

NORTH NORFOLK Local Development Framework



Core Strategy

Incorporating
Development Control Policies

September 2008

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1 Introduction and Background Information

1.1 The Local Development Framework

1.1.1 The Planning and Compulsory Purchase Act 2004 established a new system of local development planning in England, replacing local plans with Local Development Frameworks (LDF). The LDF is a series of documents which together provides the planning policy context for North Norfolk. These will be produced over time and will eventually comprise:

- Core Strategy Development Plan Document (including Development Control Policies)
- Site Specific Proposals Development Plan Document (allocations for new development)
- Proposals Map (showing the areas where policies and designations apply)
- Development Briefs for Major Allocations
- Planning Obligations Supplementary Planning Document
- North Norfolk Design Guide Supplementary Planning Document
- Landscape Character Assessment Supplementary Planning Document

1.1.2 Details of these documents and the timescale for their preparation can be found in the Council's Local Development Scheme.

1.1.3 This document is the **Core Strategy and Development Control Policies** and sets out the key elements of the planning framework for North Norfolk that will be used when considering individual planning proposals. It will cover the period to 2021, but can be reviewed on a regular basis during that time if necessary.

1.1.4 The Core Strategy and Development Control Policies Development Plan Document (DPD) replaced all 'saved' Local Plan policies.

1.1.5 A particular feature of the new system is the requirement for local planning authorities to adopt a *spatial planning* approach to the preparation of LDFs. Spatial planning aims to bring together and integrate policies for the development and use of land with other strategies and programmes which influence the nature of places and how they function ⁽ⁱ⁾. Details on how this was undertaken are provided in the section overleaf 'Preparation of the Core Strategy'.

1.1.6 The Core Strategy covers the whole of the administrative area of North Norfolk District except that part lying within the Broads Executive Area, for which the local planning authority is the Broads Authority ⁽ⁱⁱ⁾. That part of the District is covered by the Broads Core Strategy.

The purpose of this document

1.1.7 The **Core Strategy** provides the overarching approach for development in North Norfolk. It sets out a long-term spatial vision, objectives and policies to guide public and private sector investment up to 2021. The second part of the document provides a set of **Development Control policies** which will be used in assessing individual planning applications. Finally, the last section on implementation and monitoring shows how the objectives will be achieved in practice and how development will be phased to address infrastructure constraints.

1.1.8 A **Proposals Map** is also published as part of the Core Strategy. This sets out on an Ordnance Survey map base the areas where policies will apply. The Proposals Map will be updated whenever a new Development Plan Document is adopted.

i LDF information can be found in the Government's Planning Policy Statement on Local Development Frameworks (PPS 12).

ii The area covered by the North Norfolk LDF is referred to as 'North Norfolk' throughout the rest of this document.

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1.1.9 A number of supporting documents have been prepared to support the Core Strategy including; a Sustainability Appraisal Report, an Appropriate Assessment, a Statement of Consultation and Background Papers on Housing, Retail and Employment. These are all available to view / download from our website.

1.1.10 The Core Strategy also sets the context for the preparation of all other Development Plan Documents, which have to be in conformity with the Core Strategy. These are listed in paragraph 1.1.1 and further details are provided in the Local Development Scheme⁽ⁱⁱⁱ⁾.

1.2 Preparation of the Core Strategy

1.2.1 The significant stages in the Council's preparation of the Core Strategy can be summarised as follows:

- evidence gathering, development and appraisal of options in consultation with a variety of stakeholders - Regulation 25 (April 2005 to July 2006);
- public participation on preferred options - Regulation 26 (25 September to 6 November 2006);
- submission of the draft Core Strategy to the Secretary of State and public participation on its contents Regulation 28 and 29 (18 June to 30 July 2007);
- independent examination of the draft Core Strategy by the Planning Inspectorate (4 December 2007 to 18 Jan 2008);
- receipt of the Inspector's report, which will be binding upon the Council (July 2008); and
- adoption of the Core Strategy by the Council (September 2008).

1.2.2 The Core Strategy has been prepared following a series of informal and formal consultation exercises. At the 'issues and options' stage a series of workshops with stakeholders were held in each of the towns to discuss issues and future aspirations for the towns and rural areas. This work built on the 'Whole Settlement Strategies' (prepared in 2001) which identified visions for each of the settlements and helped identify how new development could be used to address specific issues in each place.

1.2.3 Meetings and correspondence were also held with statutory bodies, utility providers and other organisations. National, Regional and local policy was also considered, as well as a series of background evidence studies commissioned by the Council. Further details of the consultation undertaken is provided in the Consultation Statement^(iv). A series of options were subject to Sustainability Appraisal which assessed the economic, social and environmental implications. The Sustainability Appraisal report is available as a key background document to this Core Strategy.

1.2.4 Figure 1 'Core Strategy Preparation Process' shows the stages involved in the preparation of the Core Strategy and further details are provided in the next sections.

Sustainability Appraisal (SA)

1.2.5 All development plan documents must contribute to sustainable development and sustainability appraisal is a process carried out during the preparation of the plan to assess the economic, social and environmental impact of emerging policies. The preferred options report published in September 2006 was subject to this process and the draft SA report assessed the strategic options and identified how the preferred options could be made more sustainable by introducing mitigation measures to improve the options and reduce any adverse effects. The process of

iii North Norfolk Local Development Scheme: Version 3 (2007)

iv Consultation Statement: a document prepared by NNDC summarising the consultation process.

2.7 Economy

- 2.7.1** The North Norfolk Economic Development Strategy ^(xi) identifies ten key objectives a number of which have land use implications including, supporting business start ups and business growth, broadening tourism, and retaining a flexible supply of employment land and buildings. If these objectives, and the overall aim 'to promote the diversification and development of the local economy through the creation of an environment which allows businesses to succeed and to provide a wide variety of employment opportunities for the residents of North Norfolk', are to be met, it is essential that planning policies provide a positive and supportive framework for employment related development.
- 2.7.2** Research ^(xii) undertaken in support of the East of England Plan forecasts that the North Norfolk District could anticipate a growth of 4,000 jobs over the period to 2021. The East of England Plan therefore includes an 'indicative' jobs growth target in North Norfolk of 4,000 extra jobs by 2021 and requires that Local Development Documents should facilitate delivery of this.
- 2.7.3** It is anticipated that much of this employment growth will be in retail, personal services and social care sectors and the Economic Strategy and other policies of this Plan provide for growth in these sectors. In accordance with the East of England Plan the Council has identified a 'range, quantity and quality' of sites which will be reserved for employment generating developments. The selection of sites is informed by the Employment Land in North Norfolk Study ^(xiii) which considers the level of employment land supply, historical development patterns and likely future requirements.
- 2.7.4** North Norfolk has a narrow economic base, with much employment in the agricultural, manufacturing, tourism and social care sectors. Traditional industries such as fishing also continue to play a role. Whilst rates of unemployment in the district are low ^(xiv) there is a seasonal dimension to unemployment and employment opportunities in terms of choice and quality, remain limited.
- 2.7.5** Rates of economic activity are low compared to national and regional averages, reflecting the large numbers of retired people living in the district and its rural character. With many young people leaving the district for increased employment prospects and because of the high cost of local housing, there is a growing concern that businesses will be unable to recruit and attract staff. There is therefore an aspiration to broaden the economy so as to offer a wider choice of employment opportunities and achieve a more balanced economy and population in the future.
- 2.7.6** The Rural Economy Study ^(xv) identified three main trends in the rural area; further rationalisation of farm businesses, a broadening of farm based operations to add value to primary produce and further farm diversification. These are likely to lead to an increased requirement for small specialist enterprises producing high value products and diversification into tourist accommodation, outdoor pursuits and the equine industry.
- 2.7.7** Whilst there has been a change in the manufacturing base of the district in recent years, with a number of business closures and down-sizing in the traditionally strong sectors of food-processing and engineering, there has been a growth of employment in the plastics, boat-building and marine engineering and wooden products sectors. Many of these are "home-grown" businesses started by North Norfolk residents and it is important to provide land allocations to support future investments of this type.

xi *North Norfolk Economic Development Strategy, NNDC 2007*

xii *Norfolk Employment Study, Roger Tym & Partners 2005*

xiii *Employment Land in North Norfolk, NNDC 2007*

xiv *Nov 2006 – 2% North Norfolk against a UK figure of 2.9%*

xv *North Norfolk Rural Economy Study, Acorus Rural Property Services, 2005*

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- 2.7.8** Historically the commercial property market in North Norfolk, in common with many peripheral rural areas of the country, has been relatively weak, with modest rates of employment related development on green-field sites in recent times. However there has been an intensification of uses within established industrial areas and a turnover of commercial property to the point that many industrial estates / areas are now fully developed. This has informed the Council in seeking to retain redundant employment sites in the expectation that they offer opportunities for future re-use for business related activity.
- 2.7.9** Limited capacity in basic infrastructure, such as water and power supply, in certain towns is an important constraint to the economy, and in the past grant funding has been received from EEDA to overcome power supply problems and deliver employment development in North Walsham. Chapter 4 'Implementation & Monitoring' provides further details on infrastructure capacity in North Norfolk.
- 2.7.10** Analysis of 'Travel to Work' patterns in the District as undertaken on behalf of the Council by Land Use Consultants identified three distinct job search / employment areas as detailed below.
- 2.7.11 East of the District:-** covering North Walsham, Stalham and Hoveton and their surrounds. This area has historically had high levels of employment in agriculture, the defence sector, manufacturing (concentrated in North Walsham, Catfield and Hoveton) and Broads based tourism. This area also accommodates the Bacton Gas Terminal site. As discussed previously there has been a decline in manufacturing but a growth in the plastics and boat building and marine engineering sectors – with investment and employment growth in these sectors in North Walsham and Catfield. More recently 2500 jobs have been lost from the defence sector with the closure of the RAF Coltishall airbase and significant run-down of the RAF Neatishead Air Surveillance and Control Centre. There are few public service sector jobs in this part of the District. Levels of employment in the tourism sector in this part of the district remain stable 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 has meant that there is increasing levels of out-commuting.
- 2.7.12** Looking forward, it is anticipated that this part of the district will continue to see a turnover of manufacturing employment, with indigenous businesses being the largest source of jobs growth resulting in a turnover of sites and premises as evidenced over many years. In order that opportunities exist to support this it is important that a choice of sites and premises is provided in locations across the area. This part of the district might also benefit from investment related to the development of the Eastport proposal at Great Yarmouth. Further opportunities may also exist at the former RAF Coltishall site, although at this point in time there is uncertainty as to its future use, and it is somewhat remote from main settlements / centres of population.
- 2.7.13** In this part of the district the Core Strategy seeks to retain current employment land designations at Catfield, Hoveton and North Walsham and makes small additional allocations at Stalham. The North Norfolk Local Plan made a large greenfield employment land allocation (26 hectares) in North Walsham, however, this was dependent on infrastructure development which is no longer planned. It is therefore proposed that the future supply of employment land in North Walsham is provided through a choice of brownfield and greenfield site opportunities.
- 2.7.14 Central area of the District:-** covering the towns of Cromer, Holt and Sheringham, this part of the district has a high degree of self-containment for employment. Tourism is the dominant sector with the resort towns of Cromer and Sheringham and the Area of Outstanding Natural Beauty providing a large number of jobs in the hospitality sector. Traditional industries such as fishing also continue to offer employment and add to the character of the area. There is also a large number of jobs in retailing and public administration - with Cromer being the

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administrative centre of North Norfolk District Council, and having a small district hospital, job centre, magistrates court. With a large retired population, there is also a growth of employment in social care.

- 2.7.15** Further there are a number of private schools operating in this part of the district - namely Greshams at Holt, Beeston Hall School and Wood Dene and children's outdoor activity centres at Sheringham, Overstrand and West Runton. All three towns have small industrial estates, although employment in this sector is considerably lower than in the other two parts of the district.
- 2.7.16** The analysis of 'Travel to Work' patterns undertaken by Land Use Consultants identified that the towns of Cromer, Holt and Sheringham function as a network in terms of movement for employment within and between these towns; with Sheringham being seen as a dormitory settlement with fewer people travelling into the town for employment than is the case for either Cromer or Holt. The Council's approach for the future employment related development of these towns and their hinterlands is to support their roles as tourist destinations and as retail / local service centres. Most of the employment land allocations made in the Local Plan continue to be allocated and at Holt, based upon its relatively good strategic location on the A148 road corridor, the association with Gresham School and the cachet of the NR25 postcode area, it is proposed to identify further employment land for B1 business uses in an attempt to broaden the economic base of the area and indeed the wider district.
- 2.7.17 West of District:-** covering Fakenham and Wells-next-the-Sea. Fakenham provides employment for 4,800 people and is the dominant centre of employment for a large rural area of north-west Norfolk, extending beyond the district boundaries. The town has a high degree of self-containment for employment, probably reflecting its somewhat remote location from many other centres of employment. Although strategically being in the west of the district Fakenham occupies the most accessible location in terms of access to the national road network. As a result Fakenham has a strong manufacturing base and presence of distribution companies, and is seen as an attractive location for investment. 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. Traditional industries, such as boat building at Morston and fishing at Wells-next-the-Sea, also continue in this area.
- 2.7.18** Given the strategic location of Fakenham, it is anticipated that the Fakenham area will enjoy continued economic growth in the future. The Core Strategy proposes significant new housing at Fakenham and this requires the provision of additional employment land to support the balanced development of the town. Beyond Fakenham, the existing workshop space at Wells-next-the-Sea will be retained to support local business growth and development. Further land will be identified at the former RAF Sculthorpe Technical Site to the west of Fakenham as a location for specialist industrial / distribution uses recognising the good access the site enjoys on to the main A148 road to Kings Lynn.

Tourism

- 2.7.19** Tourism makes a vital contribution to the economy of North Norfolk. Figures from East of England Tourist Board show that in 2003 total direct tourism spend in North Norfolk was over £357 million and supported over 7,000 full time equivalent jobs. The Sustainable Community Strategy recognises that all year round tourist attractions are essential to the prosperity and well being of the area and the local economy. However, the main tourism appeal in North Norfolk is based on the unique natural environmental assets and it is also important to protect these. Therefore activities such as cycling, walking and heritage tourism that can be shown to have a minimal effect on the environment will be particularly supported.

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2.7.20 The Tourism Study undertaken by Scott Wilson Associates ^(xvi) identified the following gaps in accommodation provision and niche markets for future development. Any proposals for these will be considered in accordance with Policy EC 7 'The Location of New Tourism Development',

- high quality (4-5*) hotels including spa and health facilities;
- hotels with the capacity and appeal to attract groups, conferences and special occasions;
- accommodation space within pubs;
- woodland lodge-style developments;
- a budget accommodation operation;
- cycling tourism;
- walking;
- water-sports ;
- nature and wildlife;
- outdoor activity;
- health and wellness; and
- heritage and cultural tourism

Retail

2.7.21 The Government is committed to strengthening the role of market towns and other service centres and increasing the viability and vitality of such centres. The Sustainable Community Strategy found that a good range of shops emerge as extremely important to residents and one of the areas that is most lacking in many parts of North Norfolk. Consequently 'better and more varied shops' is one of the key issues in the Community Strategy. The retail study ^(xvii) undertaken to inform the Core Strategy noted the strong influence of Norwich as a regional shopping centre. It undertook "health checks" on the district's town centres and identified the need to regenerate and update retail and leisure provision, to increase the range of goods and improve the pedestrian environment in order to maintain the attractiveness of these centres. The study considered that there was no *quantitative* need for further allocations for convenience floor-space up to 2016 and as such no allocations for convenience floor space are proposed. However, in respect of comparison goods, the Study concludes that there was potential for some 13,300 - 19,900sqm (net) floor-space to be provided. Taking account of permissions since the study was completed of nearly 5,000sqm in Cromer and North Walsham, the potential is approximately 8,400sqm to 15,000sqm distributed as follows:

- Fakenham / Wells-next-the-Sea: 4,000 - 6,000sqm
- Cromer / Holt / Sheringham: 2,000 - 5,000sqm
- Hoveton / North Walsham / Stalham: 2,500 - 4,000sqm

2.7.22 Local food production and sales direct from farms and at farmers markets and weekly town markets add to the choice and local distinctiveness of the retail offer and the Council wishes to support these activities. National sales of local produce also contributes to recognition of the 'North Norfolk' brand which contributes to the tourism economy.

2.7.23 The strategic economic policy has been informed by all the background information and aims to broaden the employment base across North Norfolk through policies that support local businesses through identification of sufficient employment land and support the tourist industry and farm diversification as well as promotion of town centre vitality and viability. The key role that the Districts market towns play in providing employment opportunities across the area is recognised by the strategy which seeks to improve levels of self containment by providing good quality jobs close to where people live.

xvi North Norfolk Tourism Sector Study, Scott Wilson Kirkpatrick & Co 2005

xvii North Norfolk Retail and Commercial Leisure Study, DTZ Pleda Consulting 2005

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Economy

At least 4,000 additional jobs will be provided between 2001 and 2021 in line with the indicative targets set out in the East of England Plan. Job growth will be achieved via policies for tourism, retail and the rural economy as well as provision of employment land. A range of sites and premises will be made available for employment development, through designation of existing employment sites in all Principal Settlements, Secondary Settlements and some Service Villages and Coastal Service Villages and the allocation of new sites in order to increase the choice of sites available and to address the self-containment of settlements in terms of homes / jobs balance.

In **Employment Areas**, as designated on the Proposals Map, only employment generating development proposals ^(xviii) will be permitted. Retail warehousing and hotels may be permitted provided that there is no sequentially preferable site available. Allocations for new employment land or as part of mixed-use schemes, will be made in Fakenham, Holt and Stalham. One or more employment allocations will be identified for employment uses that cannot be accommodated on other identified employment land owing to environmental or operational requirements. (e.g. noise etc).

The distribution of employment land will be approximately as follows:

Area	Total
Eastern Area	91 ha
North Walsham	65
Stalham	5
Hoveton	10
Catfield	12
Central Area	50 ha
Cromer	20
Holt	15
Melton Constable	8.5
Sheringham	6
Western Area	62 ha
Fakenham	59
Wells-next- the-Sea	3
TOTAL	204 ha

The tourist industry will be supported by retaining a mix of accommodation and encouraging new accommodation and attractions which help diversify the offer and extend the season. Proposals should demonstrate that they will not have a significant detrimental effect on the environment, and cycling, walking and heritage tourism will be encouraged by promoting and enhancing long distance walking and cycling routes and heritage trails.

xviii Use Class B1, B2 and B8, petrol filling stations, car / vehicle hire, the selling and display of motor vehicles and builders yards

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The rural economy and farm diversification will be supported including extensions to existing businesses of an appropriate scale and re-use of existing buildings, including appropriate re-use of the operational land at redundant defence establishments.

The role of town centres as a focus for a broad range of shopping, commercial, cultural and other uses will be supported. Other than on identified Retail Opportunity Sites ^(xix), residential proposals will be permitted where they do not result in the loss of shops or other main town centre uses ^(xx) located within a defined **Primary Shopping Area**. Proposals should also have regard to the integration of public transport in town centres and seek to provide pedestrian friendly environments. A retail hierarchy guides decisions on the scale of new retail and leisure development that will be permitted. The retail hierarchy is;

- **Large town centres:** Cromer, Fakenham and North Walsham
- **Small town centres:** Holt, Hoveton, Sheringham, Stalham and Wells-next-the-Sea

Proposals for large scale developments will be located in Large Town Centres with schemes in the Smaller Town Centres limited to those that meet local needs and support their roles as visitor and tourist destinations.

Primary Shopping Areas and **Primary Retail Frontages** are defined in order to concentrate retail development in central areas of towns. Retail opportunity sites will be identified in the Site Specific Proposals document to allow for between 13,300 - 19,900sqm additional comparison goods retailing and leisure floor space. This floor space will be distributed in the large town centres in these approximate amounts: Fakenham 4,000 to 6,000sqm, Cromer 2,000 to 5,000sqm and North Walsham 2,500 - 5,000sqm.

2.8 Access and Infrastructure

2.8.1 New development places additional burdens on local infrastructure and facilities, be it transport services, water supplies, health services or provision of school places. The purpose of the access and infrastructure strategic policy is two-fold:

- to ensure that new development does not take place without adequate provision of infrastructure; and
- to ensure that development supports the aim of reducing reliance on car-travel and provides opportunities for access by a choice of travel modes.

Infrastructure

2.8.2 Infrastructure relates to water supply, waste water disposal, sewerage, the transport network, and energy. The Environment Agency has recently highlighted the often "hidden" costs of such infrastructure provision ^(xxi). Other public services and facilities, such as open space, education, health, public transport services, cultural and civil protection services required to enable a good quality of life - are covered under Policy CT 2 'Developer Contributions' and further guidance on the detailed nature of any financial or other contributions will be provided in a Developer Contributions Supplementary Planning Document (SPD). The Norfolk Primary Care Trust (PCT) is currently consulting on proposals for revised service delivery, and there will be a need to ensure that any proposals meet local needs whilst making the best use of resources. Particular infrastructure constraints have been taken into account in the formulation

xix To be identified in the Site Specific Proposals Development Plan Document

xx Retail, leisure, entertainment, offices, arts, culture and tourism (as defined in para 1.8 of PPS6)

xxi Hidden Infrastructure, Environment Agency 2007

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2.9.24 There are infrastructure constraints in respect of energy supply and growth should be delayed until provision is upgraded unless local energy sources can be used.

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Hoveton

Hoveton is designated as a **Secondary Settlement** with a **Small Town Centre**. Development will be limited in scale to meet locally identified needs. The following development is proposed:

- Between 2001-2021 a total of between 130 and 200 dwellings will be built. This will include 100-150 dwellings on newly identified development sites well related to the built up area.
- Approximately 10 hectares of land will be identified and retained for employment generating development.
- All development must ensure no adverse effects on the Broads Special Area of Conservation (SAC).

Sheringham

2.9.25 Sheringham is an attractive seaside town, with fine beaches and many tourist attractions, both in the town and nearby. It 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. It is set amongst some of the most attractive landscape in Norfolk and is a naturally-contained town situated between the Cromer Ridge and the sea, and is surrounded by woodland, parkland, heaths and commons, which together provide a rich habitat for wildlife.

2.9.26 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. A great deal of housing development has taken place in Sheringham over the past 10 years or so, resulting in the loss of open countryside. Whilst there is a good mix of house types and tenure in the town as a whole, much of the recent development has been expensive, up-market development catering for retired people from beyond the area.

2.9.27 Sheringham retains its traditional employment sectors of fishing and tourism deriving from its seaside location. Partly because of its location it has never developed a firm industrial base.

2.9.28 Sheringham has a good range of facilities catering for the needs of residents of the town and its hinterland, including schools, healthcare facilities and a wealth of leisure and recreational opportunities. In addition, the area benefits from a host of outdoor recreational opportunities associated with the countryside and the coast as well as having a top-quality golf course.

2.9.29 The centre of the town has a distinctive architectural character with historic street patterns and attractive open spaces. Sheringham is both a market town and a resort town. It has a vibrant town centre providing a variety of shops, banks, cafés etc. meeting most of the needs

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of the local catchment and attracting people from further afield. The town does not have a modern supermarket and many people go to Cromer or elsewhere for their weekly food shopping. For clothes, furniture and major goods residents of the area tend to go to Norwich.

2.9.30 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.

2.9.31 Sheringham has a high level of housing demand and need, reflecting its role as a dormitory settlement with many local people travelling out of the town for work. It is surrounded by the Norfolk Coast AONB and other environmental constraints and has infrastructure constraints notably the foul sewerage network has no spare capacity and therefore development should be phased until this is rectified (estimated 2011). Further growth of the town into its sensitive landscape setting should be avoided and hence the towns potential to accommodate large scale housing development is regarded as limited.

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Sheringham

Sheringham is designated as a **Secondary Settlement** with a **Small Town Centre**. The following development is proposed:

- Between 2001-2021 a total of between 600 and 700 dwellings will be built. This will include 200-250 dwellings on newly identified development sites well related to the built up area where encroachment into the wider countryside setting of the town is minimised.
- Development will not be permitted unless it has been demonstrated that there is adequate capacity in sewage treatment works (upgrades programmed for post-2011).
- Between 500-750 sqm of new comparison goods floor-space will be accommodated, respecting the small-shop nature of the town. Suitable sites for development of new retail floor-space will be allocated in the SSP and a suitable central site for the market will be safeguarded.
- Approximately 6 hectares of land will be identified for employment generating development comprising 6 of the 8 hectares already in use or designated for this purpose.
- A **Public Realm** designation is defined to co-ordinate the use of areas where pedestrian access, informal recreation and appearance are crucial to the town's attractiveness to residents and visitors.
- **Important Approach Routes** are designated to protect and enhance the setting and approaches into the town.
- All major new development in Sheringham must demonstrate no adverse impact on the hydrology of Norfolk Valley Fens Special Area of Conservation (Sheringham and Beeston Reegis Common) and developments within the groundwater catchment of this site must fully mitigate the impact of all hard surfacing to minimise storm run-off.

Development Control Policies 3



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3.3 Environment

The Norfolk Coast Area of Outstanding Natural Beauty and The Broads

- 3.3.1** Government policy ^(xiii) affords nationally designated areas the highest status of protection in relation to natural beauty. The Norfolk Coast AONB and The Broads are valuable assets for North Norfolk, in terms of sustainable tourism, quality of life and also as wildlife habitats. The importance of protecting these resources is stated in the Core Strategy aims, the North Norfolk Sustainable Community Strategy and the Management Plans of the respective areas.
- 3.3.2** The Norfolk Coast AONB Management Plan provides guidance for the conservation and enhancement of the areas special qualities and should be taken into consideration in all development proposals that could affect the area.
- 3.3.3** The Broads have a status equivalent to a National Park and include several European wildlife designations. The Broads Authority is the local planning authority for the Broads Area and policies in the Broads LDF 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.
- 3.3.4** National policy advises that major developments should not take place in nationally designated areas such as AONBs except in exceptional circumstances. However other smaller developments can also be harmful and 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 will not be permitted. 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. Part of the Norfolk Coast AONB is within existing built up areas and proposals will be considered having regard to their setting and impact on the surrounding area.
- 3.3.5** Policy EN12 'Relocation and replacement of development affected by coastal erosion risk' 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. In order for the objectives of Policy EN12 to be met, development that complies with Policy EN12 is considered acceptable in principle within the AONB.

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Policy EN 1

Norfolk Coast Area of Outstanding Natural Beauty and The Broads

The impact of individual proposals, and their cumulative effect, on the **Norfolk Coast AONB**, **The Broads** and their settings, will be carefully assessed. Development will be permitted where it;

- is appropriate to the economic, social and environmental well-being of the area or is desirable for the understanding and enjoyment of the area;
- does not detract from the special qualities of the Norfolk Coast AONB or The Broads; and
- seeks to facilitate delivery of the Norfolk Coast AONB management plan objectives.

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

Proposals that have an adverse effect will not be permitted unless it can be demonstrated that they cannot be located on alternative sites that would cause less harm and the benefits of the development clearly outweigh any adverse impacts.

Development proposals that would be significantly detrimental to the special qualities of the Norfolk Coast AONB or The Broads and their settings will not be permitted.

Protection and Enhancement of Landscape and Settlement Character

- 3.3.6** 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 help sustain and/or create landscapes and townscapes with a strong sense of place and local identity.
- 3.3.7** A Landscape Character Assessment has been prepared which identifies and describes distinctive Landscape Character Areas and Types throughout North Norfolk and incorporates details on biodiversity and historic landscape features. 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, Urban Archaeological Surveys, Conservation Area Appraisals, Town/Village Design Statements and Parish Plans prepared by local communities.
- 3.3.8** The setting of, and views from, designated areas are protected by policy, however a particular designation is made around Sheringham Park where the setting has particular importance. 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 limited impact on the park itself. In contrast, however, Sheringham Park estate is quite modest in size and its design relies upon important views 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 Proposals Map. 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.

3 Development Control Policies

Policy EN 2

Protection and Enhancement of Landscape and Settlement Character

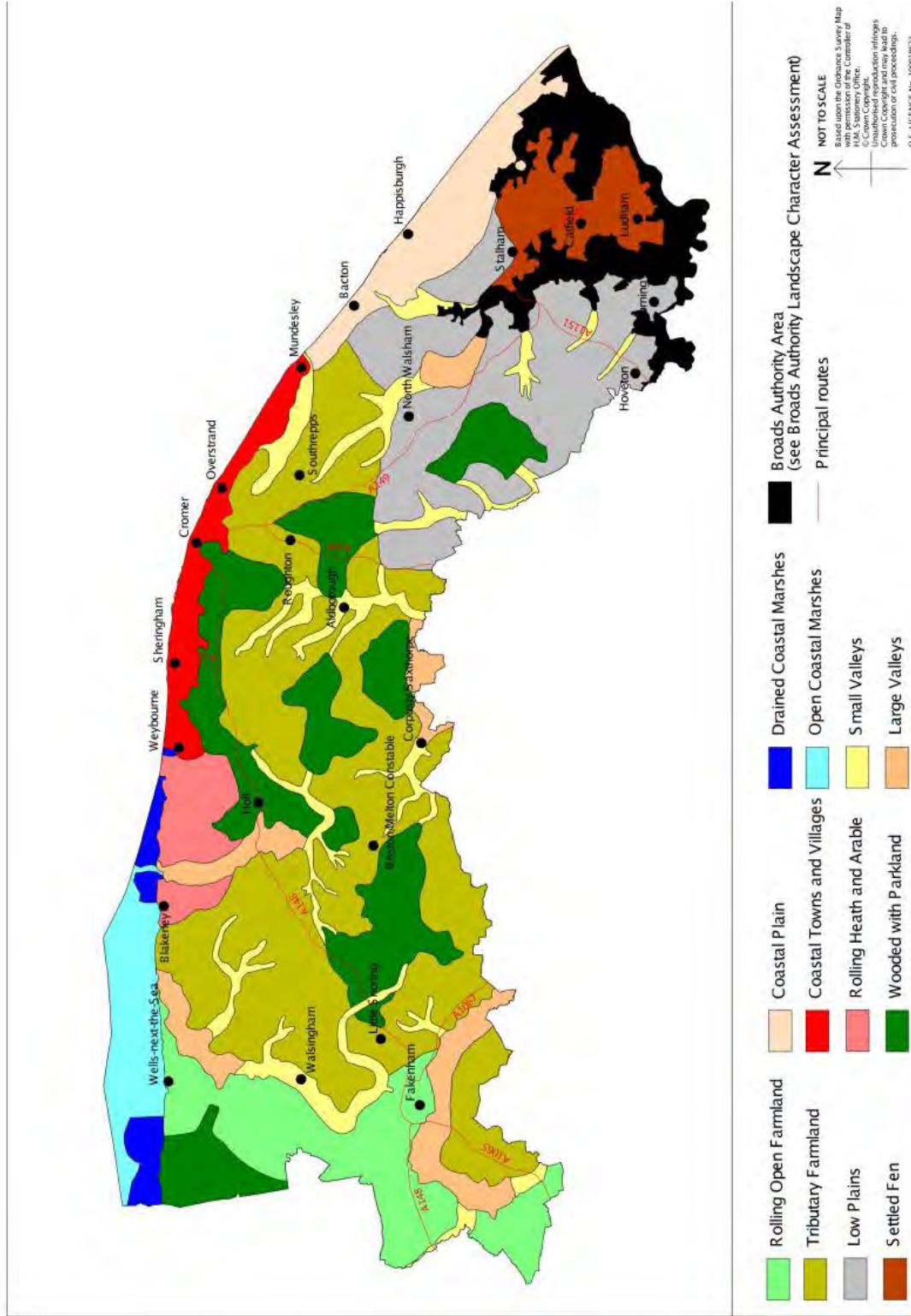
Proposals for development should be informed by, and be sympathetic to, the distinctive character areas identified in the North Norfolk Landscape Character Assessment and features identified in relevant settlement character studies.

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

- the special qualities and local distinctiveness of the area (including its historical, biodiversity and cultural character)
- gaps between settlements, and their landscape setting
- distinctive settlement character
- the pattern of distinctive landscape features, such as watercourses, woodland, trees and field boundaries, and their function as ecological corridors for dispersal of wildlife
- visually sensitive skylines, hillsides, seascapes, valley sides and geological features
- nocturnal character
- the setting of, and views from, **Conservation Areas** and **Historic Parks and Gardens**.
- the defined **Setting of Sheringham Park**, as shown on the Proposals Map.

Development Control Policies 3

Figure 5 Landscape character types



3 Development Control Policies

The Undeveloped Coast

- 3.3.9** Large parts of the North Norfolk coast are protected by the Norfolk Coast AONB, SSSI and Natura site designations, and this sensitivity presents a constraint in certain areas, however the whole of the coast has a special 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 ^(xii) states that development that does not require a coastal location should not normally be provided within the coastal zone and it is reasonable to expect provision for housing, employment and other activities to be made elsewhere. Therefore, in North Norfolk development permitted in the 'Countryside' but that does not require a coastal location should be directed to appropriate sites inland, for example around the Principal Settlements of Fakenham or North Walsham, rather than in the undeveloped coastal strip.
- 3.3.10** The North Norfolk Landscape Character Assessment (LCA) identifies areas that have a coastal character, however this is based on landscape considerations only. The Undeveloped Coast designation is designed to minimise the wider impact of general development, additional transport and light pollution on the distinctive coastal area. The area is designated on the Proposals Map and is shown below. Whilst in substantial areas of the District this overlaps with those areas of coastal character identified in the LCA their purpose and basis for assessment is different.
- 3.3.11** Policy EN 12 'Relocation and Replacement of Development Affected by Coastal Erosion Risk' 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 EN 3

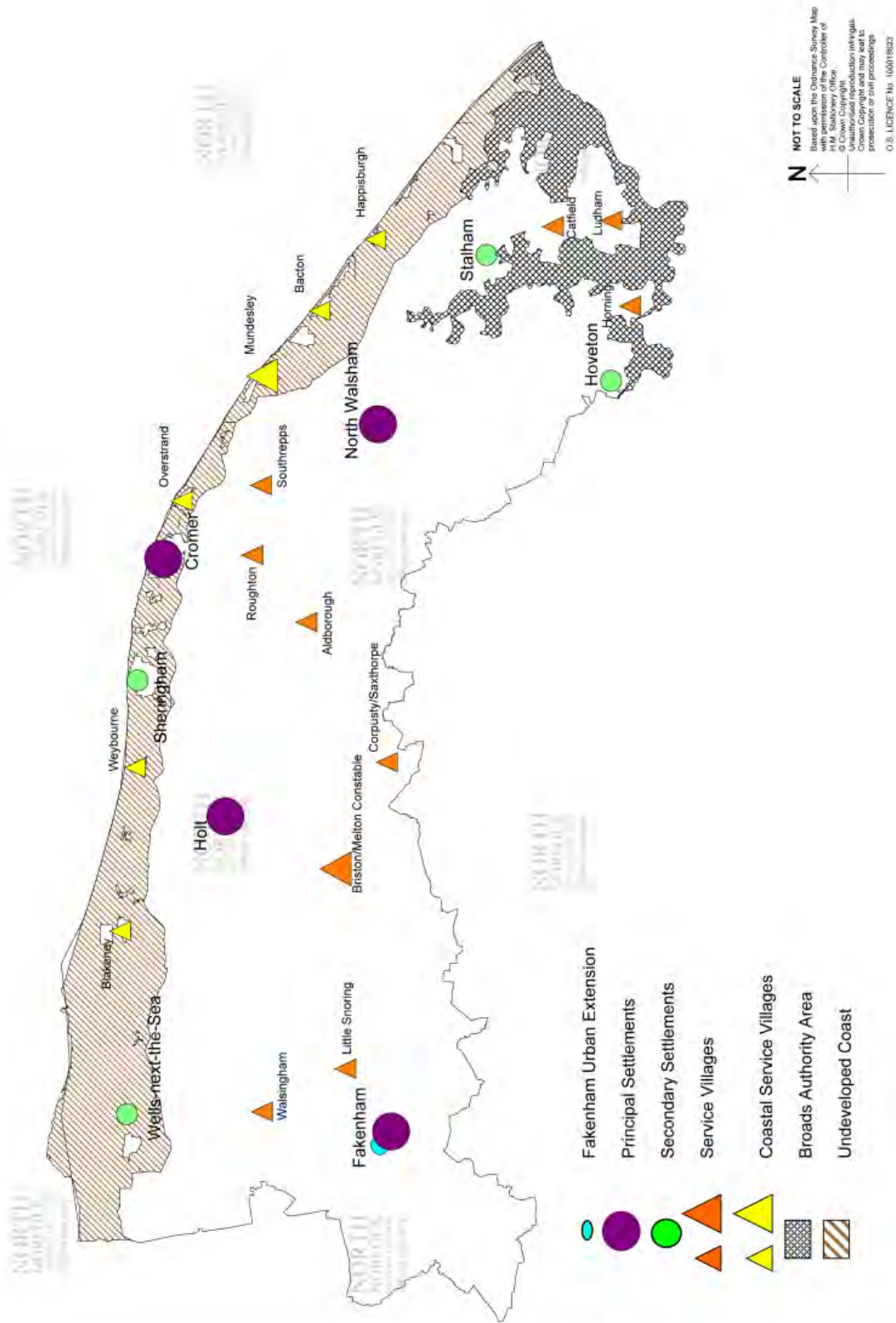
Undeveloped Coast

In the **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 well-being of the coastal community will be permitted where it replaces that which is threatened by coastal erosion.

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Figure 6 Undeveloped Coast



3 Development Control Policies

Quality of Design

3.3.12 In addition to the natural environment, the quality and local distinctiveness of the built environment in North Norfolk is an important asset for the area and has a significant impact on everyday life. The importance of new development complementing and relating to its surroundings, while being safe and accessible for all, is established in the Core Strategy Vision and Aims. The aims also seek to mitigate the impacts of climate change, and the environmental performance of new buildings is particularly important in this context.

3.3.13 Policy EN 6 ' Sustainable Construction and Energy Efficiency ' requires that development proposals consider energy efficiency and sustainable design from the outset. Whilst many of these principles can be incorporated within existing building materials and forms it is also acknowledged that non-traditional materials and designs may be necessary in order to achieve very low carbon or carbon neutral developments and meet Government targets for reducing carbon emissions.

3.3.14 In most of the towns and some villages, there has been concern about the loss of residential gardens to development and the resultant impact on biodiversity and character. The definition of previously developed land ^(xiii) does include gardens, however it states that there is no presumption that land that is previously developed is necessarily suitable for housing development nor that the whole of the curtilage should be developed. The Council is concerned about any possible detrimental effects of developing gardens and proposals for such development will therefore be considered against their impact on biodiversity and character and in the context of the landscape and density of the surrounding area.

3.3.15 Design and Access Statements are required to be submitted with most planning applications and these should demonstrate how a proposal is functional, attractive and accessible to all. The criteria in 'Building for Life' published by CABI are useful for considering character, public space, design and construction and the surrounding environment and community, and developers are encouraged to incorporate these principles in proposals. Important approach routes have been identified on the Proposals Map which provide important views while travelling into a settlement. These have been selected on the basis of their 'gateway' function for visitors to the towns. Providing a first impression is important in protecting or enhancing the townscape of the wider settlement. Development proposals along these routes should have particular regard to their setting. The Government publication 'Manual for Streets' ^(xiv) aims to assist in the creation of high quality residential streets and should be used in such proposals. Developers are also encouraged to go beyond minimum access standards set out in Building Regulations and provide higher standards of accessibility for all within public spaces as well as individual buildings.

3.3.16 The North Norfolk Design Guide 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, the Landscape Character Assessment and Town and Village Design Statements 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 Local Development Framework and the most up to date material should be referred to. Further information on general design principles is available in 'By Design' produced by CABI and DTLR ^(xv).

3.3.17 Developments should be safe and take account of crime prevention and community safety considerations. Developers should therefore contact Norfolk Constabulary to ensure that

xiii As defined in PPS3; Housing 2006

xiv Manual for Streets, DCLG and Dept for Transport 2007

xv By Design; Urban Design in the Planning System - Towns better practice, CABI / DTRL 2005

Development Control Policies 3

'Secured by Design' principles are 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.

Policy EN 4

Design

All development will be designed to a high quality, reinforcing local distinctiveness. Innovative and energy efficient design will be particularly encouraged. Design which fails to have regard to local context and does not preserve or enhance the character and quality of an area will not be acceptable.

Development proposals, extensions and alterations to existing buildings and structures will be expected to:

- Have regard to the North Norfolk Design Guide;
- Incorporate sustainable construction principles contained in policy EN6;
- Make efficient use of land while respecting the density, character, landscape and biodiversity of the surrounding area;
- Be suitably designed for the context within which they are set;
- Retain existing important landscaping and natural features and include landscape enhancement schemes that are compatible with the Landscape Character Assessment and ecological network mapping;
- Ensure that the scale and massing of buildings relate sympathetically to the surrounding area;
- Make a clear distinction between public and private spaces and enhance the public realm;
- Create safe environments addressing crime prevention and community safety;
- Ensure that places and buildings are accessible to all, including elderly and disabled people;
- Incorporate footpaths, green links and networks to the surrounding area;
- Ensure that any car parking is discreet and accessible; and
- Where appropriate, contain a variety and mix of uses, buildings and landscaping.

Proposals should not have a significantly detrimental effect on the residential amenity of nearby occupiers and new dwellings should provide acceptable residential amenity.

Development proposals along entrance routes into a settlement should have particular regard to their location. **Important Approach Routes** are identified on the Proposals Map which should be protected and enhanced through careful siting, design and landscaping of any new development.

Public Realm

3.3.18 North Norfolk's towns provide a valuable function for residents and they provide an attraction for visitors, based to a large extent on the quality of the built and natural environment. Over

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recent years their traditional role has been subject to increasing competition from Norwich and their attraction for tourism needs careful protection. The Council has recognised that additional measures are therefore necessary to sustain their viability, and Cromer, Fakenham and North Walsham have been the subject of projects to promote their social, economic and environmental well-being. This has included town centre enhancement schemes funded by the District and County Councils with support from the Regional Development Agency, Heritage Lottery Fund and the European Union.

- 3.3.19** The identification and designation of certain areas within settlements as Public Realm is intended to continue these efforts of revitalising the settlements, by identifying areas which are particularly important for the function and attractiveness of the town, and seeking to ensure that all proposals in such areas (including highway works, shop front alterations, provision of public seating and landscaping etc) have regard to the appearance and usability of the area. A co-ordinated approach between developers, service providers and those who work within the area will be encouraged to achieve this.

Policy EN 5

Public Realm

Within areas designated as **Public Realm** proposals will be expected to enhance the overall appearance and usability of the area, and a co-ordinated approach to management will be encouraged.

Sustainable Construction and Energy Efficiency

- 3.3.20** The Spatial Strategy for the location of new development is designed to minimise the need to travel, especially by car, thereby reducing carbon emissions. The design of new development is also important, as energy use in buildings accounted for nearly half of UK carbon dioxide emissions in 2004 and more than a quarter of these came from the energy used to heat, light and run homes ^(xvi).
- 3.3.21** Climate change will have major implications on the UK's environment and could result in more extreme weather events, including hotter and drier summers, flooding and rising sea levels leading to coastal realignment. This has severe consequences for North Norfolk which is subject to coastal erosion, has areas at risk of flooding and has an important agricultural economy. Evidence on climate change implications is available from the Tyndall Centre, based at the University of East Anglia.
- 3.3.22** North Norfolk District Council have signed the Nottingham Declaration on climate change which is a public statement of intent to work with the local community and businesses to respond to the challenges of climate change. This includes cutting greenhouse gas emissions such as carbon dioxide and preparing for the changes climate change will bring.
- 3.3.23** The Council is seeking to ensure that all new development contributes towards sustainable development, reduces or minimises carbon emissions, is resilient to future implications of climate change and protects residents from the effects of fuel poverty. New dwellings are likely to comprise the majority of new development in North Norfolk and The Code for Sustainable

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Homes^(xvii) is a national standard used to assess the sustainability of new dwellings. Particular Code for Sustainable Homes ratings should be met in order to ensure that the housing requirement is provided in a sustainable manner. The Code looks at dwellings in a holistic way and certain standards in terms of water consumption, environmental impact of materials used, provision of outside space and protection of existing ecological features need to be met to reach a particular 'score'.

3.3.24 An interim Code for Sustainable Homes certificate issued by an accredited assessor stating the sustainability rating should be submitted with all proposals for new dwellings. The final certificate of compliance will be provided to the authority on completion of the development. In the event that the Code for Sustainable Homes is replaced by another method of assessment dwellings should meet at least the equivalent standards set out in the policy. Energy efficiency of new and existing dwellings is very important and the Council provides advice on sources of grant funding to improve the efficiency of existing dwellings as well as advice on implementing the requirements of this policy.

3.3.25 Policy EN6 seeks to achieve greater efficiency in use of natural resources, minimise energy demand and increase the use of renewable resources. This should reduce the running costs of buildings and create attractive and healthy places for people to live and work by use of natural light and ventilation. The Government's expectations for water efficiency in new buildings are set out in the DCLG publication 'Water Efficiency in New Buildings' and should be implemented in all schemes. When looking at re-use of previously developed land, developers should seek to renovate existing buildings where appropriate rather than demolition and rebuilding. Recovered building materials should also be used where possible. This will reduce energy used in construction and will also contribute to protecting the built heritage.

Policy EN 6

Sustainable Construction and Energy Efficiency

All new development will be required to demonstrate how it minimises resource consumption, minimises energy consumption compared to the current minimum required under part L of the Building Regulations, and how it is located and designed to withstand the longer term impacts of climate change. All developments are encouraged to incorporate on site renewable and / or decentralised renewable or low carbon energy sources, especially in those areas with substation capacity issues. The most appropriate technology for the site and the surrounding area should be used, and proposals should have regard to the North Norfolk Design Guide.

All new dwellings will be required to achieve at least a two star rating under the Code for Sustainable Homes. This requirement will rise over the plan period and by 2010 new dwellings will achieve at least a three star rating and by 2013 new dwellings will achieve at least a four star rating. These standards require consideration of issues such as:

- orientation to maximise solar gain;
- use of low water volume fittings and grey water recycling;
- high levels of insulation; and
- adequate provision for separation and storage of waste for recycling

Development proposals over 1,000 square metres or 10 dwellings (new build or conversions)

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will be required to include on-site renewable energy technology to provide for at least 10% of predicted total energy usage. By 2013 this requirement will rise to at least 20%. These proposals will be supported by an energy consumption statement ^(xviii).

Where site conditions are particularly suitable, and for developments over 100 dwellings, on-site renewable energy should provide for at least 20% of predicted total energy usage, rising to at least 30% by 2013, and provision of zero carbon dwellings ^(xix) will be encouraged.

- 3.3.26** The East of England Plan contains targets that 14% of total electricity consumption in the East of England (or 10% excluding offshore wind) shall be from renewable energy by 2010, and 44% (17% excluding offshore wind) by 2020.
- 3.3.27** The target for particular developments to provide at least 10% of their energy needs from renewable sources is supported by the East of England Plan and government policy on climate change ^(xx), and has been set having regard to other requirements on developers and the North Norfolk Sustainable Community Strategy that identifies the delivery of affordable housing as the key priority. Climate change issues were recognised in the Community Strategy as being important, however only after short term basic needs such as housing were met.
- 3.3.28** The requirement increases to 20% by 2013 in order to reflect rising targets and the likely fall in costs of renewable technology and increase in best practice over time. The Government consultation, 'Building a Greener Future', sets out a timescale for achieving zero carbon dwellings by 2016 and suggests that by 2013 homes will be required to be 44% more energy / carbon efficient as compared to 2006 levels. This will require some form of low or zero carbon energy use and therefore a rising target for production of renewable energy supports this aim. Much improvement will be sought via Building Regulations and it is likely that these will be strengthened to improve energy / carbon performance. Energy Performance Certificates are also required for new buildings through the Energy Performance of Building Directive.
- 3.3.29** Large allocations and development sites will provide particular opportunities for exceeding the targets and achieving low or zero carbon development through comprehensive community wide schemes. Higher levels of renewable energy may also be used to overcome energy supply problems in parts of the District such as North Walsham. There are a wide variety of measures that can be used to achieve the energy and sustainable design requirements, and all proposals should consider the most appropriate for the particular site, having had regard to the North Norfolk Design Guide.
- 3.3.30** Achieving these targets may be challenging for developers but they should be achievable, depending on site-specific and economic viability considerations. Actual provision will be determined through negotiation, taking account of factors such as site characteristics and viability of development, and in exceptional circumstances, where it can be shown to not be viable, a reduced rate or off-site provision may be acceptable provided it can be traced to a permanent renewable source nearby (a green tariff will not be acceptable).
- 3.3.31** Developers should submit a checklist to show how the proposal minimises energy and resource consumption, how it is adapted to current and potential future climate impacts and how it reduces carbon emissions. An example of a sustainable construction checklist is contained within the North Norfolk Design Guide. Further guidance can also be provided on request.

xviii Advice on what should be included in an energy consumption statement is provided in the glossary the North Norfolk Design Guide and the London Renewables Toolkit; see *Integrating renewable energy into developments: Toolkit for planners, developers and consultants*, Faber Maunsell September 2004

xix Defined in *The DCLG Consultation on 'Building a Greener Future: towards Zero Carbon Development'* as 'over a year the net carbon emissions from energy use in the home would be zero'. Therefore the amount of energy taken from the national grid is less than or equal to the amount put back through renewable technologies.

xx Supplement to PPS1; *Planning and Climate Change*, December 2007

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3.3.32 Renewables East^(xxi), a private, not-for-profit company working to enable the East of England meet its target for the production of energy from renewable sources, can advise on best practice. Further advice on methods and costs of incorporating renewable energy is available in The Energy Saving Trust publication 'Meeting the 10 per cent target for renewable energy in housing'. An example of the procedure that could be applied in integrating renewable energy technology and preparing the energy consumption statement is contained in the London Renewables Toolkit^(xxii).

Renewable Energy

3.3.33 Government policy^(xxiii) states that planning policies should promote and encourage, rather than restrict, the development of renewable energy resources, and Core Strategy aims include mitigating and adapting to the effects of climate change and encouraging renewable energy production. The East of England Plan contains targets for renewable energy production.

3.3.34 The North Norfolk Sustainable Community Strategy recognises that the use of natural resources and assets of the local area could be optimised, for example to boost the economy through the production of bio-fuels and there is potential for future growth in this area. Policy EN7 is intended to increase the supply of renewable energy production in North Norfolk and contribute to regional targets. The production of renewable energy could also help alleviate energy supply problems in parts of the District.

3.3.35 There is, however, a need to ensure sufficient protection for the distinctive and sensitive landscape and environment in North Norfolk. Studies have looked at the impact of different technologies^(xxiv) and energy crops^(xxv) on the Norfolk Coast AONB and found that particular technologies such as micro and small scale wind could be suitable and that careful siting, choice and scale of production of energy crops is important to ensure landscape integrity is not affected. Therefore large scale renewable energy developments will not be permitted in nationally designated areas unless it can be proven that the objectives of the designation are not compromised. 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.

3.3.36 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.

3.3.37 Further information is contained in PPS22: Renewable Energy and the associated Companion Guide which give detailed information on specific renewable energy technologies, possible environmental, economic and social community benefits and methods for effective community involvement. Further information on community benefits is also contained in 'Delivering Community Benefits from Wind Energy Development', a report for the Renewables Advisory Board and DTI, May 2007.

xxi See www.renewableseast.org.uk

xxii *Integrating renewable energy into new developments: Toolkit for planners, developers and consultants. Faber Maunsell September 2004*

xxiii *PPS22; Renewable Energy 2004*

xxiv *Renewable energies for the Norfolk Coast AONB. Norfolk County Council and Mott Macdonald, March 2006*

xxv *Norfolk Coast AONB Energy Crop Landscape and Biodiversity Assessment. Chris Blandford Associates March 2007*

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Policy EN 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 their contribution to overcoming energy supply problems in parts of the District.

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;

- the surrounding landscape, townscape and historical features / areas;
- residential amenity (noise, fumes, odour, shadow flicker, traffic, broadcast interference); and
- specific highway safety, designated nature conservation or biodiversity considerations.

In areas of national importance ^(xxvi) large scale ^(xxvii) renewable energy infrastructure will not be permitted unless it can be demonstrated that the objectives of the designation are not compromised. Small-scale developments will be permitted where they are sympathetically designed and located, include any necessary mitigation measures and meet the criteria above.

Large scale renewable energy proposals should deliver economic, social, environmental or community benefits that are directly related to the proposed development and are of reasonable scale and kind to the local area.

Protecting and Enhancing the Historic Environment

3.3.38 The quality of the built environment and the presence of historic assets contribute to the appeal of North Norfolk. However there is concern that inappropriate materials and alterations, including replacement of windows and doors and unsympathetic signs, are affecting the built environment. Therefore, the Core Strategy aims to ensure that North Norfolk's built heritage is conserved and enhanced and that new development is of high quality design.

3.3.39 The Council has prepared a number of Conservation Area Form and Character Assessments and Conservation Area Appraisals and Management Plans which look at the boundaries, general conditions, identity and character of individual Conservation Area designations. Guidance will be developed for the preservation and enhancement of their particular character. 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.

3.3.40 Government policy ^(xxviii) gives provision for local authorities to draw up lists of locally important

xxvi SSSIs, National Nature Reserves, the Norfolk Coast AONB, the Heritage Coast and Conservation Areas

xxvii 'Large scale' is defined as those energy developments listed in Schedule 2 of the EIA Regulations 1999, including installations for the harnessing of wind power where the development involves the installation of more than 2 turbines and/or the hub height of any turbine or any structure exceeds 15 metres. Industrial installations for the production of electricity, steam and hot water where the area of the development exceeds 0.5 ha. Installations for hydroelectric energy production designed to produce more than 0.5 megawatts.

xxviii PPG15; Planning and the Historic Environment, 2004

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buildings which make a valuable contribution to the local scene or local history, but which do not merit national listing. These will be given additional protection and their status will be a material consideration, however they will not enjoy the full protection of statutory listing. A local list will be developed by the Council in conjunction with local amenity groups.

- 3.3.41** Certain proposals affecting Conservation Areas and Listed Buildings are subject to specific consent procedures and PPG15 sets out the detailed considerations that must be followed in these applications.
- 3.3.42** Where proposals affect archaeological sites and other designated assets, preference will be given to preservation in situ unless it can be shown that the recording of remains, assessment, analysis, report, publication and deposition of archive is more appropriate.

Policy EN 8

Protecting and Enhancing the Historic Environment

Development proposals, including alterations and extensions, should preserve or enhance the character and appearance of designated assets^(xxix), other important historic buildings, structures, monuments and landscapes^(xxx), and their settings through high quality, sensitive design. Development that would have an adverse impact on their special historic or architectural interest will not be permitted.

The re-use of Listed Buildings and buildings identified on a 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. Evidence supporting this should be submitted with proposals. New uses which result in harm to their fabric, character, appearance or setting will not be permitted.

Demolition of Listed Buildings and those identified on a Local List will only be permitted in exceptional circumstances where it can be demonstrated that all reasonable efforts had been made to sustain existing uses or find viable new uses.

Proposals involving the demolition of non-listed buildings will be assessed against the contribution to the architectural or historic interest of the area made by that building. Buildings which make a positive contribution to the character or appearance of an area should be retained. Where a building makes little contribution to the area, consent for demolition will be given provided that, in appropriate cases, there are acceptable and detailed plans for any redevelopment or after-use.

Where required, development proposals affecting sites of known archaeological interest will include an assessment of their implications and ensure that provision is made for the preservation of important archaeological remains. The character and appearance of **Conservation Areas** will be preserved, and where possible enhanced, and, in consultation with all relevant stakeholders, area appraisals and management plans will be prepared and used to assist this aim and to encourage the highest quality building design, townscape creation and landscaping in keeping with the defined areas.

xxix Conservation Areas, Listed Buildings, Scheduled Ancient Monuments, historic parks and gardens and historic battlefields
xxx Locally important buildings identified by NNDC on a 'Local List' and other known historic environment assets recorded on the Norfolk Historic Environment record maintained by Norfolk Landscape Archaeology.