a more limited amount of additional development is being considered. The town acts as a local centre for retail and other services and has a role as a gateway to the Norfolk Broads. Stalham does not have the same range of facilities and services as some of the other towns in the District. Hence the town's potential to accommodate large-scale housing development is regarded as comparatively limited unless it helps to address the housing needs of the area. The plan proposes two potential development sites that collectively would be suitable for around 150 dwellings and 2 ha of employment/ community land.
- 18.2** Nicholson's Yard represents Stalham's main functional employment area; however, Catfield Industrial Estate, to the south east of the town, and employment opportunities related to the Norfolk Broads play an important role in providing jobs for people in the area. Evidence also suggests that the levels of commuting from Stalham are high, with many people going to work in Norwich. Additional employment land is proposed in Stalham through a mixed use development in order to provide more flexibility and choice.
- 18.3** Stalham is classified as having a **Small Town Centre** in this Plan. The town has low retention rates of retail expenditure partly due to the limited choice of facilities, but also due to the high vacancy rates when compared to the other towns in the District. The town centre itself would benefit from quantitative improvements and investment. The health of the town centre remains relatively fragile and a low locally set threshold of 250 sqm is appropriate for retail and leisure development (see **Policy ECN 4 'Retail & Town Centres'**). Retail, service, community facilities and other appropriate town centre uses, of an appropriate scale only, will be encouraged within the town centre to help revitalise it and strengthen its wider role as a service centre for the Broads and surrounding rural catchment area. Future growth should be through the re-occupation of vacant units. The retail boundaries consisting of the **Town Centre Area** and **Primary Shopping Area** are detailed on the following map which will be used when applying **Policy ECN4**.

## Proposals for Stalham 18



Stalham Town Centre Area & Primary Shopping Area

### Constraints and Opportunities

**18.4** There is very little previously developed (brownfield) land in Stalham. Whilst over the plan period it is expected that a process of re-development, infill developments, and changes of use will continue to provide a supply of new homes and other uses, these opportunities are relatively modest and will not address the identified need for new homes in particular. New greenfield allocations are therefore necessary in order to deliver the required growth. There are a range of factors which influence the potential location of development in Stalham including, environmental and landscape considerations and the need to take into account available infrastructure and services.

**18.5** In summary, the main considerations which influence the suggested location of development sites are:

- the need to minimise the impact of development proposals on the landscape by giving priority, where possible, to those sites which are not designated;
- the need to minimise the impact of development proposals on Grade 1 and 2 agricultural land surrounding the town;
- locating developments where they are, or can be connected, to key services and the town centre preferably be walking, cycling or public transport or via better quality roads;
- avoiding the locations where development proposals would adversely affect the Broads, protected SPA, SAC, SSSI and RAMSAR Land and flood plain;
- avoiding locations which are detached from the town and not well related to existing built up areas; and
- avoiding locations that would lead to the coalescence of settlements (Stalham and Sutton).

# 18 Proposals for Stalham

## Infrastructure

The proposed land allocations have been developed in conjunction with advice and information from infrastructure providers and statutory consultees. **Background Paper 4 - Infrastructure Position Statement** provides more details.

- Anglian Water identified that off-site mains water supply reinforcement will be required in certain locations and that for new development of over 10 dwellings some enhancement to the foul sewerage network capacity will be required.
- The area immediately adjacent to the Broads is identified in the Strategic Flood Risk Assessment as being at risk from a combination of fluvial and tidal flooding. There are some risks of surface water flooding predominantly due to pockets of water ponding on roads, and open spaces.
- The Health Authority indicate that there is likely to be sufficient capacity in health services to support the proposed growth.
- The Highway Authority indicate that localised highway network improvements will be required.

## Proposed Site Allocations and Policy Area Designations

- 18.6** Two new sites are proposed to be allocated for development. These are intended to, collectively, deliver around 150 dwellings over the plan period including approximately 50 affordable homes, 2 hectares of employment/community land, on-site open spaces and contributions towards road, drainage and other necessary infrastructure. ST19A: Land Adjacent Ingham Road is a proposed allocation for approximately 70 dwellings and ST23/2 Land North of Yarmouth Road, East of Broadbeach Garden is proposed for 80 dwellings and employment/ community land.
- 18.7** These Proposed Allocations are shown in red on the map below and in more detail in the individual site proposals that follow. The map also shows our proposals for Policy Area Designation referred to in the general policies of the Plan.
- 18.8** A summary of the alternative sites considered can be found in **North Norfolk Local Plan - Alternatives Considered**.

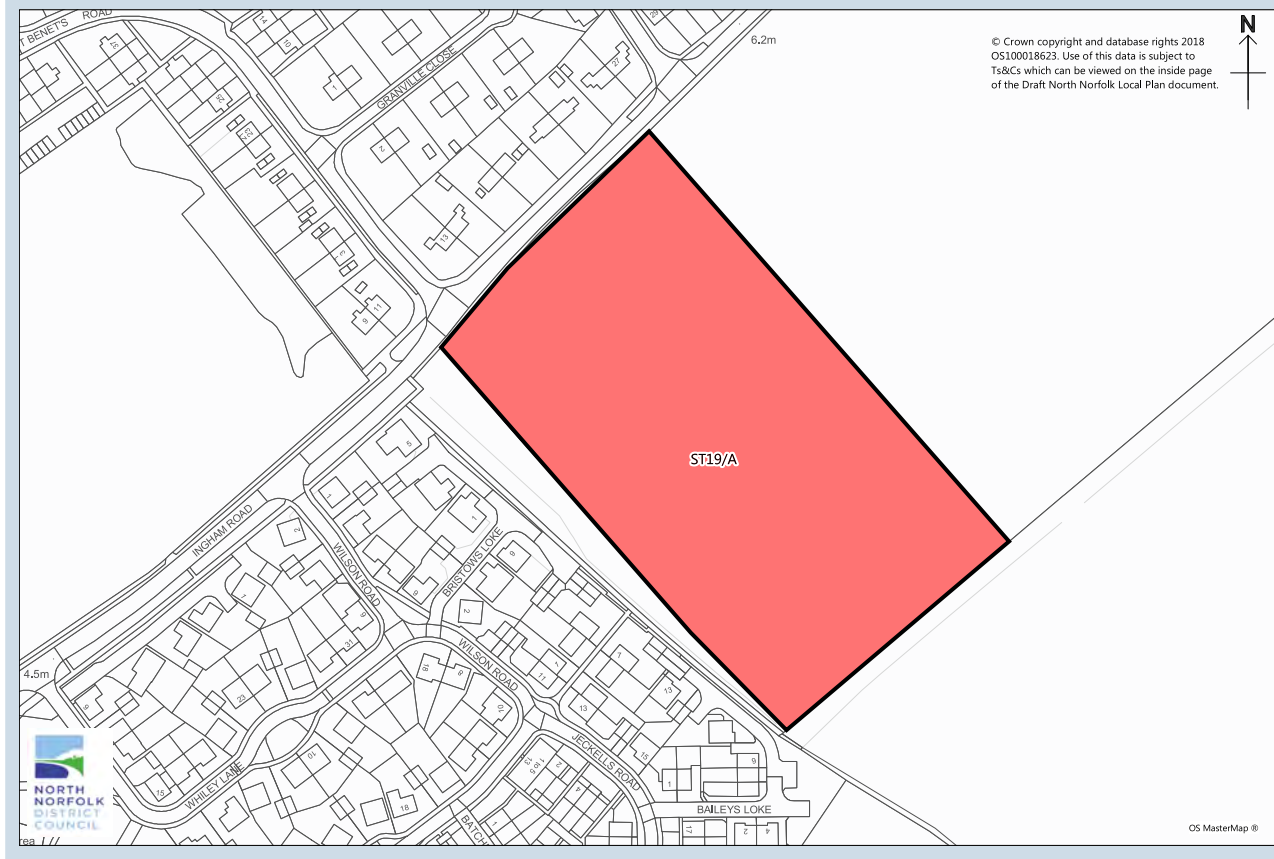




# 18 Proposals for Stalham

## Residential: Land Adjacent Ingham Road

|                       |   |
|-----------------------|---|
| <b>Site Reference</b> | ST19/A  |
| <b>Site Address</b>   | Land Adjacent to Ingham Road                            |
| <b>Site Area</b>      | 2.27 hectares   |
| <b>Proposal</b>       | Residential development for approximately 70 dwellings. |



### Description

- 18.9** This is a greenfield site comprising part of a larger arable field located at Ingham Road. The site is well related to existing residential areas and to facilities and services within the town being only a short distance from the town centre and local schools. There are footpath links along Ingham Road and bus services available.
- 18.10** The site is part of a larger area which was put forward through the call for sites process, which if fully developed for housing could accommodate between 200 to 300 houses. This level of housing growth is not proposed in Stalham. Therefore, this preferred option assessment proposes that the area of submitted ST19 is reduced to accommodate up to 70 dwellings as shown.
- 18.11** It is located within the Settled Farmland landscape character area within the LCA, characterised

## Proposals for Stalham 18

by a flat and open landscape. The site is contained in the landscape, with existing development surrounding the area on two sides. The impact on the wider countryside could be minimal if the site is suitably designed, laid out and landscaped along the northern boundary.

### Constraints

- 18.12** The site consists of Grade 1 agricultural land. However, its allocation would have a minimal impact on the overall supply in the town.
- 18.13** Anglian Water advised that off-sites mains reinforcement is required and enhancements to the foul sewerage network capacity may be required before development can proceed.

### Deliverability

- 18.14** The site is suitable and available for development. It is in single ownership. There are limited constraints on the site and development should be achievable within the plan period.

## Policy DS 20

### Land Adjacent Ingham Road

Land amounting to approximately 2.3 hectares is proposed to be allocated for development comprising approximately 70 dwellings inclusive of affordable homes and self-build plots, public open space, and associated on and off site infrastructure.

Development proposals would need to comply with policies elsewhere in this Plan and the following site specific requirements:

1. Provision of safe vehicle access to Ingham Road;
2. the layout, design and landscaping of the site, respecting the setting of the edge of the town;
3. a suitable landscaping scheme including retention of mature trees and planting of new trees within the site;
4. provision of appropriate landscaping to soften views from the North;
5. off-site mains reinforcement is required; and,
6. enhancements to the foul sewerage network capacity may be required.



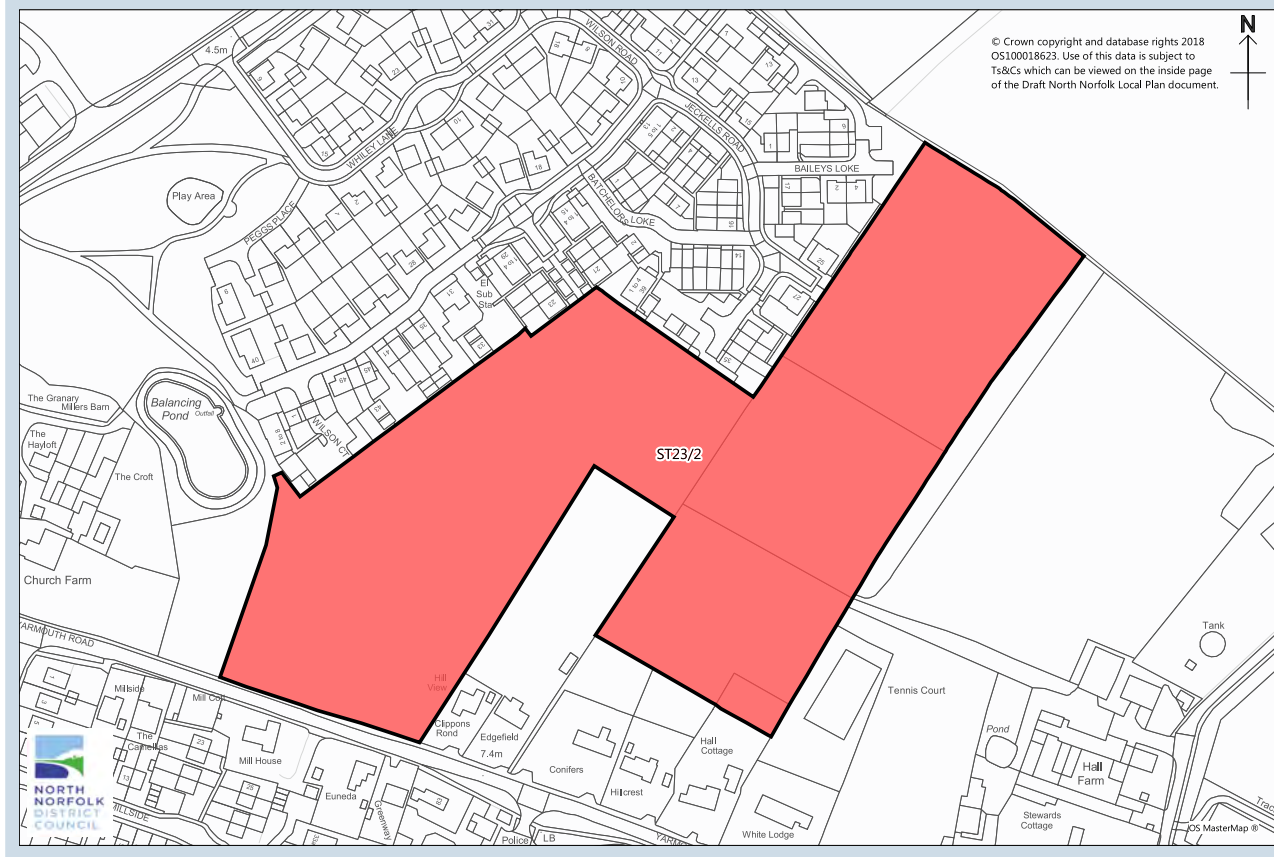
### Have any Alternative Site Options been considered?

Yes, for further details see the [Alternatives Considered](#) document.

# 18 Proposals for Stalham

## Residential: Land North of Yarmouth Road, East of Broadbeach Gardens

|                       |   |
|-----------------------|---|
| <b>Site Reference</b> | ST23/2  |
| <b>Site Address</b>   | Land North of Yarmouth Road, East of Broadbeach Gardens   |
| <b>Site Area</b>      | 4.12 hectares   |
| <b>Proposal</b>       | Residential development for approximately 80 dwellings, employment land and community/ commercial land. |



### Description

- 18.15** This is a greenfield site which comprises two parts, an enclosed rectangular field to the east and an open section of agricultural land to the west. The area is well related to the existing residential area including the recent development at Ingham Road. The site is within walking distance to the key services including the High School and Junior School and there are footpaths that link to Ingham Road and available bus services.
- 18.16** It is located within the Settled Farmland landscape character area, characterised by a flat and open landscape. The site is level and lacks any specific topographical or landscape feature apart from the trees/ hedgerows that surround the site. The site is well contained within the landscape screened by development off Ingham Road and Yarmouth Road.
- 18.17** The site can be accessed from Yarmouth Road with an additional link to the development to the north to improve permeability.

# Proposals for Stalham 18

## Constraints

- 18.18** Care should be taken to safeguard the setting of the adjacent Listed Building and Conservation Area.
- 18.19** Part of the site consists of Grade 1 agricultural land, however, its allocation would have a minimal impact on the overall supply in the town.
- 18.20** Anglian Water advised that enhancements to the foul sewerage network capacity may be required before development can proceed.

## Deliverability

- 18.21** The site is suitable and available for development. There are limited constraints on the site and development should be achieved within the plan period.
- 18.22** A development brief will be required for the proposed development, which will establish the broad principles of access, mix of uses, layout, density of development, landscaping and conceptual appearance.

## Policy DS 21

### Land North of Yarmouth Road, East of Broadbeach Gardens

Land amounting to approximately 4.1 hectares is proposed to be allocated for mixed use development comprising approximately 80 dwellings inclusive of affordable homes and self-build plots, employment land and community facilities, public open space, and associated on and off site infrastructure.

Development proposals would need to comply with a number of policies elsewhere in this Plan and the following site specific requirements:

1. The prior approval of a development brief to address access, mix of uses including the provision of serviced employment land, layout, density of development, landscaping and conceptual appearance;
2. retention and enhancement of mature trees and hedgerows around the site;
3. provision of safe highway access from Yarmouth Road, and a link to the development to the north to improve permeability;
4. enhancements to the foul sewerage network capacity may be required; and,
5. the layout, design and landscaping of the site, should respect the setting of the edge of the town and the adjacent Listed Buildings and Conservation Area.



### Have any Alternative Site Options been considered?

Yes, for further details see the [Alternatives Considered](#) document.

# 18 Proposals for Stalham

# Proposals for Wells-next-the-Sea 19

## 19 Proposals for Wells-next-the-Sea

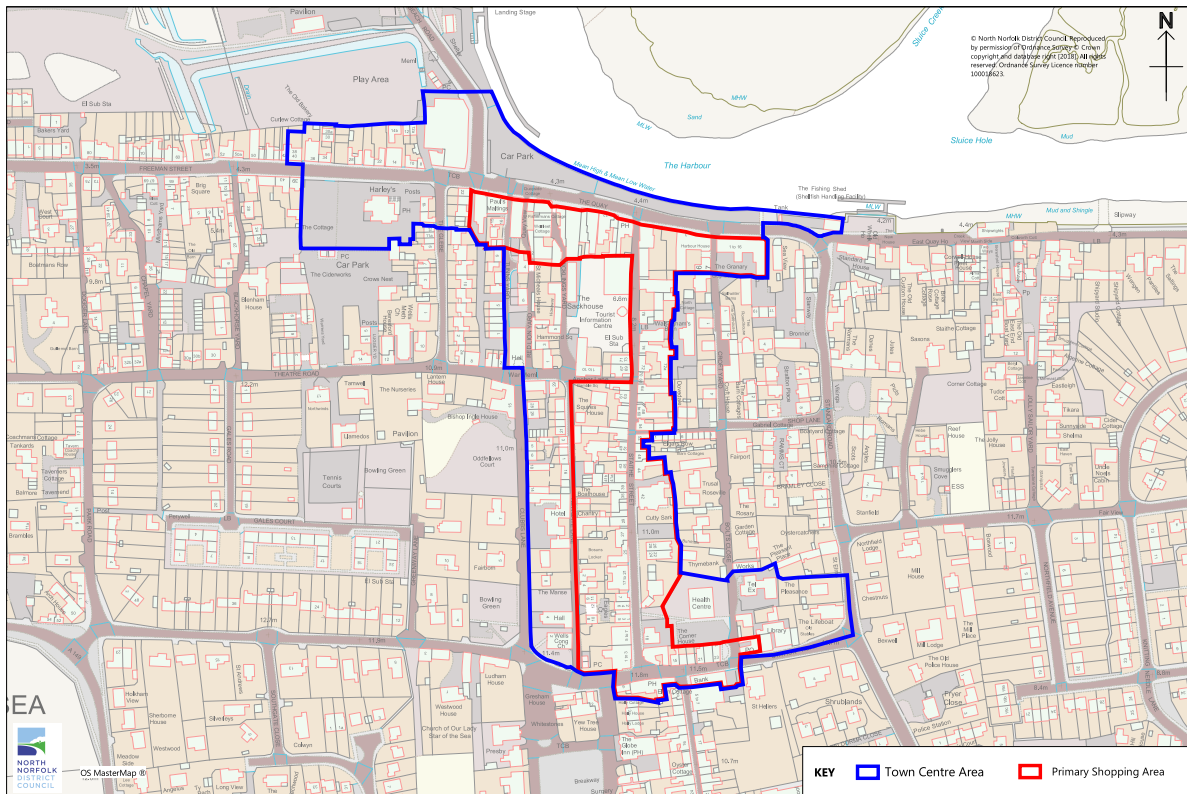
### 19 Proposals for Wells-next-the-Sea

This section sets out detailed considerations and development proposals for Wells-next-the-Sea.

- 19.1** Wells is identified as a **Small Growth Town** in the proposed **Settlement Hierarchy**. This means it has been identified as one of four towns, together with Holt, Sheringham and Stalham and the village of Hoveton, where a more limited amount of additional development could be considered. The proposed land allocations seek to deliver approximately 80 dwellings including approximately 28 affordable homes and associated Public Open Space.
- 19.2** Wells is situated within the Norfolk Coast Area of Outstanding Natural Beauty, with the attractive surrounding countryside, quality built heritage and the proximity of a number of international wildlife designations making Wells an attractive but constrained location for growth. Wells is also relatively remote from the larger towns that provide a wider range of facilities and these factors limit the scale of new housing growth that is appropriate. The attractiveness of the town has led to high demand for second homes which has contributed to increased house prices, leading to a shortage of affordable housing for local people.
- 19.3** Wells has a thriving tourism industry that supports the economic vitality of the town. Due to the remote rural location and the limited public transport available many visitors arrive by car.
- 19.4** Wells has only one employment area, the Great Eastern Way site, representing limited opportunities for recycling of employment land over the Plan period. Due to the environmental constraints and the local road network there are limited opportunities for the expansion of employment land within the town. However, Egmere Enterprise Zone, situated 4 miles to the south of Wells, provides opportunities for further economic development and the prospect of additional job creation over the Plan period.
- 19.5** The town centre plays an important role as a service centre for residents and tourists. A good range of shops and services along with community facilities are provided, however residents rely heavily on convenience goods shopping in the adjacent and higher order settlement of Fakenham. Expenditure rates on retail are low, which underlines the reliance and importance of the tourist spend in the town. Permitted Development rights, that allow for the change of use from shop (A1) or financial and professional services (A2) to residential (C3) without the requirement to obtain planning permission are a local concern. In order to maintain its dual role serving residents and tourists the town centre is classified as a medium tier centre within the retail hierarchy. Given the smaller traditional units and the low expenditure retention rates a smaller locally derived impact threshold of 250 sqm is appropriate (see **Policy ECN 4 'Retail & Town Centres'**). Growth in retail expenditure is expected to remain low in the Plan period. Future development should be through small infill opportunities and shop extension including expansion onto upper floors. The retail boundaries consisting of the **Town Centre Area** and **Primary Shopping Area** are detailed on the following map which will be used to apply **Policy ECN4**



## Proposals for Wells-next-the-Sea 19



Wells Town Centre Area &amp; Primary Shopping Area

### Designated Sites

- 19.6** Wells is located next to the Internationally designated North Norfolk Coast Special Area of Conservation (SAC) and Special Protection Area (SPA) which is also designated as a Site of Special Scientific Interest (SSSI), Ramsar site and a National Nature Reserve. Designated sites are those areas which are particularly important for their features, flora or fauna. Some are designated under the terms of international or European agreements such as the Ramsar convention and the EC Habitats Directive and are among the most important sites nationally.
- 19.7** The North Norfolk Coast Ramsar Site is a wetland of international importance and is designated under the Ramsar Convention. The SAC is strictly protected under the EC Habitats Directive, forming part of a European network (Natura 2000) and the site makes a significant contribution to conserving those habitats and species considered most in need of protection at a European level. The SPA forms the other part of the Natura 2000 network and is designated due to its importance for birds, in accordance with the EC Birds Directive. The site is further protected by UK law as an SSSI and National Nature Reserve.

### Constraints and Opportunities

- 19.8** There is very little previously developed land in and around Wells which inevitably means that new locations for development are on the edge of town in countryside locations. Whilst over the Plan period it is expected that a process of re-development, infill developments, and changes of use will continue to provide a supply of new homes and other uses, these opportunities are relatively modest and will not address the identified need for new homes in particular. New greenfield allocations are therefore necessary in order to deliver the required growth. There are a range of factors which influence the potential location of development in Wells including significant environmental constraints and landscape considerations.

## 19 Proposals for Wells-next-the-Sea

**19.9** The location of development in Wells has been informed by proximity to the designated sites on the marshes to the north of the town, the high quality of the landscape around the town, including its location wholly within the AONB and the Conservation Area that covers the historic heart of the town. Overall both the suggested scale and location of development has to balance the need for growth with the protection of the designated sites and the nationally important landscape setting of the town.

**19.10** In summary, the main considerations which influence the suggested location of development sites are:

- Location on the coast, with coastal marshes and beach;
- European and Internationally designated wetland sites;
- very high landscape quality, including nationally protected landscapes as part of the North Norfolk Coast AONB and Heritage Coast;
- Conservation Area;
- transport constraints and relatively isolated from other service centres;
- constrained land supply; and
- designated Flood Risk areas.

### Infrastructure

**19.11** The proposed land allocations have been developed in conjunction with advice and information from infrastructure providers and statutory consultees and large-scale growth without supporting infrastructure would not be acceptable. **Background Paper 4 - Infrastructure Position Statement** provides more details.

**19.12** Wells is identified in the Strategic Flood Risk Assessment as being at risk of flooding primarily driven by tidal/coastal influences and residual risk should defenses fail. Tidal locking has potential to increase levels upstream not draining effectively during high tide. Surface water flood risks, however, are generally restricted to roadways and gardens.

**19.13** Anglian Water identified no overarching issues for Wells. It assumes that for new development of over 10 dwellings some enhancement to the foul sewerage network capacity will be required and off-site mains water supply reinforcement may be required.

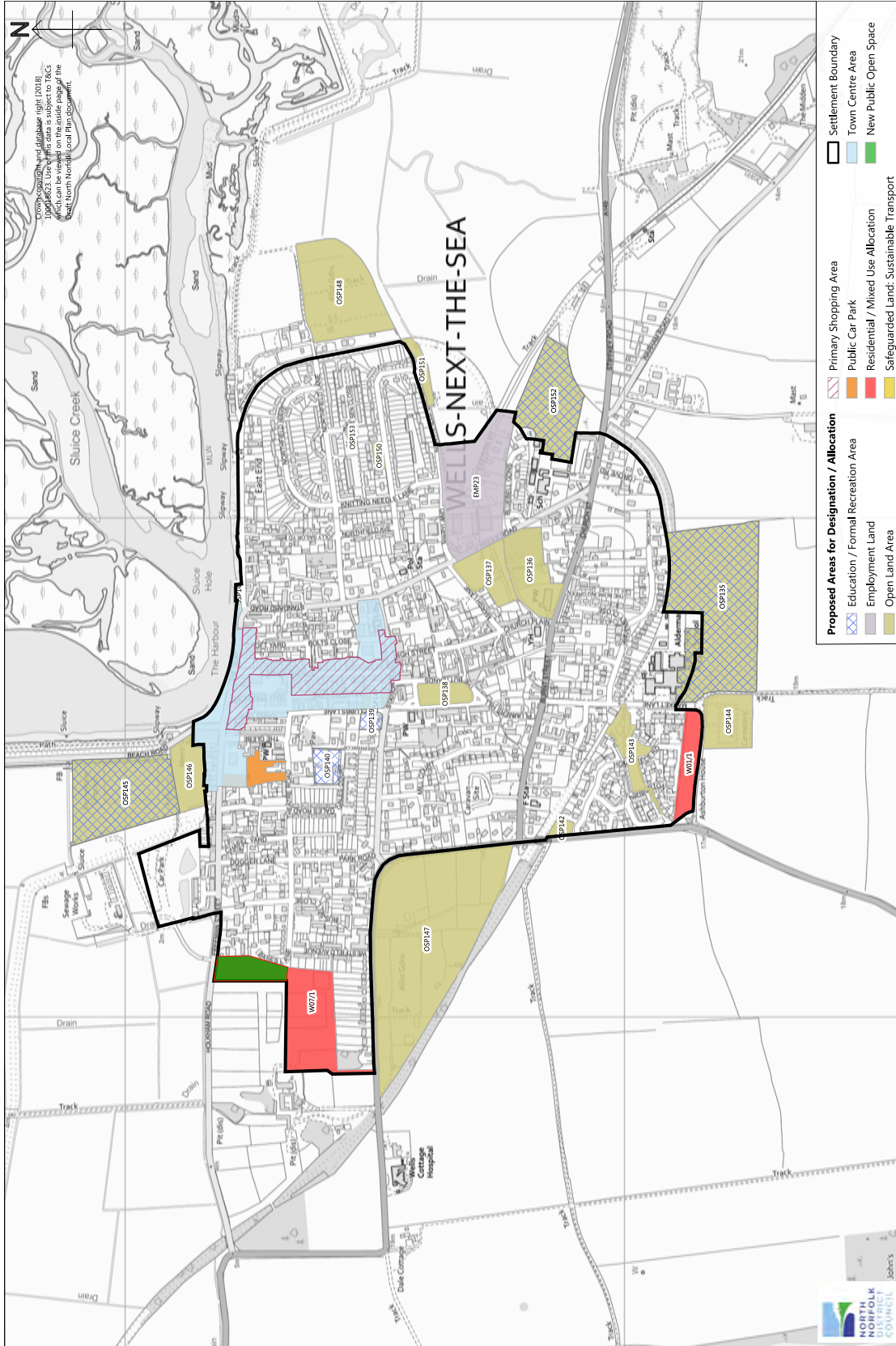
### Proposed Site Allocations and Policy Area Designations

**19.14** Two sites have been identified as allocations for Wells that could provide for approximately 80 dwellings. These Proposed Allocations are shown in red on the map below and in more detail in the individual site proposals that follow. The map also shows our proposals for the Policy Area Designations referred to in the general policies of the Plan.

**19.15** A summary of the alternative sites considered can be found in **North Norfolk Local Plan - Alternatives Considered**.

# Proposals for Wells-next-the-Sea 19

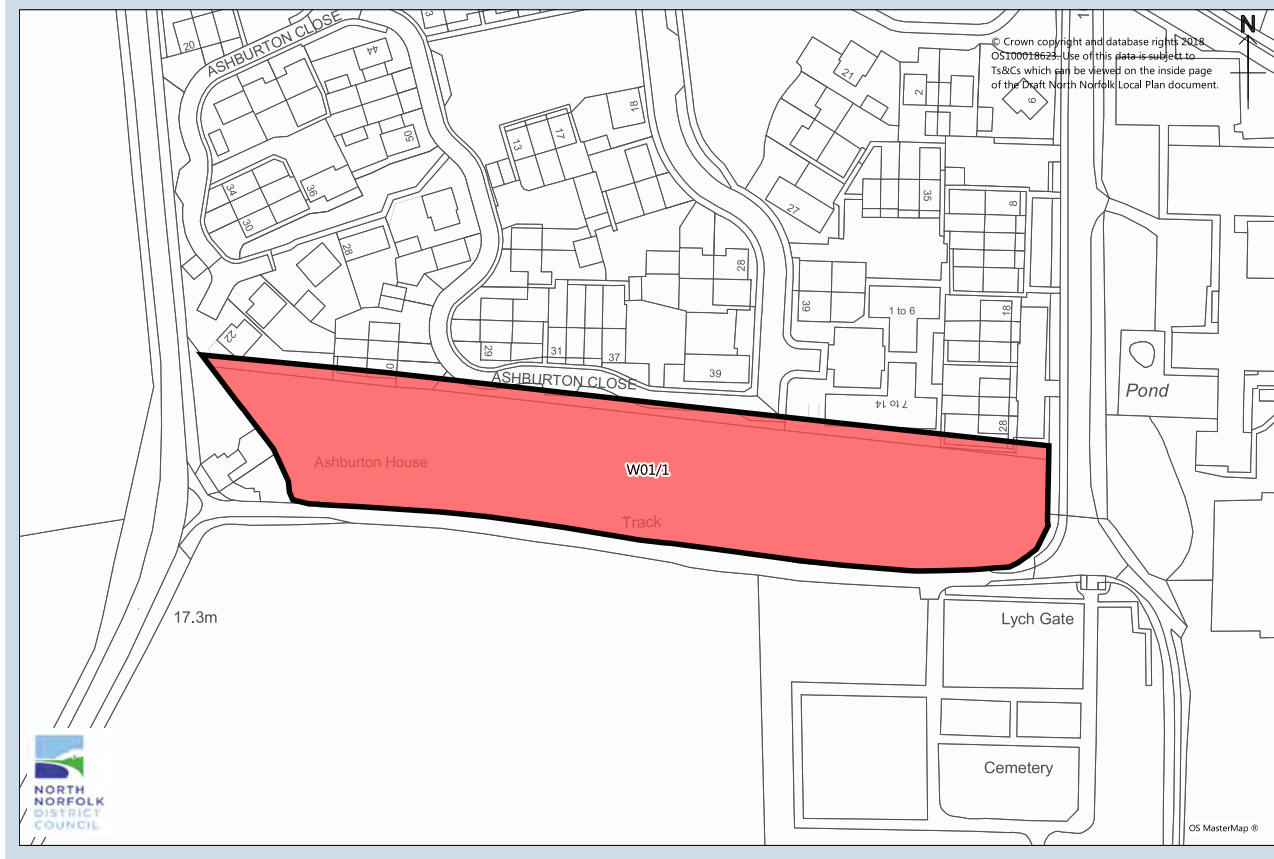
## Proposals for Wells-next-the-Sea



# 19 Proposals for Wells-next-the-Sea

## Residential: Land at Market Lane

|                       |   |
|-----------------------|---|
| <b>Site Reference</b> | W01/1   |
| <b>Site Address</b>   | Land at Market Lane                                     |
| <b>Site Area</b>      | 0.78 hectares (gross)                                   |
| <b>Proposal</b>       | Residential development for approximately 20 dwellings. |



### Description

- 19.16** This is a small greenfield site located on the southern edge of Wells-next-the-Sea and comprises an arable field that is located to the south of the previously allocated and now completed W01. The site is well contained in the landscape and is effectively screened by the development to the north and the hedge boundaries around the site. It is located close to local services and vehicular site access should be provided from the existing development estate road (Home Piece Road).
- 19.17** Development should ensure that it is integrated with the neighbouring development and consider its relationship to the public right of way to the south which should be accessible from the development.

# Proposals for Wells-next-the-Sea 19

## Constraints

**19.18** Development proposals will have to take into account:

- that the site is within the AONB;
- enhancement to the foul sewerage network capacity will be required;
- access and enhancements to the public bridleway which runs to the south of the site.

## Deliverability

**19.19** The site is considered suitable and available for development. It is in single ownership. There are limited constraints on the site and development should be achievable within the plan period.

## Policy DS 22

### Land at Market Lane

Land amounting to approximately 0.8 hectares is proposed to be allocated for residential development of approximately 20 dwellings. This site is within the Norfolk Coast AONB, and development proposals should be informed by, and be sympathetic to, the special landscape character of the area.

Development proposals would need to comply with a number of policies (including those relating to affordable housing, open space, providing supporting infrastructure) elsewhere in this plan and the following site specific requirements:

1. Access from existing estate road to the north;
2. retention and enhancement of mature hedgerows and trees around the site;
3. enhancement to foul sewage network will be required; and
4. connection and enhancement to the public bridleway.



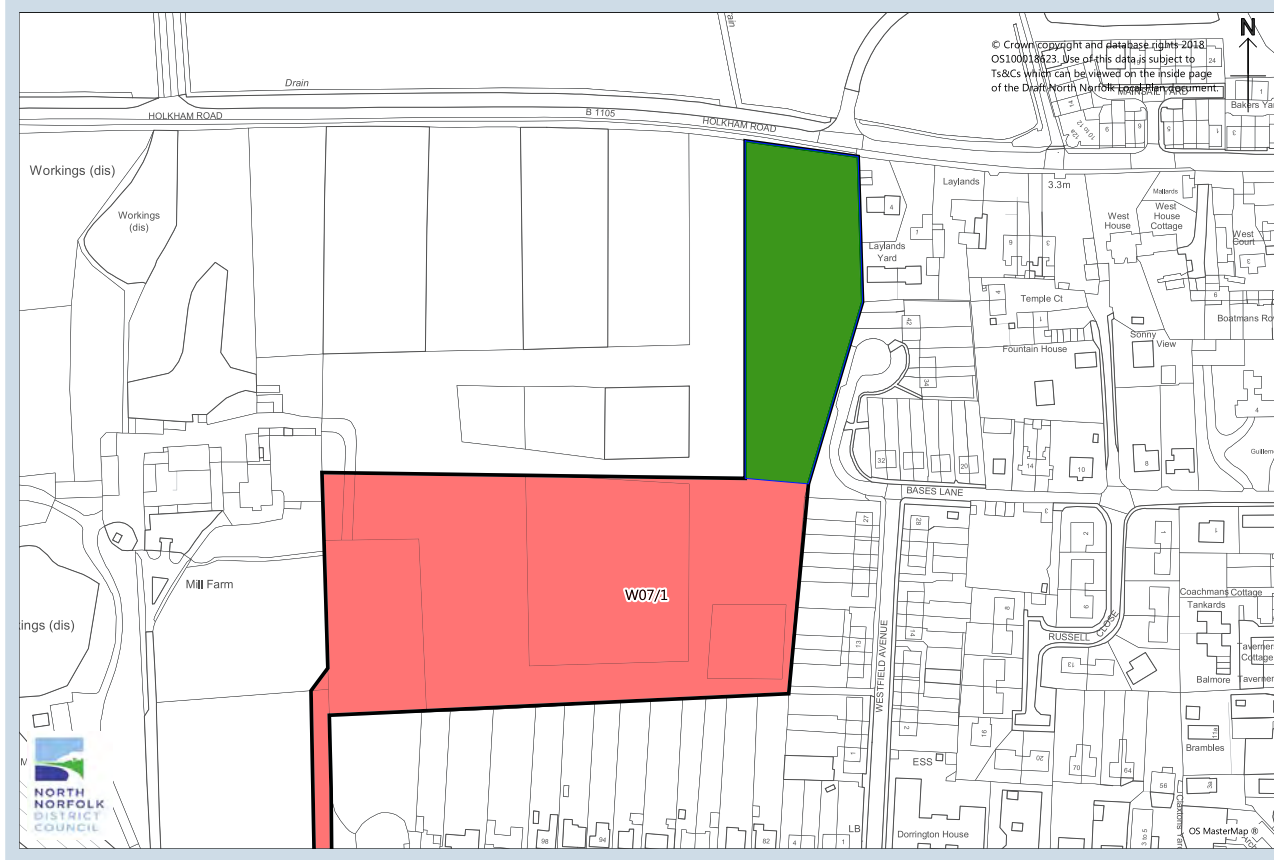
### Have any Alternative Site Options been considered?

Yes, for further details see the [Alternatives Considered](#) document.

# 19 Proposals for Wells-next-the-Sea

## Mixed Use: Land Adjacent Holkham Road

|                       |  |
|-----------------------|--|
| <b>Site Reference</b> | W07/1  |
| <b>Site Address</b>   | Land Adjacent Holkham Road   |
| <b>Site Area</b>      | 2.69 hectares (gross)  |
| <b>Proposal</b>       | Residential development of approximately 60 dwellings and area of public open space of approximately 0.6 hectares. |



### Description

- 19.20** This is a greenfield site located on the western edge of Wells-next-the-Sea and comprises grass field which slopes down towards Holkham Road. The site is within the Norfolk Coast Area of Outstanding Natural Beauty and the site is reasonably prominent in the local landscape - particularly when viewed from the lower ground to the south and the site can be seen from the Beach Road causeway. The area identified as suitable for development has been selected in order to minimise landscape impact. However, it is important that the new development gives careful attention to design and landscape setting.
- 19.21** The site is bounded by some mature trees and hedgerows and these should be retained and extended with a strategic landscape buffer to the north of the housing site.

## Proposals for Wells-next-the-Sea 19

- 19.22** The open space recognises a deficiency of open space in the west of the town and provides a formalisation of informal access that is currently taking place. The site should provide pedestrian and cycle access from the site to Holkham Road and into Bases Lane.
- 19.23** Vehicular site access should be provided via Mill Lane, Holkham Road or Bases Lane subject to Highway Authority approval.

### Constraints

**19.24** Development proposals will have to take into account:

- The site is adjacent to national and internationally designated sites;
- the impact of the development on the AONB;
- provision of suitable vehicle access off Mill Lane or Holkham Road;
- a landscape based approach to the design and delivery of the development; and
- off-site mains water reinforcement and enhancement to the foul sewerage network capacity will be required.

### Deliverability

**19.25** The site is considered suitable and available for development. It is in single ownership. There are limited constraints on the site and development should be achievable within the plan period. However, further evidence will be required to ascertain the suitability of vehicular access from either Mill Road, Holkham Road or Bases Lane.

## Policy DS 23

### Land Adjacent Holkham Road

Land amounting to approximately 2 hectares is proposed to be allocated for residential development of approximately 60 dwellings and land amounting to 0.6 hectares is to be provided as public open space. This site is within the Norfolk Coast AONB, and development proposals should be informed by, and be sympathetic to, the special landscape character of the area.

Development proposals would need to comply with a number of policies (including those relating to affordable housing, open space, providing supporting infrastructure) elsewhere in this plan and the following site specific requirements:

1. Careful attention to site layout, building heights and materials in order to minimise the visual impact of the development;
2. provision of 0.6 ha of high quality public open space including facilities for play & informal recreation;
3. satisfactory vehicular access to the site;
4. delivery of pedestrian access through the open space to Holkham Road;
5. retention and enhancement of mature hedgerows and trees around the site including provision of landscaping along the northern boundary of the housing; and
6. off-site mains water reinforcement and enhancement to the foul sewerage network capacity.

# 19 Proposals for Wells-next-the-Sea



**Have any Alternative Site Options been considered?**

Yes, for further details see the [Alternatives Considered](#) document.



# Proposals for Blakeney 20

## 20 Proposals for Blakeney

### 20 Proposals for Blakeney

**This section sets out detailed considerations and development proposals for Blakeney.**

- 20.1** Blakeney is identified as a **Large Growth Village** in the proposed **Settlement Hierarchy** and the strategy suggests that the village accommodates low growth over the Plan period. A single land allocation is proposed which seeks to deliver approximately 30 dwellings including eleven affordable homes.
- 20.2** Blakeney is an attractive and popular village on the coast with an historic quayside and is situated within the Norfolk Coast Area of Outstanding Natural Beauty. The attractive coast, beautiful surrounding countryside, quality built heritage and the proximity of a number of international wildlife designations make Blakeney a desirable, but constrained, location for growth. The opportunities for allocations in Blakeney are limited as there are few sites within the existing development boundary, much of which is designated as a Conservation Area. The areas that are undeveloped provide important green spaces and recreational areas that are an essential part of the character of the village and are proposed to be retained.
- 20.3** Due to the environmental constraints within the area, there is limited, traditional (B1, B2 and B8) employment offering within the village itself. The only Employment Area within the village is land of Norwich Road. No further employment allocations are proposed through the Local Plan as there is little evidence of market demand for further traditional employment land. Blakeney does, however, have a thriving tourism industry that supports the economic vitality of the village.
- 20.4** There is significant concern locally about the possible impacts of a high proportion of second home ownership in the village. The Housing Policies section of this plan seeks views on this issue.

#### Designated Sites

- 20.5** Blakeney is located next to the Internationally designated North Norfolk Coast Special Area of Conservation (SAC) and Special Protection Area (SPA) which is also designated as a Site of Special Scientific Interest (SSSI), Ramsar site and a National Nature Reserve. Designated sites are those areas which are particularly important for their features, flora or fauna. Some are designated under the terms of international or European agreements such as the Ramsar convention and the EC Habitats Directive.
- 20.6** The North Norfolk Coast Ramsar Site is a wetland of international importance and is designated under the Ramsar Convention. The SAC is strictly protected under the EC Habitats Directive, forming part of a European network (Natura 2000) the site makes a significant contribution to conserving those habitats and species considered most in need of protection at a European level. The SPA forms the other part of the Natura 2000 network and is designated due to its importance for birds, in accordance with the EC Birds Directive. The site is protected by UK law as a SSSI and National Nature Reserve.

#### Constraints and Opportunities

- 20.7** There is very little previously developed land in and around Blakeney which inevitably means that new locations for development are on the edge of town in countryside locations. Whilst over the plan period it is expected that a process of re-development, infill developments, and changes of use will continue to provide a supply of new homes and other uses, these opportunities are relatively modest and will not address the identified need for new homes in particular. New greenfield allocations are therefore necessary in order to deliver the required

## Proposals for Blakeney 20

growth. There are a range of factors which influence the potential location of development in Blakeney including significant environmental constraints and landscape considerations. The location of development in Blakeney has been informed by proximity to the designated sites, the high quality of the landscape around the village, including its location wholly within the AONB and the Conservation Area that covers much of the settlement. Overall both the suggested scale and location of development has to balance the need for growth with the protection of the designated sites and the nationally important landscape setting of the town.

**20.8** In summary, the main considerations which influence the suggested location of development sites are:

- location on the coast, with coastal marshes and beach;
- european and Internationally designated wetland sites;
- very high landscape quality, including nationally protected landscapes as part of the North Norfolk Coast AONB and Heritage Coast;
- the Conservation Area;
- constrained land supply;
- designated Flood Risk areas; and
- a desire to retain open green spaces in the heart of the village.

### Infrastructure

**20.9** The proposed land allocations have been developed in conjunction with advice and information from infrastructure providers and statutory consultees. **Background Paper 4 - Infrastructure Position Statement** provides more details.

**20.10** Blakeney is a busy tourist destination which does place pressure on the highway network and on parking. Due to the remote rural location and the limited public transport available many visitors arrive by car.

**20.11** Anglian Water identified that for new development of over 10 dwellings that some enhancement to the foul sewerage network capacity will be required and off-site mains water supply reinforcement may be required on some sites.

**20.12** Main infrastructure considerations are:

- Seasonal traffic and parking issues;
- Lack of public transport options;

### Proposed Site Allocations

**20.13** BLA04/A: Land East of Langham Road, has been identified as the allocation for Blakeney which would provide the required 30 dwellings. BLA04 mirrors the recent Avocet View development and has a less sensitive landscape setting than other sites in the village, however, careful consideration to the design and setting will still be required given its location in the AONB on the edge of the village. The Proposed Allocation is shown in red on the plan below and in more detail in the individual site proposal that follows. The map also shows our proposals for Policy Area Designation referred to in the general policies of the Plan and in particular are proposals to retain the large undeveloped area in the middle of the village as an Open Land Area.

**20.14** A summary of the alternative sites considered can be found in **North Norfolk Local Plan - Alternatives Considered**.

# 20 Proposals for Blakeney

## Proposals for Blakeney

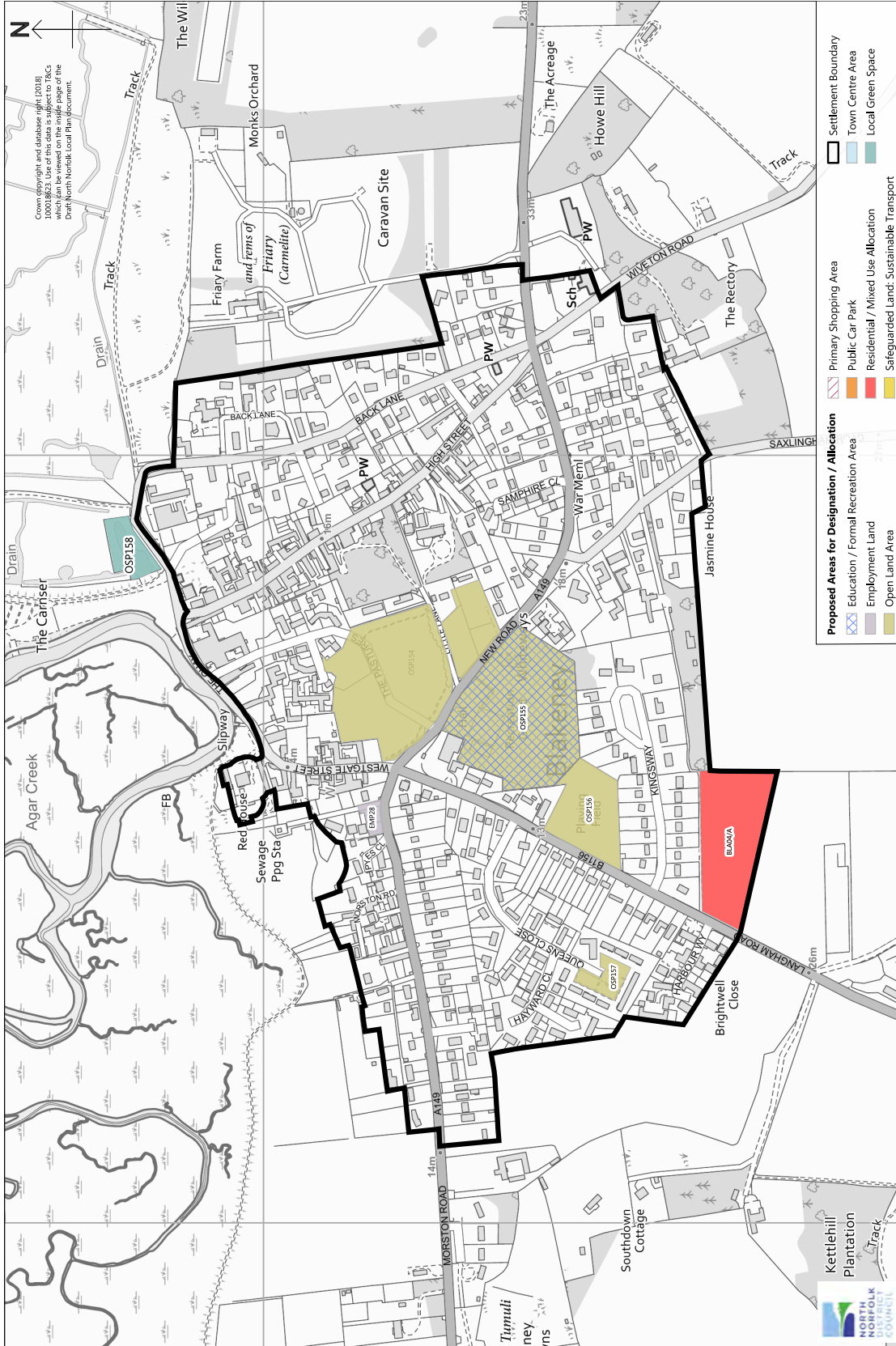
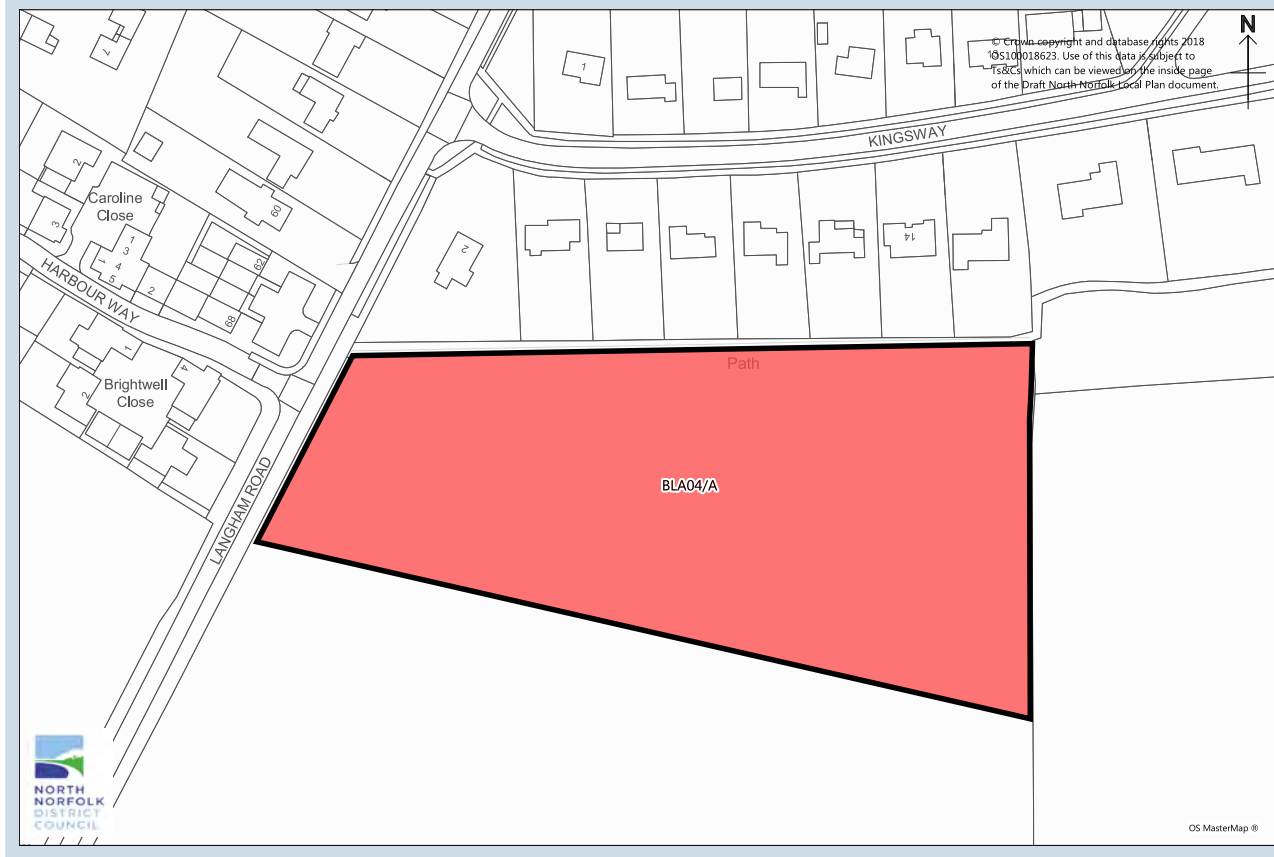


Figure 15 Proposed Areas for Designation / Allocation in Blakeney

## Proposals for Blakeney 20

## Residential: Land East of Langham Road

|                       |   |
|-----------------------|---|
| <b>Site Reference</b> | BLA04/A   |
| <b>Site Address</b>   | Land East of Langham Road                               |
| <b>Site Area</b>      | 1.51 hectares (gross)                                   |
| <b>Proposal</b>       | Residential development for approximately 30 dwellings. |



## Description

- 20.15** This site is part of an agricultural field which is located on the south western fringe of the village off the Langham Road. It is directly adjacent to the existing residential area at Kingsway and Harbour Way and is within the Norfolk Coast Area of Outstanding Natural Beauty and the site, and surrounding area, are reasonably prominent in the local landscape particularly when viewed from the higher ground to the south.
- 20.16** The site is located approximately 150 metres to the north east of the Wiveton Downs Site of Special Scientific Interest and approximately 550 metres to the south of the North Norfolk Coast SAC/SPA/Ramsar/SSSI/NNR.
- 20.17** In the 2018 revised Landscape Character Assessment this site is within the landscape type characterised as Rolling Heath and Arable and the vision for this landscape type is of a well-managed and actively farmed rural landscape that invests in natural capital, that conserves

## 20 Proposals for Blakeney

the special qualities of natural beauty of the Norfolk Coast AONB. Any new development should successfully integrate within the existing settlements and reinforce traditional character and vernacular and the landscape should retain a rural character with dark night skies.

**20.18** The area identified as suitable for development has been selected in order to minimise landscape impact and would mirror the development on the west of Langham Road. It is, however, important that new development pays careful attention to design and landscaping and to integrate the development into the village.

**20.19** Acceptable vehicle access can be achieved off Langham Road, subject to the footway being extended and improved. The site is an acceptable walking distance to the primary school; however, a more direct route via FP6 could provide a safe route to school subject to improvement. A narrow, constrained footpath will not be acceptable.

### Constraints

**20.20** Development proposals will have to take into account:

- the site is close to both the Wiveton Downs SSSI and the North Norfolk SPA/SAC/SSSI/Ramsar/NNR and a full assessment of the impact of the sites with a scheme for mitigation will be required, and;
- the location of the site within the AONB, and;
- provision of suitable highway and pedestrian access including the extension of the footway along Langham Road, and;
- public footpath No 6 (FP6) runs through the northern edge of the site which should be enhanced within a green corridor that fully integrates the footpath with the development and provides improvements of the path to the school, and;
- enhancements to the sewage network capacity will be required.

### Deliverability

**20.21** The site is suitable and available for development. It is in single ownership and there are no known reasons why development on the site cannot be achieved within the plan period.

## Policy DS 24

### Land East of Langham Road

Land amounting to 1.5 hectares is proposed to be allocated for residential development of approximately 30 dwellings. This site is within the Norfolk Coast AONB, and development proposals should be informed by, and be sympathetic to, the special landscape character of the area.

Development proposals would need to comply with a number of policies (including those relating to affordable housing, open space, supporting infrastructure) elsewhere in this plan and the following site specific requirements:

1. careful attention to site layout, building heights and materials in order to minimise the impact of the development on the AONB, and;
2. prior approval of a scheme of mitigation to minimise potential impacts on the Wiveton Downs SSSI and the North Norfolk Coast SPA/SAC/Ramsar, and;
3. the existing footway on the Langham Road being improved and extended into the site, and;
4. provision of landscaping along the northern boundary including the integration the footpath, in a green corridor, into the development to facilitate access and protect amenity, and;

## Proposals for Blakeney 20

5. provision of a scheme to deliver improvements to FP6 to provide a safer route to the primary school, and;
6. provision of landscaping along the boundary with agricultural land to the south & east, and;
7. enhancements to the sewerage network capacity is required.



### **Have any Alternative Site Options been considered?**

Yes, for further details see the [Alternatives Considered](#) document.

# 20 Proposals for Blakeney



# Proposals for Bristol 21

## 21 Proposals for Briston

### 21 Proposals for Briston

**This section sets out detailed considerations and development proposals for Briston & Melton Constable.**

- 21.1** Briston is identified as a **Large Growth Village** in the proposed **Settlement Hierarchy**. This means it has been identified as one of four villages, the others being Blakeney, Ludham and Mundesley, where a limited scale of growth could be considered. The Plan proposes two potential development sites which collectively would be suitable for around 80 dwellings. One of the sites is already allocated for residential development in the current adopted Plan but has not been developed. It is proposed to roll this forward into the new Plan period.
- 21.2** Briston & Melton Constable are two separate villages that are closely related in terms of their close proximity to each other and residents use the combined facilities which are available. For example, the doctors surgery is in Melton Constable whilst the primary school is in Briston. Briston has no significant landscape designations or other significant constraints.
- 21.3** Melton Constable Industrial Estate, although fully developed, represents opportunities over the plan period for recycling of employment land. Given the location of Briston and Melton Constable, within close proximity to Fakenham and Holt, there is little evidence of demand for further employment land within the villages over the plan period.

#### Constraints and Opportunities

- 21.4** Briston does not have the significant environmental and landscape constraints that are found elsewhere in the District. It is not in the AONB, close to the Broads or in proximity to any international designated sites.
- 21.5** Factors influencing the location of development in Briston include:
- the relationship between Briston and Melton Constable;
  - transport impacts associated with school traffic;
  - the relatively rural location of the village; and
  - a preference for sites well related to the better quality road network.

#### Infrastructure

- 21.6** The proposed land allocations have been developed in conjunction with advice and information from infrastructure providers and statutory consultees. **Background Paper 4 - Infrastructure Position Statement** provides more details.
- 21.7** Anglian Water identified that for new development of over 10 dwellings that some enhancement to the foul sewerage network capacity will be required and off-site mains water supply reinforcement may be required on some sites.

#### Proposed Site Allocations and Policy Area Designations

- 21.8** Two sites have been allocated in Briston to accommodate approximately 80 dwellings. Both of the preferred sites identified are located on either side of the primary school and are well located to village services and bus services. These Proposed Allocations are shown in red on the map below and in more detail in the individual site proposals that follow. The map also shows our proposals for Policy Area Designation referred to in the general policies of the Plan.
- 21.9** A summary of the alternative sites considered can be found in **North Norfolk Local Plan - Alternatives Considered**.

# Proposals for Briston 21

## Proposals for Briston & Melton Constable

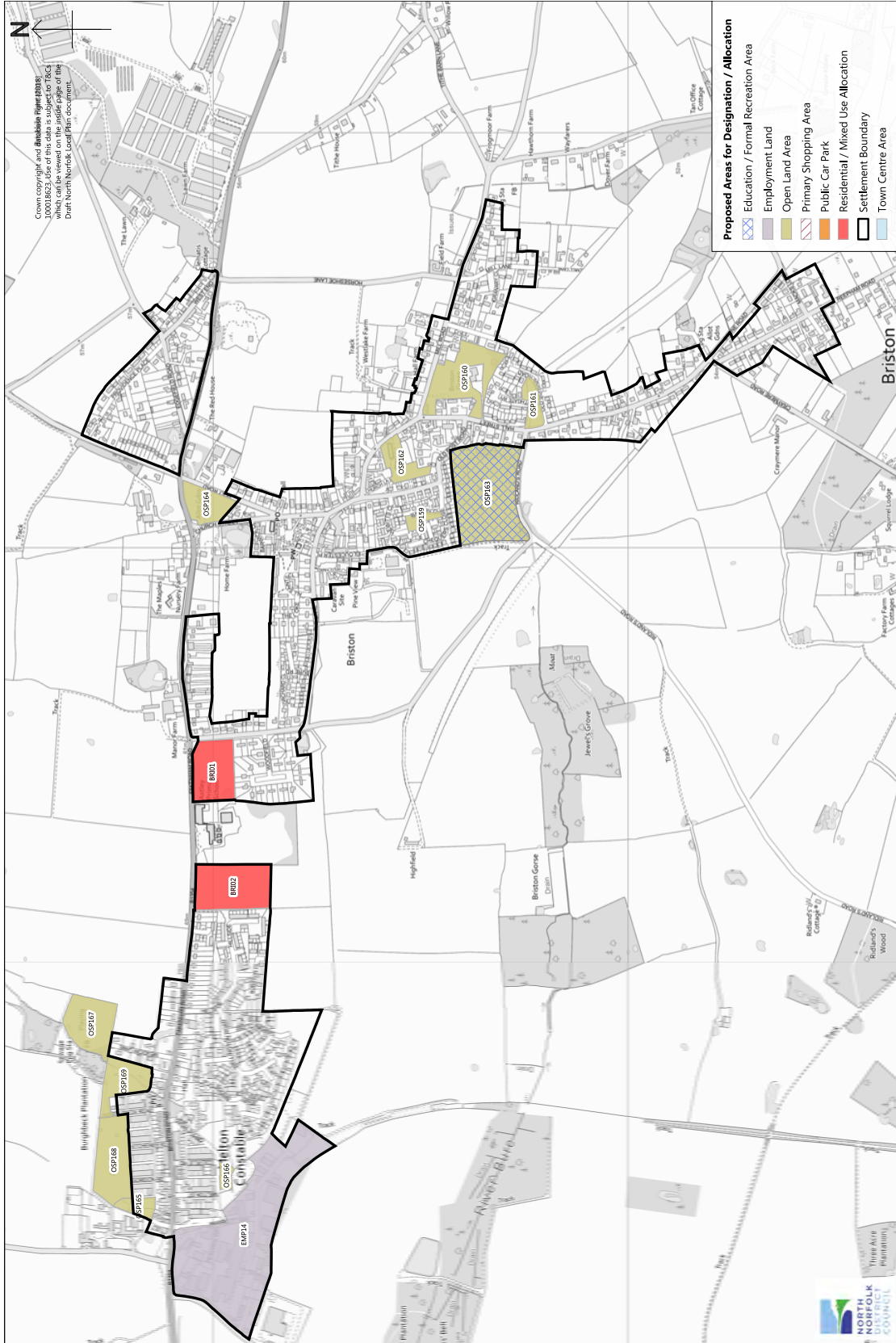
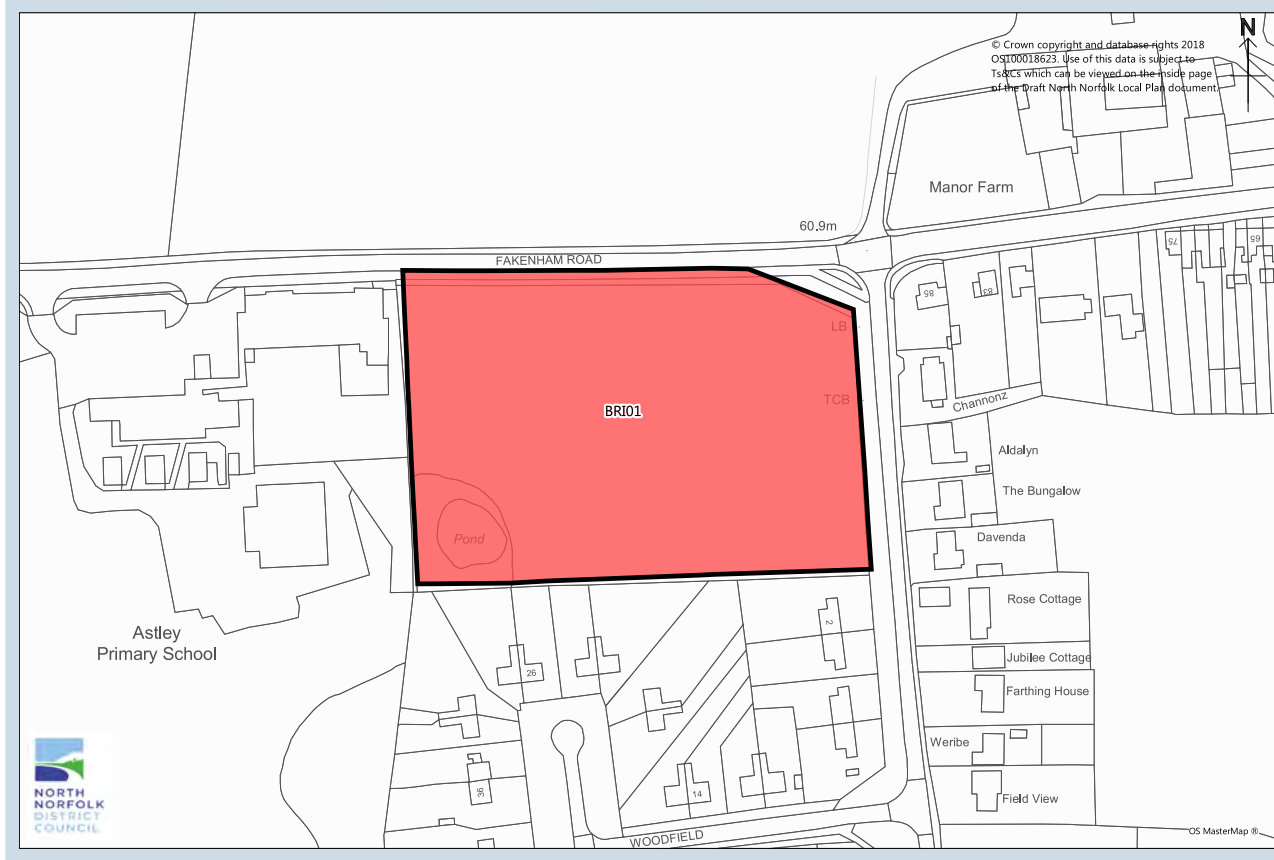


Figure 16 Proposed Areas for Designation / Allocation in Briston & Melton Constable

# 21 Proposals for Briston

## Residential: Land East of Astley Primary School

| Site Reference | BRI01  |
|----------------|--|
| Site Address   | Land East of Astley Primary School                     |
| Site Area      | 1.43 hectares (gross)                                  |
| Proposal       | Residential development of approximately 40 dwellings. |



### Description

- 21.10** The site comprises part of an agricultural field located to the east of Astley Primary School. It is well located in the village with good pedestrian access to key village facilities including the primary school, village shops, doctors surgery and recreational facilities.
- 21.11** The land currently provides an open and arable setting around the school on the Fakenham Road and development of the land either side of the school could result in coalescence and the impression of a constant urban form along the south of the Fakenham Road.
- 21.12** There is a mature hedge on the eastern boundary and a pond located in the south west corner of the site. Where possible, both features should be retained and integrated into the green infrastructure provided on the site.

## Proposals for Bristol 21

**21.13** It is likely that vehicular access to the site would be from The Lane which borders the eastern boundary. This road is a busy route and it is congested at times, particularly at school pick up and drop off times when parked vehicles in the road restrict through traffic.

### Constraints

**21.14** Development proposals will have to take into account:

- the landscaping and setting on the Fakenham Road;
- potential for accommodating school parking proposal;
- pedestrian / cycleway connections across the site from the adjoining existing housing to the primary school should be delivered;
- the existing mature hedge and pond; and
- a water main crosses the site and enhancement to the foul sewerage network capacity will be required.

### Deliverability

**21.15** The site is considered suitable and available for development. It is in single ownership. There are limited constraints on the site and development should be achievable within the plan period.

## Policy DS 25

### Land East of Astley Primary School

Land amounting to 1.4 hectares is proposed to be allocated for residential development of approximately 40 dwellings.

Development proposals would need to comply with a number of policies (including those relating to affordable housing, open space, supporting infrastructure) elsewhere in this plan and the following site specific requirements:

1. consideration of the landscaping and site setting on the Fakenham Road;
2. provision of a car parking area for the school (pick up and drop off);
3. the provision of pedestrian and cycle access through the site;
4. retention and enhancement of the mature hedge and pond; and
5. a water main crosses the site and enhancement to the foul sewerage network capacity will be required.



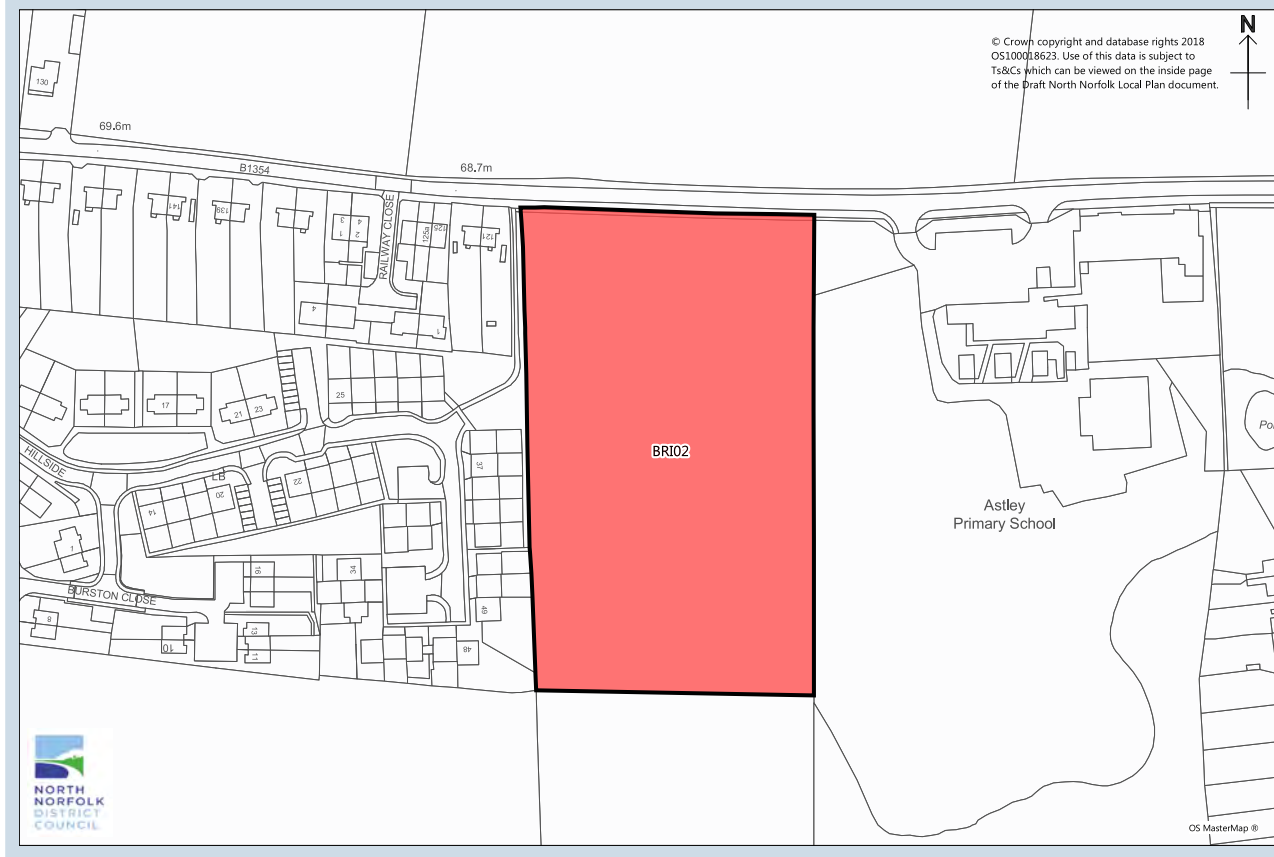
### Have any Alternative Site Options been considered?

Yes, for further details see the [Alternatives Considered](#) document.

# 21 Proposals for Briston

## Residential: Land West of Astley Primary School

|  |                                    |
|--|------------------------------------|
| <b>Site Reference</b>                                  | <b>BRI02</b>                       |
| <b>Site Address</b>                                    | Land West of Astley Primary School |
| <b>Site Area</b>                                       | 1.95 hectares                      |
| <b>Proposal</b>  |                                    |
| Residential development of approximately 40 dwellings. |                                    |



### Description

- 21.16** The site comprises part of a large agricultural field located to the west of Astley Primary School. It is well located in the village with good pedestrian access to key village facilities including the primary school, village shops, doctors surgery and recreational facilities.
- 21.17** The land currently provides an open and arable setting around the school on the Fakenham Road and development of the land either side of the school could result in coalescence and the impression of a constant urban form along the south of the Fakenham Road.
- 21.18** It is likely that vehicular access to the site would be from Fakenham Road which borders the northern boundary. This road is a busy route and it is congested at times, particularly at school pick up and drop off times when parked vehicles in the road restrict through traffic.

# Proposals for Bristol 21

## Constraints

**21.19** Development proposals will have to take into account:

- part of the site may be required for off-road car parking (pick up and drop off) for the school and the layout of development will need to take account of the possible development potential of adjacent land;
- vehicular access to Fakenham Road should be restricted to a single access point and alternative access arrangements via the adjacent estate roads should be explored. Pedestrian / cycleway connections across the site from the adjoining existing housing to the Primary School should be delivered;
- water main crosses the site and enhancement to the foul sewerage network capacity will be required.

## Deliverability

**21.20** The site is considered suitable and available for development. It is in single ownership. There are limited constraints on the site and development should be achievable within the plan period.

### Policy DS 26

#### Land West of Astley Primary School

Land amounting to approximately 2 hectares is proposed to be allocated for residential development for approximately 40 dwellings. Development proposals would need to comply with policies including those relating to affordable housing, open space, supporting infrastructure, elsewhere in this plan and the following site specific requirements:

1. consideration of the landscaping and setting on the Fakenham Road;
2. vehicular access to Fakenham Road should be restricted to a single access point and alternative access arrangements via the adjacent estate roads should be explored;
3. provision of a car parking area for the school (pick up and drop off);
4. development layout that does not prejudice the potential development/redevelopment of land to the south and west;
5. provision of landscaping, pedestrian and cycle access, and green wildlife links through the site;
6. enhancement to the foul sewerage network capacity will be required.



#### Have any Alternative Site Options been considered?

Yes, for further details see the [Alternatives Considered](#) document.

# 21 Proposals for Bristol



# Proposals for Ludham 22

## 22 Proposals for Ludham

### 22 Proposals for Ludham

This section sets out detailed considerations and development proposals for Ludham.

- 22.1** Ludham is identified as a **Large Growth Village** in the proposed **Settlement Hierarchy**. This means it has been identified as one of four villages, the others being Blakeney, Briston and Mundesley, where a limited scale of growth could be considered. The Plan proposes two potential development sites which collectively would be suitable for around 40 dwellings. The two sites are already allocated for residential development in the current adopted Plan but have not been developed. It is proposed to roll these forward into the new Plan period.
- 22.2** Ludham is a medium sized village with a good range of day to day services and a range of community facilities including a village store and post office, doctor's surgery and primary school. Most of the housing development, together with the shop and school, is located to the north of the Yarmouth to Norwich Road. Areas to the south of the road have a less 'built up' character. Womack Water provides access to the Broads waterways and is a popular visitor destination, particularly for those arriving by boat. The village plays an important role in meeting the needs of residents, those of adjacent villages, and a seasonal influx of tourists.
- 22.3** Ludham high street represents the only Employment Area within the village. Given the proximity of Norwich and Catfield Industrial Estate to the north, there is a lack of evidence for additional employment land within the village.

#### Constraints and Opportunities

- 22.4** There is very little previously developed (brownfield) land in Ludham. New greenfield allocations are therefore necessary in order to deliver the required growth. There are a range of factors which influence the potential location of development in Ludham including, environmental and landscape considerations.
- 22.5** In summary, the main considerations which influence the suggested location of development sites are:
- The need to minimise the impact of development proposals on the the Broads and the landscape more generally; and
  - the need to minimise the impact of development proposals on the classified Grade 1 and 2 agricultural land surrounding the village.

#### Infrastructure

- 22.6** The proposed land allocations have been developed in conjunction with advice and information from infrastructure providers and statutory consultees. **Background Paper 4 - Infrastructure Position Statement** provides more details.
- Anglian Water advised that there is a sustainability reduction at Ludham water treatment works and enhancement will be required to accommodate new development in Ludham. Off-site mains water reinforcement may be required in certain areas, together with possible need for enhancement to the foul sewerage network capacity.
  - Ludham is identified in the Strategic Flood Risk Assessment as being at risk of flooding primarily from a combination of fluvial and tidal influences of the River Thurne and Womack Water. The settlement is located within a larger Dry Island and a Flood Risk Assessment and / or Flood Warning and Evacuation Plan may be required.
- 22.7** As development takes place it will need to be served by appropriate supporting physical

## Proposals for Ludham 22

infrastructure and services. All developments are required to address any identified shortages in infrastructure to the extent necessary to make the specific proposal acceptable. **Policy SD5** and **Background Paper 4** explain this process.

### **Proposed Site Allocations and Policy Area Designations**

- 22.8** Two residential sites are proposed to be allocated for development. These are intended to collectively deliver around 40 dwellings over the plan period, including approximately 5 affordable homes, on site open spaces and contribution towards road, drainage and other necessary infrastructure. LUD01: Land South Of School Road is proposed for approximately 20 dwellings and LUD06: Land At Eastern End Of Grange Road is proposed for approximately 20 dwellings.
- 22.9** A summary of the alternative sites considered can be found in **North Norfolk Local Plan - Alternatives Considered**.

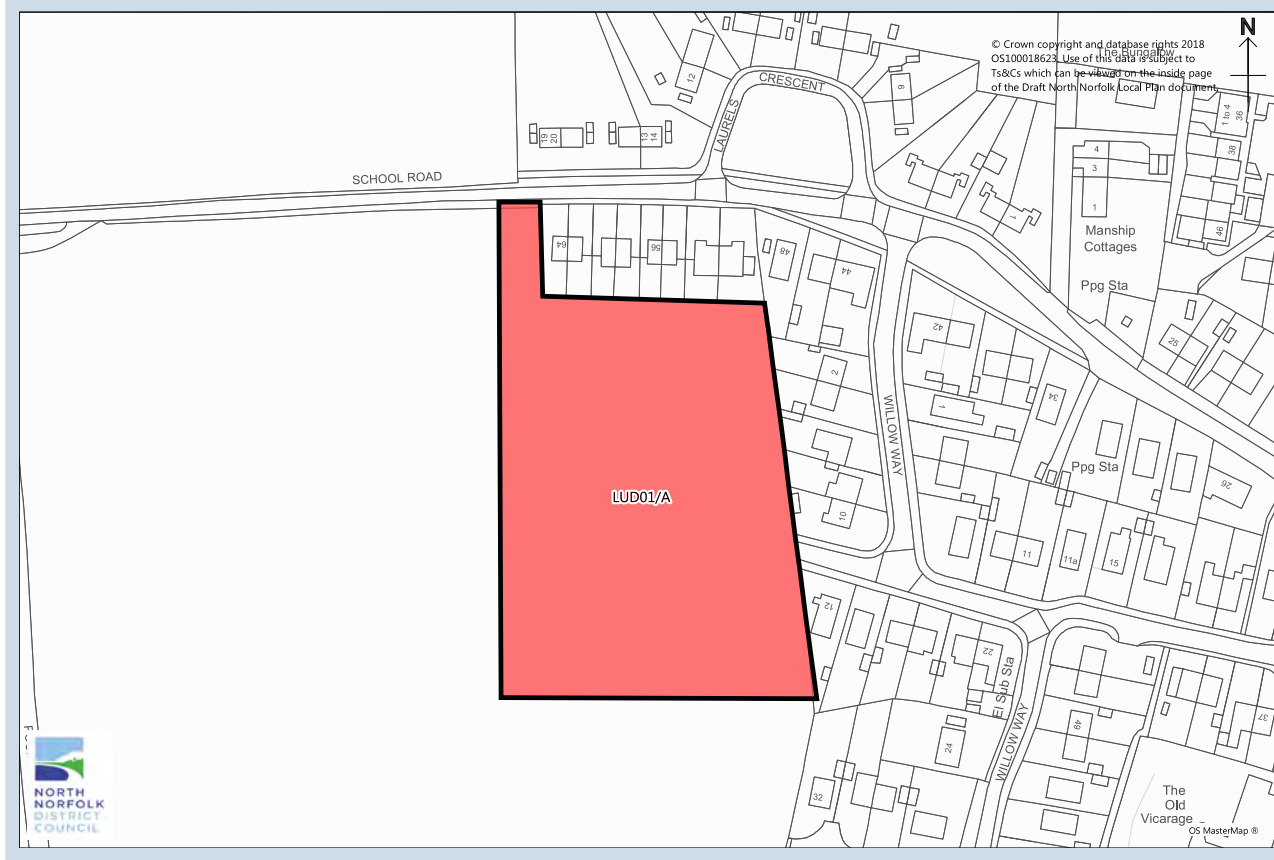


## Proposals for Ludham 22

## Residential: Land South Of School Road

## Land South of School Road

|                       |   |
|-----------------------|---|
| <b>Site Reference</b> | LUD01/A   |
| <b>Site Address</b>   | Land South of School Road                                     |
| <b>Site Area</b>      | 1.25 hectares   |
| <b>Proposal</b>       | Residential development for approximately 10 to 20 dwellings. |



## Description

- 22.10** This site is already allocated for residential development in the current adopted Plan but has not been developed. It is proposed to roll it forward into the new Plan period. The site currently comprises of a flat agricultural field with no landscape features. It lies adjacent to established residential development to the north and east. Convenient pedestrian links are available to the primary school, recreation ground and general store. It is considered that, subject to appropriate landscaping, development of the site would not have any significant impact on the wider landscape or overall character of the village. However there are views of the Grade 1 Listed Church from the site that should be retained.
- 22.11** The site is comparatively large and if the entire site was developed for housing it could probably accommodate in excess of 40 dwellings. This scale of growth is not proposed in Ludham and

## 22 Proposals for Ludham

any development on the identified site needs to reflect its edge of village location and the prominence of the site in the local landscape. A large site has been identified to allow for the provision of significant areas of open space and landscaping within the scheme. The number of dwellings proposed will therefore be limited to between 10 and 20.

### Constraints

**22.12** A small part of the site is in Flood Zone 2, the layout of the site should ensure that any part of the site demonstrated to be at risk of flooding during the lifetime of the development remains undeveloped. A flood risk assessment / or Flood Warning & Evacuation Plan may be required as part of a planning application to assess all forms of flooding to and from the development and inform the inclusion of suitable control measures. The settlement is located within a larger dry island.

**22.13** Anglian Water advised that there is a sustainability reduction at Ludham water treatment works and off-site water mains reinforcement and enhancement to the water recycling centre will be required. Enhancements to the foul sewerage network capacity may also be required before development can proceed.

**22.14** There are no surface water sewers in the vicinity of the site.

### Deliverability

**22.15** The site is suitable and available for development. It is in single ownership. There are limited constraints on the site and development should be achievable within the plan period.

## Policy DS 27

### Land South of School Road

Land amounting to approximately 1.3 hectares is proposed to be allocated for development comprising approximately 10 to 20 dwellings inclusive of affordable homes, public open space, and associated on and off site infrastructure.

Development proposals would need to comply with a number of policies elsewhere in this Plan and the following site specific requirements:

1. incorporation of a high quality landscaping scheme particularly along the western boundary;
2. careful attention to form and site layout in order to allow for views from School Road to the Grade 1 Listed church;
3. demonstration that there is adequate capacity in the water recycling centre;
4. off-site water mains reinforcement required;
5. enhancements to the foul sewerage network capacity may be required; and,
6. submission of a satisfactory flood risk assessment/ or Flood Warning and Evacuation Plan and, if appropriate, suitable mitigation measures.



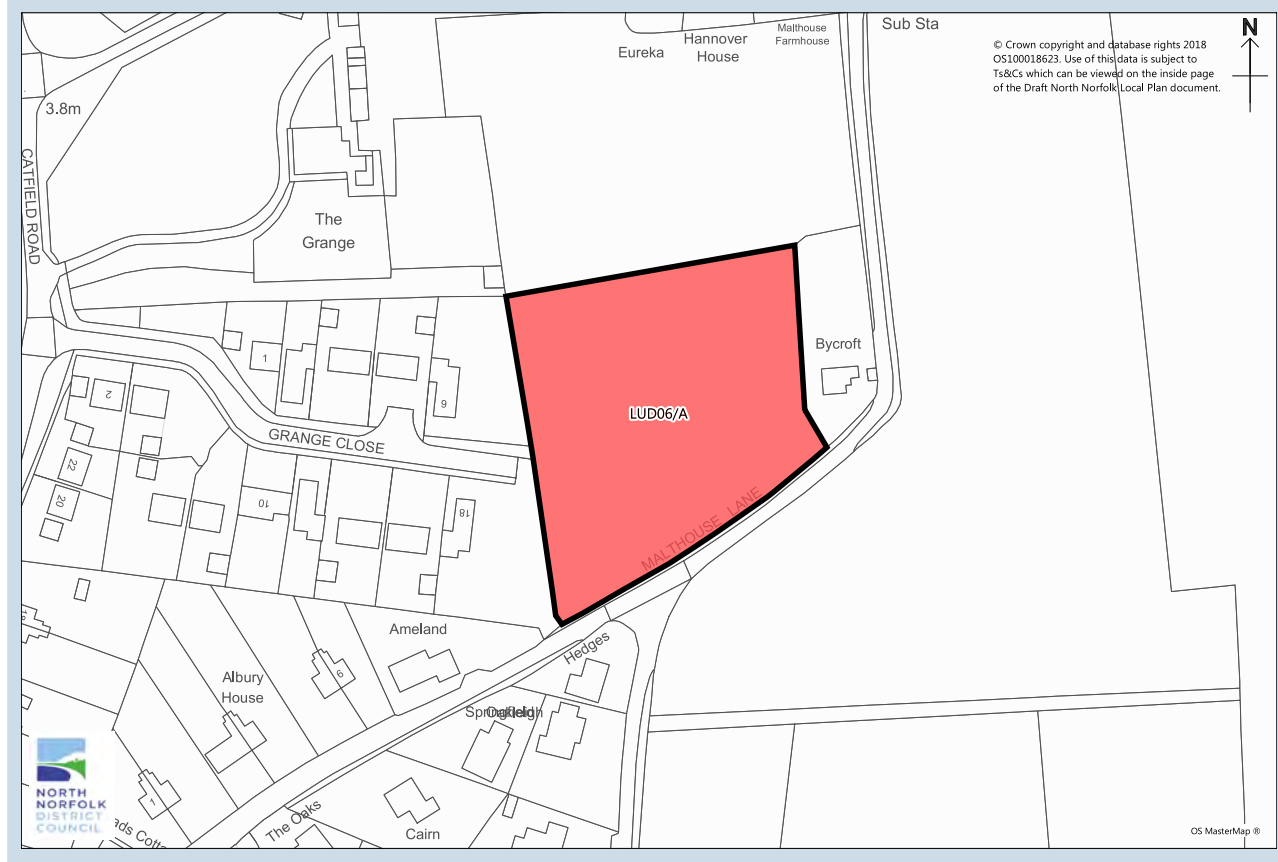
### Have any Alternative Site Options been considered?

Yes, for further details see the [Alternatives Considered](#) document.

# Proposals for Ludham 22

## Residential: Land At Eastern End Of Grange Road

|                       |   |
|-----------------------|---|
| <b>Site Reference</b> | LUD06/A   |
| <b>Site Address</b>   | Land at Eastern End of Grange Road                            |
| <b>Site Area</b>      | 0.57 hectares   |
| <b>Proposal</b>       | Residential development for approximately 10 to 20 dwellings. |



### Description

**22.16** This site is already allocated for residential development in the current adopted Plan but has not been developed. It is proposed to roll it forward into the new Plan period. The site comprises part of an enclosed agricultural field at the eastern end of Grange Close. Although on the edge of the village, residents would have good pedestrian access to village facilities, particularly to the primary school and village shop which are a short distance away. The Malthouse Lane boundary is delineated by an existing hedgerow and this should be retained and reinforced with further native planting in order to retain the rural character of the lane.

### Constraints

**22.17** Anglian Water advised that there is a Sustainability reduction at Ludham Water Treatment

## 22 Proposals for Ludham

Works. Enhancement to water recycling centre will be required and enhancements to the foul sewerage network capacity may also be required before development can proceed. There are sewers crossing the site and diversion would be at the developers' expense.

**22.18** There are no surface water sewers in the vicinity of the site.

**22.19** Ludham is located within a Dry Island, A Flood Risk Assessment and / or Flood Warning and Evacuation Plan may be required.

**22.20** The western boundary of the site is adjacent to a belt of oak trees covered by a group Tree Preservation Order. The extension of the Grange Close roadway to serve the site should have full regard to the need to retain and safeguard these trees.

### Deliverability

**22.21** The site is in joint family ownership and the owners have indicated support for the allocation. There are limited constraints on the site and development should be achieved within the plan period.

### Policy DS 28

#### Land at Eastern End of Grange Road

Land amounting to approximately 0.6 hectares is proposed to be allocated for development comprising approximately 10 to 20 dwellings, inclusive of affordable homes, public open space, and associated on and off site infrastructure.

Development proposals would need to comply with a number of policies elsewhere in this plan and the following site specific requirements:

1. provision of highway access from Grange Close;
2. regard to the need to retain and safeguard trees along the western boundary that are covered by group Tree Preservation Order;
3. demonstration that there is adequate capacity in sewage treatment works;
4. enhancements to the foul sewerage network capacity may be required; and,
5. submission of a satisfactory Flood Risk Assessment and/or Flood Warning and Evacuation Plan and, if appropriate, suitable mitigation measures.



#### Have any Alternative Site Options been considered?

Yes, for further details see the [Alternatives Considered](#) document.



# Proposals for Mundesley 23

## 23 Proposals for Mundesley

### 23 Proposals for Mundesley

This section sets out detailed considerations and development proposals for Mundesley.

- 23.1** Mundesley is identified as a **Large Growth Village** in the **proposed Settlement Hierarchy** and the strategy suggests that the village accommodates low growth over the Plan period. The proposed land allocation seeks to deliver approximately 50 dwellings.
- 23.2** Mundesley is a large and popular village on the coast. Mundesley also has a thriving tourism industry that supports the economic vitality of the town. Mundesley is situated on high cliffs over a wide sandy beach and the beach and seafront are major assets for the economy and local environment. Parts of the village are on high ground and are visible from the wider surrounding countryside. The centre of the village is designated as a Conservation Area and land to the south is within the Norfolk Coast Area of Outstanding Natural Beauty. The quality of the built and natural environment are important features and new development should be sympathetic to the character of the area and respect the setting of the village.
- 23.3** There are two employment areas within Mundesley representing small scale employment uses within the village. Given the environmental constraints, opportunities for expansion of employment sites remain limited and given the proximity of the village to North Walsham, 5 miles to the south, there is little evidence of market demand for additional employment land.

#### Constraints and Opportunities

- 23.4** There is very little previously developed land in and around Mundesley which inevitably means that new locations for development are on the edge of town in countryside locations. Whilst over the plan period it is expected that a process of re-development, infill developments, and changes of use will continue to provide a supply of new homes and other uses, these opportunities are relatively modest and will not address the identified need for new homes in particular. New greenfield allocations are therefore necessary in order to deliver the required growth.
- 23.5** There are a range of factors which influence the potential location of development in Mundesley including its location on the coast and landscape considerations. Overall, both the suggested scale and location of development has to balance the need for growth with the protection of the landscape setting of the town.
- 23.6** In summary, the main considerations which influence the suggested location of development sites are:
- the AONB to the south;
  - the landscape setting along the coast;
  - the proximity to the coastal erosion zone;
  - the impact of development on the Conservation Area;
  - constrained land supply.

#### Infrastructure

- 23.7** The proposed land allocations have been developed in conjunction with advice and information from infrastructure providers and statutory consultees. **Background Paper 4 - Infrastructure Position Statement** provides more details.
- 23.8** Mundesley is a busy tourist destination which does place pressure on the highway network and on parking. However, public transport is available and for the visitors that arrive by car, there are public car parks.

## Proposals for Mundesley 23

- 23.9** Anglian Water identified that for new development of over 10 dwellings that some enhancement to the foul sewerage network capacity will be required and off-site mains water supply reinforcement may be required.

### **Proposed Site Allocations and Policy Area Designations**

- 23.10** A single site, MUN03/A: Land off Cromer Road & Church Lane, has been identified as the allocation for Mundesley which will provide the required 50 dwellings. The Proposed Allocation is shown in red on the map below and in more detail in the individual site proposal that follows. The map also shows our proposals for Policy Area Designation referred to in the general policies of the Plan.
- 23.11** A summary of the alternative sites considered can be found in **North Norfolk Local Plan - Alternatives Considered**.

# 23 Proposals for Mundesley

## Proposals for Mundesley

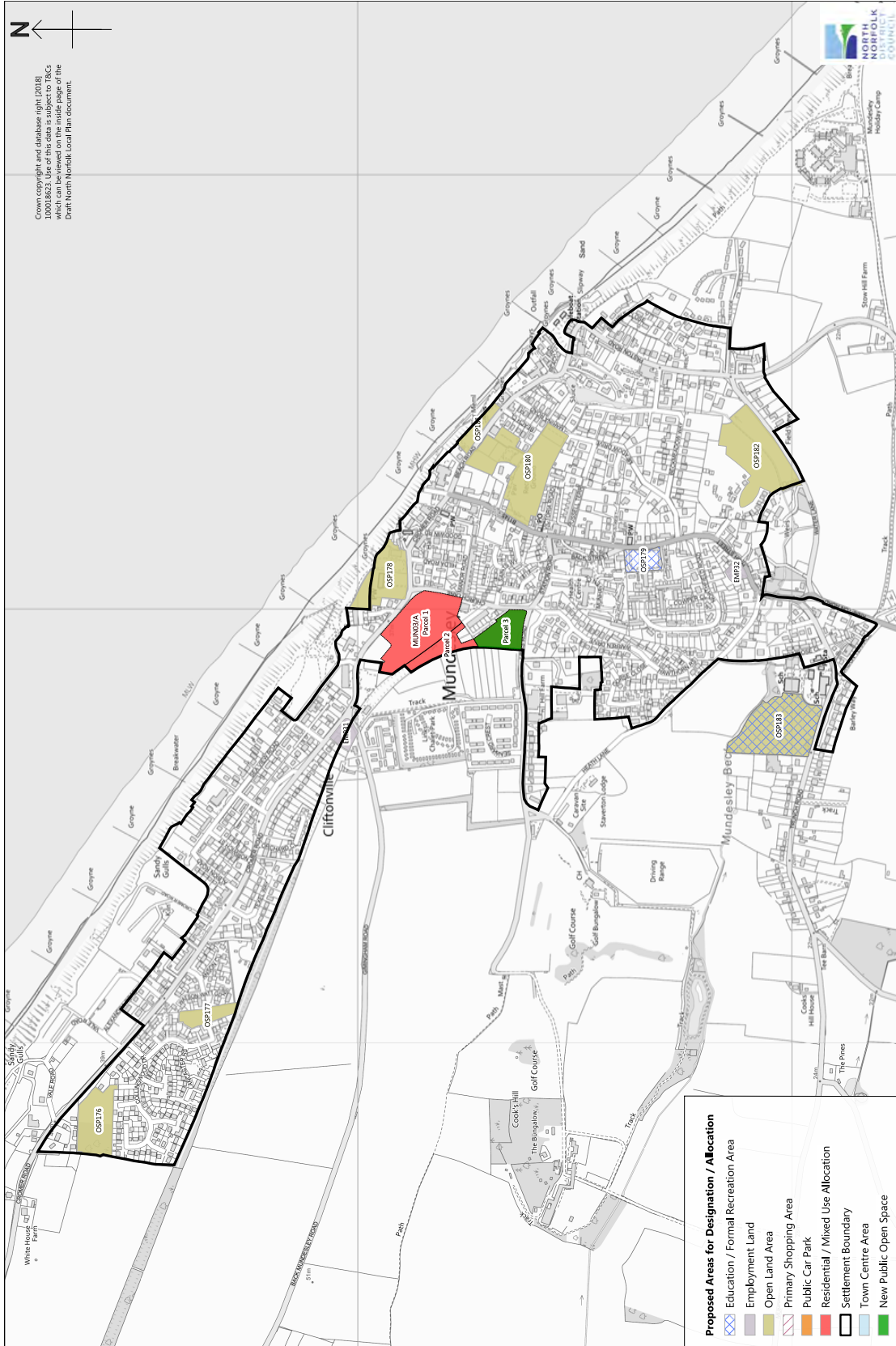


Figure 18 Proposed Areas for Designation / Allocation in Mundesley

# Proposals for Mundesley 23

## Mixed Use: Land off Cromer Road & Church Lane

|   |                                    |
|---|------------------------------------|
| <b>Site Reference</b>                                   | <b>MUN03/A</b>                     |
| <b>Site Address</b>                                     | Land off Cromer Road & Church Lane |
| <b>Site Area</b>  | 3.3 hectares (gross)               |
| <b>Proposal</b>   |                                    |
| Residential development for approximately 50 dwellings. |                                    |



### Description

- 23.12** The site is located just outside the residential area of Mundesley with the former railway embankment running through the centre of the site.
- 23.13** The site has three distinct characteristics: 1) the northern section is an elevated pasture field in a prominent part of the village; 2) the former railway embankment with scrub and trees; and 3) the southern part of the site is an open pasture field offering views towards the coast and across the village.
- 23.14** The northern section of the site (parcel 1) will require a considered landscape led approach to the development road as it is an open and elevated field which currently provides a green gap between the two parts of the village. The southern part of the site (parcel 3) is designated as

## 23 Proposals for Mundesley

Open Land Area as it provides an important visual amenity for the village. The openness of this land should be preserved and provided as high quality public open space with access routes through to Cromer Road to the north.

- 23.15** The site is well located to the services in the historic village centre (Station Road and the High Street) and those services along Beach Road. The provision of a large area of public open space on the southern parcel and access connections through the site should complement the design and landscaping on the northern parcel to provide a site which overall contributes to the setting of the area and, particularly, the setting of the Conservation Area.

### Constraints

- 23.16** The openness of the site and the potential impact of development on the landscape will influence design and layout. Furthermore, the site is adjacent to the Conservation Area and directly opposite the Grade II listed church. Therefore, any development will require a considered design and landscape led approach to the layout and design of the development.
- 23.17** Enhancements to the sewerage network capacity is required.

### Deliverability

- 23.18** The site is considered suitable and available for development. It is in single ownership. There are limited constraints on the site and development should be achievable within the plan period.

## Policy DS 29

### Land off Cromer Road & Church Lane

Land amounting to approximately 3.3 hectares is proposed to be allocated for residential development of approximately 50 dwellings.

Development proposals would need to comply with a number of policies (including those relating to affordable housing, open space, supporting infrastructure) elsewhere in this plan and the following site specific requirements:

1. **parcel 1)** amounting to 2.1 hectares is allocated for residential development of approximately 50 dwellings. Development is to be of an appropriate density and scale with landscaping and public open space to maintain key views and complement the setting of the village;
2. **parcel 2)** the railway embankment will be retained and its biodiversity protected and enhanced with improved public access;
3. **parcel 3)** will be provided as high quality public open space including biodiversity improvements and facilities for play and informal recreation;
4. the development will provide a highway access from Cromer Road and/or Church Lane to serve the residential parcel including improvements to the Cromer Road/Church Lane Junction;
5. a new pedestrian and cycle route will be provided which links the existing footway on Church Lane/All Saints Way to Links Road with appropriate crossing points and access into the site;
6. enhancements to the sewerage network capacity are required.

## Proposals for Mundesley 23



### **Have any Alternative Site Options been considered?**

Yes, for further details see the [Alternatives Considered](#) document.

# 23 Proposals for Mundesley

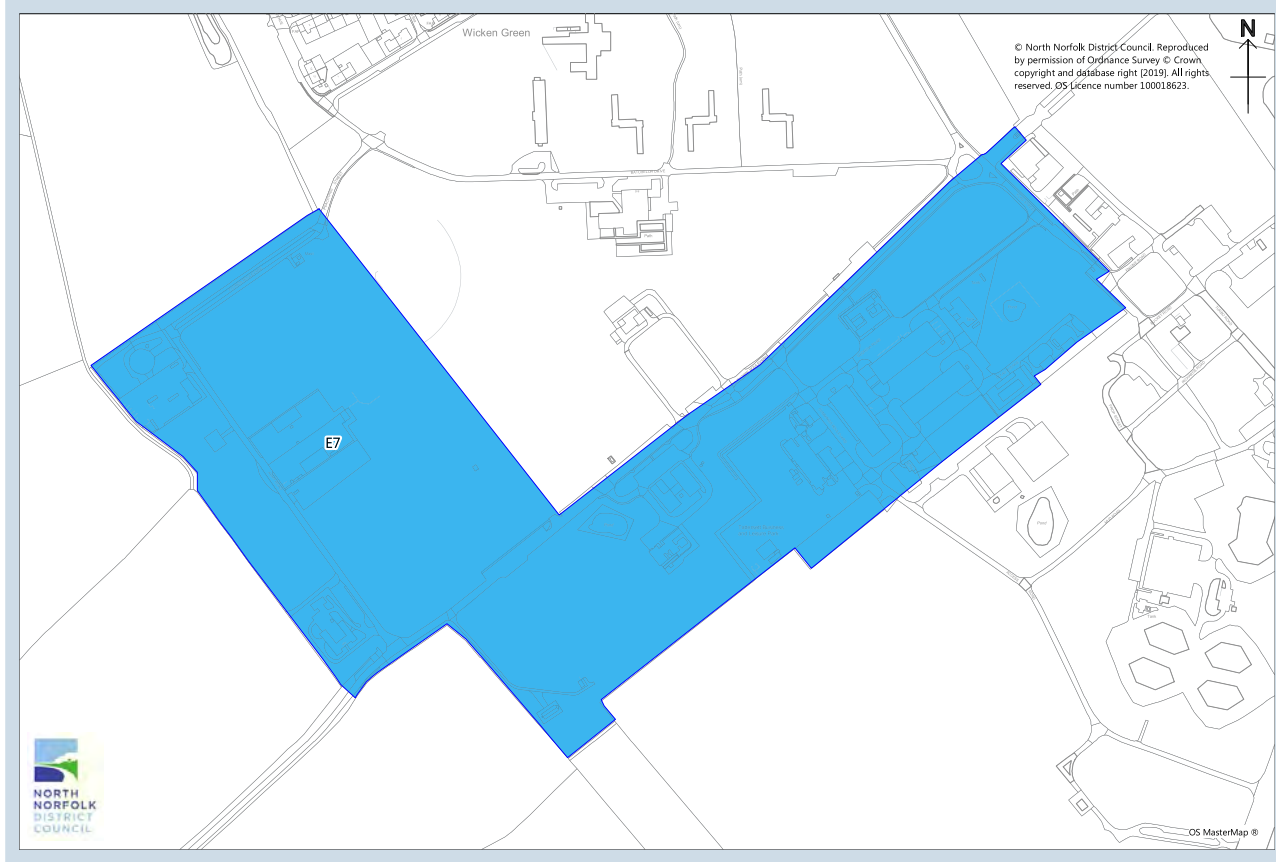


# Proposals for Other Areas 24

## 24 Proposals for Other Areas

### 24 Proposals for Other Areas

|                       |  |
|-----------------------|--|
| <b>Site Reference</b> | <b>E7</b>  |
| <b>Site Address</b>   | Tattersett Business Park   |
| <b>Site Area</b>      | 28.5 hectares (gross)  |
| <b>Proposal</b>       | Considered suitable to be allocated for 28.5 hectares of employment land |



#### Description

**24.1** This Policy recognises that many of the Employment Areas within the District are closely related to existing residential areas and/or may have access constraints, and that there are some specific types of use, for example those which require very large sites, which may be difficult to accommodate on small industrial estates in towns.

**24.2** Tattersett Business Park is identified for such uses on the basis that such an allocation:

- would be well related to existing employment uses already established on the site;
- would enjoy good access to the strategic highway network; and
- additional development could provide the basis for securing environmental improvements on the site such as improved landscaping.

## Proposals for Other Areas 24

**24.3** This site is considered suitable for a range of possible employment uses that may otherwise be difficult to accommodate elsewhere. These need not, and should not, result in un-neighbourly impacts and each planning application would continue to be determined on its merits.

### Constraints

**24.4** The site is understood to have poor quality infrastructure (roads, drainage and electricity) and substantial upgrades may be required prior to any further development taking place. The Council regards further development on the site to be a mechanism for securing substantial improvements in the sites appearance and these enhancements will need to be agreed before any development will be permitted.

**24.5** The site lies in water quality source protection zone 1/2 as identified by the Environment Agency and only clean, uncontaminated surface water should be discharged to any soakaway, watercourse or surface water sewer. There are no surface water sewers in the vicinity of the site.

**24.6** The site is currently served with electricity from Fakenham substation which has limited capacity to support the proposed growth in the town. Proposals at Fakenham should clearly demonstrate how they will not compromise growth elsewhere and may need to provide self-contained power supplies.

### Deliverability

**24.7** The site was allocated through the Core Strategy for employment land. The original rationale behind the allocation of the site was to identify a location suitable for uses that would not be acceptable on Employment Areas for environmental or operational reasons. The site was re-submitted through the Local Plan call for sites process for a range of uses including 'general industrial', 'storage and distribution' and 'business and offices'. It is considered that there is a need within the District for employment land suitable of accommodating uses that might not be compatible with the surrounding uses of employment land within built up areas.

## Policy DS 30

### Tattersett Business Park

Land amounting to 28.5 hectares is allocated for general employment development. Development will be subject to compliance with adopted Local Plan policies and the following criteria:

1. prior approval of a Master Plan providing for landscaping of the whole of the designated area, phasing of development, access arrangements, and removal of stored tyres from the site;
2. each new build proposal resulting in the removal of an equivalent amount of floor space contained within the now derelict former barrack blocks on the adjacent site;
3. development being restricted to employment generating proposals in the B1, B2, B8 and sui generis classes of the Town and Country Planning Use Classes Order where it can be demonstrated that the proposal is incapable of being accommodated on other designated employment land in the District for either environmental or operational reasons;
4. there should be no development unless there has been clear demonstration that proposals will result in no adverse impacts on protected wildlife; and
5. Prior demonstration that there is adequate power supply without compromising growth proposed elsewhere in the Plan.

## 24 Proposals for Other Areas



**Have any Alternative Site Options been considered?**

For further details see **Background Paper 3 - Approach to Employment.**

# Appendix 1: Parking Standards



## Appendix 1: Parking Standards

### Appendix 1: Parking Standards

25.1 Developers should ensure the following principles are taken into account:

- Car parking provision should make the most efficient use of land;
- car parks should be well integrated with the landscaping, including adequate space for trees;
- standard non-residential car parking spaces should be 5 m x 2.5 m;
- garages will be counted as car parking spaces where they have a minimum internal dimension of 7 m x 3 m;
- pedestrian routes should be clearly defined and not restricted by vehicular movement requirements;
- on-street parking should have layouts to maximise 'natural' traffic calming;
- basement car parking allows for street frontage of buildings to be maintained and should be considered in appropriate locations;
- where servicing / delivery yards are required these should be at the rear and framed with building;
- cycle parking should be secure, under effective surveillance and conveniently located to the entrance of buildings with safe and direct routes to the surrounding road network;
- parking for motorcycles, mopeds and scooters should be provided in all new non-residential developments at a rate of 1 space per 20 car parking spaces with a minimum of one space. They should be safe, secure and convenient with fixtures so that vehicles can be locked and secured. A single parking space should measure a minimum of 2.5 m x 1.2 m;
- provision should be made for people with Disabilities to at least 6% of the car parking standards. The provision should be over and above the agreed general car parking provision for non-residential developments. All parking areas will have at least one space for people with disabilities;
- parking areas should be adequately drained so that they are not subject to flooding and do not increase the risk of flooding elsewhere. Where appropriate Sustainable Drainage Systems (SUDS) should be used;
- where the development is a mixed-use development, the parking provision should be calculated separately for each use; and
- where it is agreed that a lower parking provision is appropriate, commuted sums may be required to contribute to transport improvements or public parking provision within the settlement.

| Use Class  | Minimum car parking requirements (gross floor area unless stated otherwise) | Minimum cycle parking requirements |
|--|---|------------------------------------|
| <b>Class A1: Shops</b>   |   |                                    |
| Shops (including 'cash and carry' and non-food retail warehouses, but excluding free-standing food superstores with an area above 1,000 sqm).  | 1 space / 20 sqm  | 1 space / 70 sqm                   |
| Free-standing food superstore with an area above 1,000 sqm.  | 1 space / 14 sqm  | 1 space / 70 sqm                   |
| <b>Class A2: Financial and Professional Services</b>   |   |                                    |
| Financial services: banks, building societies & bureau de change. Professional services (other than health or medical services): estate agents & employment agencies. Other services which it is | 1 space per 20 sqm  | 1 space per 70 sqm                 |

# Appendix 1: Parking Standards

| Use Class   | Minimum car parking requirements (gross floor area unless stated otherwise)               | Minimum cycle parking requirements   |
|---|---|--|
| appropriate to provide in a shopping area: betting shops. (Where the services are provided principally to visiting members of the public.)  |   |  |
| <b>Class A3: Restaurants and Cafes</b>  |   |  |
| Restaurants & cafés (i.e. places where the primary purpose is the sale and consumption of food and light refreshment on the premises).  | 1 space per 5 sqm of public area  | 1 space per 25 sqm of public area plus 1 space per 4 FTE staff                             |
| <b>Class A4: Drinking Establishments</b>  |   |  |
| Public House, Wine Bar or other Drinking Establishments (i.e. premises where the primary purpose is the sale and consumption of alcoholic drinks on the premises).                                    | 1 space per 5 sqm of public area  | 1 space per 25 sqm of public area plus 1 space per 4 FTE staff                             |
| <b>Class A5: Hot Food Take-away</b>   |   |  |
| Take-aways (i.e. premises where the primary purpose is the sale of hot food to take away).  | 1 space per 3 sqm of public area  | 1 space per 25 sqm of public area plus 1 space per 4 staff                                 |
| <b>Class B1: Business</b>   |   |  |
| a) Offices, other than a use within Class A2  | 1 space per 30 sqm  | 1 space per 36 sqm   |
| b) Research and development of products and processes   |   |  |
| c) Light industry   |   |  |
| <b>Class B2: General Industrial</b>   |   |  |
| General Industry: use for the carrying out of an industrial process other than one falling within Class B1.   | 1 space per 50 sqm  | 1 space per 60 sqm   |
| <b>Class B8: Storage and Distribution</b>   |   |  |
| Storage or Distribution Centres: Wholesale warehouses, Distribution Centres & Repositories.   | 1 space 150 sqm   | 1 space per 100 sqm  |
| <b>Class C1: Hotels</b>   |   |  |
| Use as a Hotel, Boarding House or Guesthouse, where no significant element of care is provided.   | 1 space per bedroom (guest or staff)  | 1 space per 10 beds plus 1 space per 4 staff   |
| <b>Class C2: Residential Institutions</b>   |   |  |
| Hospitals, Nursing Homes and Education and Training Centres and other uses for the provision of residential accommodation and care to people in need of care (excluding hospitals and nursing homes). | 1 space per 3 beds or dwelling units plus 1 space per 2 staff                             | 1 space per 20 beds plus 1 space per 4 staff   |
| <b>Class C3: Dwelling Houses</b>  |   |  |
| Use as a Dwelling House (whether or not as a sole or main residence)  | Average of 1.5 spaces per 1 bedroom unit<br><br>2 spaces per unit for 2 or 3 bedroom unit | None for individual houses with garages or rear gardens able to accommodate a garden shed. |

## Appendix 1: Parking Standards

| Use Class   | Minimum car parking requirements (gross floor area unless stated otherwise)  | Minimum cycle parking requirements  |
|---|--|---|
|   | 3 spaces per unit for 4 or more bedroom unit   | For flats and developments with communal parking: Average of 1.5 spaces per unit  |
| Sheltered housing and other housing designed for those with even higher dependency and support needs.   | 1 space per 3 beds or dwelling units plus 1 space per 2 staff. All developments must have 1 designated space for visiting medical personnel. | 1 space per 10 units plus 1 space per 4 staff   |
| <b>Class D1: Non-residential Institutions</b>   |  |   |
| Clinics, Health Centres and Consulting Rooms (not attached to the Consultant's or Doctor's house)   | 1 space per FTE <sup>(102)</sup> staff plus 2 spaces per consulting room, plus designated ambulance space.                                   | 1 space per 4 staff plus 1 space per consulting room  |
| Day Care Centres  | 1 space per 1 FTE staff plus 1 space per 4 persons attending and a drop off / collection point   | 1 space per 200 sqm plus 1 space per 4 staff  |
| Creches and Day Nurseries   | 1 space per 1 FTE staff plus drop off / collection point.  | 1 space per 30 children plus 1 space per 5 staff  |
| Education (Primary and Secondary Schools)   | 1 space per 1 FTE staff plus provision for school transport  | 1 space per 15 children (primary) plus 1 child scooter place per 20 children; 1 space per 6 children (secondary) plus 1 space per 5 FTE staff |
| Education (Higher and Further)  | 1 space per 1 FTE staff plus 1 space per 15 students; plus drop off / collection point plus provision for school transport                   | 1 space per 3 students plus 1 space per 5 FTE staff   |
| Art Galleries, Exhibition Halls, Public Libraries   | 1 space per 30 sqm plus bus / coach drop-off / collection point  | 1 space per 30 sqm plus 1 space per 4 staff   |
| Places of Worship, Religious Instruction and Church Halls   | 1 space per 10 sqm   | 1 space per 20 seats  |
| <b>Class D2: Assembly and Leisure</b>   |  |   |
| Cinemas, and Bingo, Dance and Concert Halls, Swimming-pools and other indoor / outdoor sports uses, not involving motor vehicles and firearms, Community and Village Halls.   | 1 space per 5 seats or per 22 sqm plus bus / coach drop off point  | 1 space per 20 seats or 1 space per 100 sqm plus 1 space per 4 staff  |
| <b>Sui Generis</b>  |  |   |
| This term means "unique" in a UK legal context and refers to a number of different types of development for which any change of use will require planning permission. Of particular relevance to North Norfolk are the following: |  |   |
| Petrol Filling Stations   | 1 space per 20 sqm of retail space   | 1 space plus 1 space per 5 staff  |
| Motor Service Centres   | 1 space per 1 staff plus 1 space per 35 sqm  | 1 space per 5 staff   |
| Motor Vehicle Showrooms   | 1 space per 1 staff plus 1 space per 5 sqm of display area   | 1 space per 5 staff   |



## Appendix 1: Parking Standards

| Use Class  | Minimum car parking requirements (gross floor area unless stated otherwise) | Minimum cycle parking requirements |
|--|---|------------------------------------|
| Launderette  | See Shops above   | See Shops above                    |
| Garden Centres: includes all retail areas, but not outside growing and storage areas | See Shops above   | See Shops above                    |

**Table 5 Parking Standards**

# Appendix 1: Parking Standards



## **Appendix 2: Open Space Applicability and Standards**

## Appendix 2: Open Space Applicability and Standards

### Appendix 2: Open Space Applicability and Standards

**26.1** The requirement for open space should apply to all new residential development (under classes C3 and C4 of the Town and Country Planning (Use Classes) Order 1987 (as amended) including:

- All new full planning applications;
- All new outline planning applications;
- Applications for reserved matters, where numbers have not been specified at outline consent stage;
- Renewals of outline consents;
- Areas which are subject to development briefs;
- Permissions in Principle (PIP) applications and subsequent Technical Details Consent (TDC) applications;
- Conversion of existing buildings to residential use;
- Subdivision of existing dwellings resulting in additional residential units;
- Sheltered and retirement housing (non-institutional).

**26.2** Development proposals proposed that are within the following Town and Country Planning (Use Classes) Order 1987 (as amended) categories are likely to be exempt from the requirements, although any recreational open space requirements for these types of developments could be negotiated separately:

- C1 Hotels - Hotels, boarding and guest houses where no significant element of care is provided (excludes hostels);
- C2 Residential Institutions - Residential care homes, hospitals, nursing homes, boarding schools, residential colleges and training centres;
- C2A Secure Residential Institution - Use for a provision of secure residential accommodation, including use as a prison, young offenders institution, detention centre, secure training centre, custody centre, short term holding centre, secure hospital, secure local authority accommodation or use as a military barracks.

| Open Space Type     | Quantity Standards  | Area Required <sup>(103)</sup> | Accessibility Standard   | Quality Standard   |
|---------------------|---|--------------------------------|--|--|
|                     | 20.34 ha per 1,000 population including:  |                                |  |  |
| <b>Public Parks</b> | <ul style="list-style-type: none"> <li>• 19ha Country Park provision</li> <li>• 1.34ha other public park provision</li> </ul> | n/a                            | <ul style="list-style-type: none"> <li>• All residents within the seven main towns and Hoveton should have access to an area of public park within 400m of home.</li> <li>• People living outside the main towns and Hoveton should have access to an area of park within 800m of home.</li> </ul> | <ul style="list-style-type: none"> <li>• Proposals for new housing development should be accompanied by proposals to improve open space provision reflecting local circumstances as set out in the Open Space Study.</li> <li>• Open spaces identified within the Open Space Study for improvement should be prioritised.</li> <li>• Public parks within the District should meet the Green Flag 'good' quality standard.</li> </ul> |

## Appendix 2: Open Space Applicability and Standards

| Open Space Type                             | Quantity Standards  | Area Required <sup>(103)</sup> | Accessibility Standard   | Quality Standard  |
|---|---|--------------------------------|--|---|
|   | 20.34 ha per 1,000 population including:                  |                                |  |   |
| <b>Children's Play</b>                      | 0.8ha per 1,000 population (including a variety of types) | Not specified                  | <ul style="list-style-type: none"> <li>All residents within the seven main towns and Hoveton should have access to an area of formal and informal lay provision for children and teenagers within 400m of home.</li> <li>People living outside the main towns and Hoveton should have access to an area of formal and informal play provision for children and teenagers within 800m of home.</li> </ul> | <ul style="list-style-type: none"> <li>Detailed design standards will be developed giving further details on provision to ensure these are safe, accessible and fit for purpose.</li> </ul>   |
| <b>Playing pitches</b>                      | 1.90ha of pitch space per 1,000 population                | 90.24ha                        | <ul style="list-style-type: none"> <li>All residents within the District should have access to a playing pitch within 1,200 metres of home.</li> </ul>   | <ul style="list-style-type: none"> <li>Outdoor pitch sports facilities within the District should be of adequate quality and provide the range of facilities required to meet the needs of sports clubs. Those playing fields in secure community use</li> </ul>  |
| <b>Natural and semi natural Green space</b> | 1ha per 1,000 population                                  | n/a                            | <ul style="list-style-type: none"> <li>Efforts should be made where possible to improve access to open spaces</li> </ul>   | <ul style="list-style-type: none"> <li>Areas of natural and semi-natural green space should be of adequate quality and support local biodiversity. Areas of natural and semi-natural green space which either under-perform in terms of their value to the local community or local biodiversity should be enhanced.</li> </ul> |
| <b>Allotments</b>                           | 0.64ha of allotment land per 1,000 population             | 29.6ha                         | <ul style="list-style-type: none"> <li>All residents within the District should have access to an allotment garden within 2.5km of home</li> </ul>   | <ul style="list-style-type: none"> <li>Allotment sites should be of adequate quality and support the needs of the local community. Allotment sites which under-perform in terms of their value to the local community should be improved.</li> </ul>  |

**Table 6 Open Space Standards**

## Appendix 2: Open Space Applicability and Standards



