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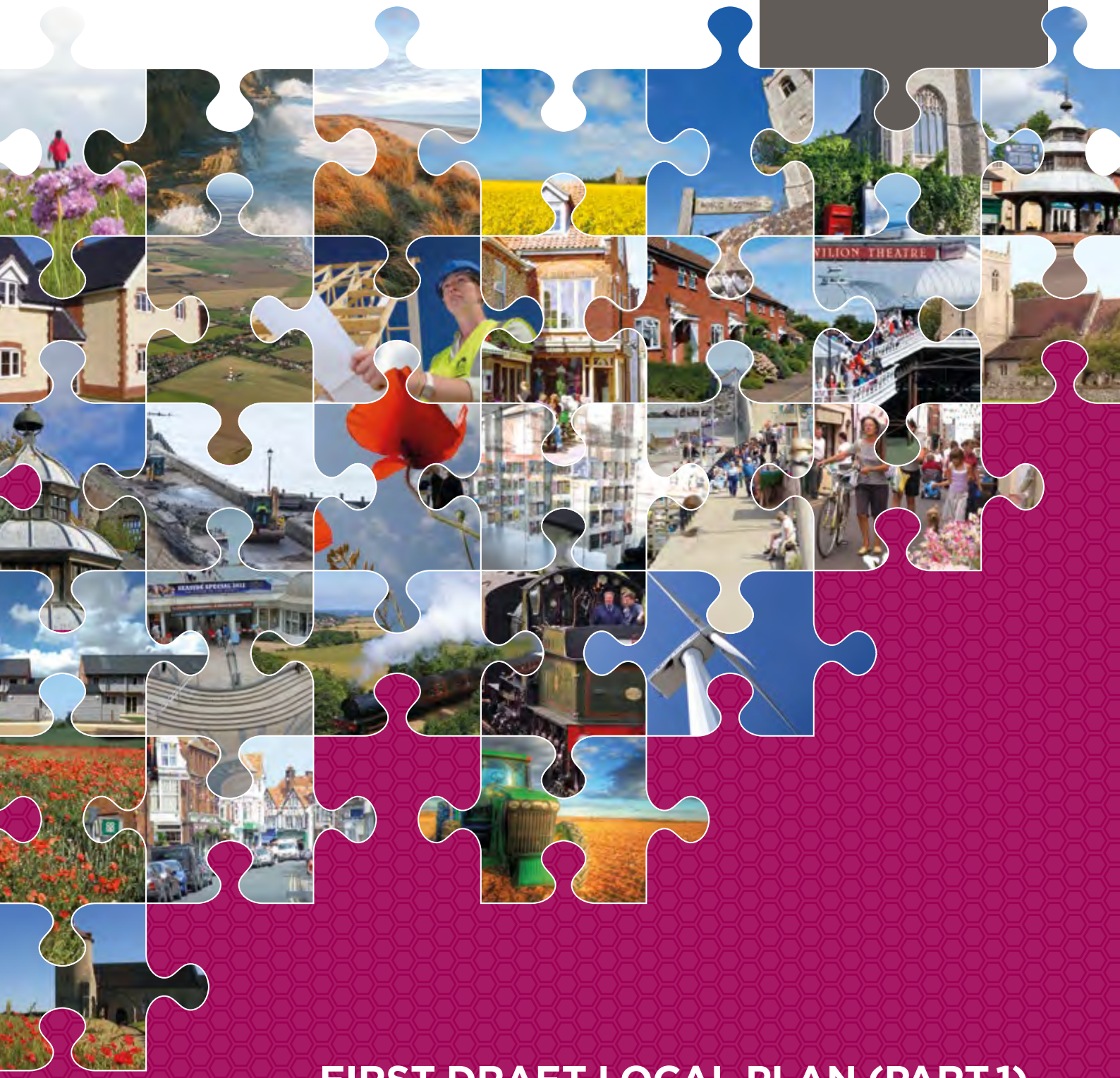
North Norfolk Local Plan 2016 - 2036

NORTH NORFOLK DISTRICT COUNCIL



FIRST DRAFT LOCAL PLAN (PART 1) ALTERNATIVES CONSIDERED

Consultation Period 7 May to 19 June 2019

www.north-norfolk.gov.uk/localplan

Important Information

Document Availability

Please note that many of the studies and reports referred to throughout this document can be viewed or downloaded at: www.north-norfolk.gov.uk/documentlibrary. If a document produced by the Council is not available please contact us with your request.

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Introduction 1

1 Introduction

1.1 North Norfolk District Council is preparing a new Local Plan for the District and is consulting on the First Draft. The National Planning Policy Framework requires that the Local Plan is justified and is an appropriate strategy, which takes into account **reasonable alternatives,** and is based on proportionate evidence. As part of the preparation of the **First Draft** the Council has considered a number of alternative approaches. This is the case in relation to both the Policies of the Plan and the draft Site Allocations it proposes.

1.2 In the case of the Draft Policies there are some where an entirely different approach could be taken, for example, there are in theory many ways in which the necessary growth could be distributed across the District. Furthermore each of the suggested policies could be modified to varying degrees, perhaps to improve their interpretation or efficiency of implementation, and we expect to make such changes as a result of this consultation. In some cases it might be considered appropriate not to include a policy within the Plan and rely instead on the content of the National Planning Policy Framework for making local decisions.

1.3 In relation to potential development sites a very extensive selection of potential alternatives have been suggested and appraised. The Council's approach to the site selection process is explained in more detail in **Background Paper 6 - Development Sites Selection Methodology.** This is one of a number of Background Papers which explain in more detail some aspects of the Draft Plan, the supporting evidence and options which have been considered. Others include:

- Paper 1 - Approach to Setting the Draft Housing Target
- Paper 2 - Distribution of Growth
- Paper 3 - Approach to Employment
- Paper 4 - Interim Infrastructure Position Statement
- Paper 5 - Interim Green Infrastructure Position Statement
- Paper 6 - Development Sites Selection Methodology
- Paper 7 - Housing Construction Standards

1.4 The First Draft Local Plan indicates where the Council has considered alternative approaches and this document provides details of these. The Draft Plan policies and proposals, and each of the alternatives considered, have been subject to Sustainability Appraisal. The results of this process are published separately in the **Draft Local Plan Interim Sustainability Appraisal** report**.**

1.5 The consideration of alternative approaches is an important part of the plan preparation process and is an integral aspect of justifying the Plan. Comparing the preferred approach with other possible options and subjecting these options to Sustainability Appraisal helps to determine if the proposed approach is likely to have the desirable outcome (including the consideration of any significant or cumulative impacts) or if it should be modified in some way. This is an on-going process as the Plan is prepared and a further Sustainability Appraisal process will be completed to support each stage of Plan preparation.

1.6 The Draft Local Plan has been produced having taken account of an extensive evidence base which has been prepared to support its production. The Council considers that our suggested preferred approaches, both in terms of the draft Policies and Site Allocations reflect the evidence, are balanced and proportionate, and have a good prospect of delivering the stated objectives of the Plan. In some policy areas the approach which can be adopted locally is either constrained by law, regulation, or the National Planning Policy Framework and the reasonable alternatives available might be relatively limited. There is no requirement as part of plan preparation to consider unrealistic options, or those which are unlikely to be deliverable.

1.7 As with the First Draft of the Local Plan this Alternatives document is published for consultation purposes and responses to it will help us to amend and refine our proposals.

The Local Plan

1.8 The new Local 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).

1.9 It is proposed that the new Plan will cover a twenty year plan period commencing in 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. 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 draft Local Plan Policy SD3 Settlement Hierarchy) and the Council will consult separately on these later in the process.

1.10 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.

About the Consultation Documents

1.11 The Council is seeking your views on the **First Draft of the Local Plan** and the **First Draft Local Plan - Alternatives Considered.** Following the consultation the Council will consider the comments made and will review the Plan before consulting again. **This process may include reconsideration of the alternative options which have been considered but discounted at this stage.**

1.12 The Council will also consider any further options which it may not have already considered and which are put forward as part of this consultation.

1.13 This document follows the same structure as the First Draft Local Plan. Each of the proposed Policies and each of the preferred Site Allocations is included; even in those circumstances where the Council has not considered any alternatives. This provides the opportunity for those making comments to suggest an alternative approach which may not have been considered.

1 Introduction

How You Can Have Your Say

1.14 We are inviting comments on the alternatives options which have been considered and discounted at this stage. 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. You may also wish to suggest options that the Council has not yet considered.

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

1.16 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.

1.17 Only comments made during the consultation period which commences **Tuesday 7 May** and ends **Wednesday 19 June** will be considered. **We are unable to accept any representations which are made outside of the formal consultation period**.

1.18 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

1.19 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.

1.20 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.

1.21 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?

1.22 The Council will consider all representations made during the consultation period. It will review the draft policies and site allocations and may modify or delete specific proposals in favour of others. We will then produce a new version of the Draft Plan which will be subject to a further period of public consultation before being submitted for independent examination. We currently expect this further consultation to take place towards the end of 2019.

1.23 The next stages of the Local Plan preparation can be followed on our website www.north-norfolk/gov/uk/localplan. You can also sign up to receive notification of Local Plan progress at 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.

Sustainable Development Policies 2

2 Sustainable Development Policies

2.1 The principle of Sustainable Development is at the heart of the land use planning system. It requires consideration of the environmental, economic and social consequences of development and the NPPF anticipates that wherever possible positive gains to be sought in all three areas. We have called the first section of policies in the new Plan, Sustainable Development Policies as they deal collectively with a wide selection of potential impacts. The topic areas covered are closely linked, and derived from the issues and objectives section of the Plan. The effectiveness of these policies, and the alternatives have been tested against a set of sustainability criteria which are specifically determined to provide a framework for assessing the Plans Sustainability. The results of this process are set out in the Sustainability Appraisal report which accompanies the Draft Plan.

How Decisions Will Be Made

2.2 The planning system is 'plan-led' and the Planning Acts require that decisions on planning applications are made in accordance with the policies of up to date Plans. Policy SD1 is included in the Draft Plan to explain this legal basis for making decisions on planning applications and specifically how decisions are reached if the Plan is silent, or becomes out of date. It adopts the wording of paragraph 11 of the NPPF which requires that decisions are made in accordance with the policies of up to date Plans and a presumption in favour of sustainable development in accordance with the NPPF in those circumstances where policies are judged to be out of date. Alternative approaches would not comply with the framework or the statutory basis for making decisions on planning applications contained in the Planning Acts. No alternative approach has been considered.

2.3 Policy SD2 reflects the national, and North Norfolk District Council's, desire to give local communities a greater say in how their areas might be developed. It makes clear our support for Neighbourhood Plans and Community Land Trusts and provides a degree of policy flexibility to allow for locally supported developments which deliver wider community benefits.

Policy SD1 - Presumption in Favour of Sustainable Development

Preferred Approach

Ref	Preferred Approach	Why it is preferred
SD1	Introduce Policy SD1 to ensure that development proposals comply with the provisions of up to date policies and that the presumption in favour of sustainable development is applied if the Plan becomes out of date.	National Planning Policy requires that decisions on planning applications are reached in accordance with up to date policies in Development Plans. Where policies are out of date the presumption in favour of sustainable development should be applied in accordance with paragraph 11 of the NPPF. Policy SD1 confirms how decisions on planning applications will be reached including in those circumstances where specific policies of the Plan are judged to be out of date.

Alternative Option

Ref	Alternative Option	Why it is not preferred
SD1A	Rely on national policy and guidance.	The approach is positively prepared and supports the delivery of sustainable growth in line with that envisaged in the NPPF. This option would result in a policy gap. It would not enable the Council to clarify how it responds to the local circumstances in relation to sustainable development.

Sustainable Development Policies 2

Policy SD2 - Community-Led Development

Preferred Approach

Ref	Preferred Approach	Why it is preferred
SD2	Introduce Policy SD2 to make clear that the Council will support community led developments including in some circumstances where development proposals may not comply with other adopted Policies.	National Planning Policy is supportive of measures which allow local communities to take more control over developments in their areas. A degree of flexibility in the application of District wide policies will allow communities to develop local solutions to local problems.

Alternative Option

Ref	Alternative Option	Why it is not preferred
SD2A	Not to introduce a policy and instead rely on national policy and guidance.	Whilst the NPPF is supportive of community planning and preparation of Neighbourhood Plans the policy seeks to go further and define local criteria.

2 Sustainable Development Policies

Distribution of Development

Policy SD3 - Settlement Hierarchy

Preferred Approach

Ref	Preferred Approach	Why it is preferred
SD3	Settlement growth and expansion - A distribution of growth which focuses larger scale proposals firstly in, and then around, the District's larger settlements and in particular those which provide the broadest range of day to day services. The scale of growth in each location to be determined by consideration of need, constraint and capacity. The preferred approach also allows for modest growth in a selection of smaller villages and retains the potential for rural exceptions development to deliver affordable homes. Designated landscapes, flood risk areas, coastal erosion constraint areas, important wildlife habitats and the wider countryside are not preferred locations for development unless a specific justification applies.	1. 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. 2. 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. 3. 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. 4. 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. 5. Focusing growth close to areas which are already built up will help to preserve the rural character of the District. 6. Allowing development within the built up areas of the Selected Settlements will prioritise the development of previously developed land (brownfield sites).

Alternative Options

Ref	Alternative Option 1	Why it is not preferred
SD3A	Build a single large new settlement somewhere in the District.	1. A distribution of development across the District is more likely to address needs close to where they arise. 2. In order to address the housing needs of the District around 4,500 will need to be built on allocated sites. Such a scale of growth is too small to support the range of services necessary to render a new settlement sustainable. Such a settlement is highly likely to rely on services and jobs elsewhere in the District so would substantially increase commuting, probably by car. A new settlement is not justified by the scale of housing growth requirement. 3. No suitable site has been suggested or identified. 4. No evidence that such a proposal would be deliverable or would result in sustainable growth.

Ref	Alternative Option 2	Why it is not preferred
SD3B	Rural Dispersal - Allow more	1. The majority of housing need arises in larger settlements

Ref	Alternative Option 2	Why it is not preferred
	development in the smaller villages and rural area of North Norfolk.	2. Dispersed growth would increase unsustainable travelling 3. A dispersed pattern of growth may risk the delivery of sufficient homes with an excessive reliance on smaller development proposal for which there is currently limited capacity with the development industry to deliver. 4. Risks unacceptable impacts on character of settlements and the countryside and environment 5. Does not make efficient use of existing services 6. Less likely to deliver any substantive improvements in supporting infrastructure

Ref	Alternative Option 3	Why it is not preferred
SD3C	Settlement expansion with alternative distributions between places. Multiple options could be considered with greater or lesser quantities of growth in individual settlements.	The Council has carefully considered the distribution of proposed growth having regards to a range of considerations including the need for development, particularly affordable homes, capacity of places to support growth having regard to key infrastructure, services, and jobs and the impacts of environmental constraints such as landscape, flooding and wildlife impacts.

Policy SD4 - Development in the Countryside

Preferred Approach

Ref	Preferred Approach	Why it is preferred
SD4	Limit growth within a designated countryside policy area whilst allowing for types of development which help to sustain the rural economy or require a rural location.	The proposed approach reflects the NPPF. It recognises the 'intrinsic character' of the countryside and the positive contribution it makes to well being, tourism and wildlife. It takes account of the comparative lack of services, jobs and facilities in much of the rural area but nevertheless allows for forms of growth which will help to sustain the vitality and viability of rural communities. Developments which are dependent upon a 'countryside ' location are supported.

Alternative Option

Ref	Alternative Option	Why it is not preferred
SD4A	Allow for more growth in the Countryside Policy Area including the building of new homes in a more extensive range of locations.	Such an approach runs the risk of undermining the sustainability of the District. It would increase the amount of new building in often remote areas, result in additional commuting to jobs, services and facilities, and risks undermining the rural character of the District.

2 Sustainable Development Policies

Infrastructure

Policy SD5 - Developer Contributions & Viability

Preferred Approach

Ref	Preferred Approach	Why it is preferred
SD5	Adopt an updated policy approach with amended/updated criteria and guidance that provides more clarity around developer contributions and introduces new guidance on viability.	This option would take the opportunity to review and update the existing approach reflecting current evidence and circumstances and allow for greater transparency regarding decision making process reflecting local circumstances. It also allows the Council to specify requirements that will be placed on an applicant in terms of the type of evidence that will be needed to support any planning application. Not having a policy approach would result in an uncertain outcome and be a missed opportunity to include a clear approach.

Alternative Option

Ref	Alternative Option
N/A	It is not considered that there is a reasonable alternative to the approach proposed. The NPPF requires the Council to consider viability and set out the strategic approach to infrastructure delivery in order to ensure that developments are well supported and that there is transparency in the process. As such the approach is in line with that envisaged in the NPPF, adds local distinction and is positively prepared. Not setting out such a policy would result in an uncertain outcome.

Policy SD6 - Provision & Retention of Local Facilities & Services

Preferred Approach

Ref	Preferred Approach	Why it is preferred
SD6	Adopt a new policy with amended/updated criteria and guidance resulting in the replacement of existing Core Strategy policy CT 3.	This option would take the opportunity to review and update the existing approach into a single policy reflecting current evidence and circumstances and allow for greater transparency regarding the decision making process. Retaining existing community facilities, particularly where few are available, is an important dimension of ensuring the vitality and sustainability of communities, helping to support community cohesion which in turn can benefit health and well-being and in some cases help to deliver skills and education and delivery of improved health provision.

Alternative Option

Ref	Alternative Option	Why it is not preferred
SD6A	Not to introduce a policy and instead rely on national policy and guidance.	This option would not enable the Council to make informed decisions regarding the loss of a community facility as there would be no ability to apply any local criteria or guidance to guide such decisions.

Policy SD7 - Renewable Energy

Preferred Approach

Ref	Preferred Approach	Why it is preferred
SD7	Introduce a new policy for renewable energy development.	This option would provide a positive strategy to promote renewable energy, which complies with the NPPF and helps to increase the use and supply of renewable and low carbon energy and heat.

Alternative Option

Ref	Alternative Option	Why it is not preferred
SD7A	Devolve the identification of suitable areas for onshore wind to neighbourhood planning groups and not to restrict wind energy development to areas outside of those classed as high sensitivity in the LSS.	This would ensure local communities have the opportunity to be fully engaged. This option would however represent a missed opportunity to provide a positive strategy to promote renewable energy to address the District as a whole. There is currently a small take up of neighbourhood plans and therefore would provide limited wind energy opportunities.

Policy SD8 - Fibre to the Premises (FTTP)

Preferred Approach

Ref	Preferred Approach	Why it is preferred
SD8	To introduce a policy that supports and delivers the provision of Full Fibre to the Premises.	The Government position and National Planning Policy suggests than planning policies should be proactive in providing for the delivery of telecommunications infrastructure. *NPPF paragraph 112. Advanced, high quality and reliable communications infrastructure is essential for economic growth and social well-being. Planning policies and decisions should support the expansion of electronic communications networks, including next generation mobile technology (such as 5G) and full fibre broadband connections. Policies should set out how high quality digital infrastructure, providing access to services from a range of providers, is expected to be delivered and upgraded over time; and should prioritise full fibre connections to existing and new developments (as these connections will, in almost all cases, provide the optimum solution).* The approach provides clarity and certainty as to the requirements expected in this policy area.

Alternative Option

Ref	Why it is not preferred
N/A	It is not considered that there is a reasonable alternative to the approach proposed. The NPPF provides general support for this policy area. Government guidance and National Policy states that the delivery of FTTP should be a priority. By not requiring a specific level of provision, the application of no policy would represent a missed opportunity to have a local policy that fully reflects the NPPF and Government strategy and result in piecemeal provision.

2 Sustainable Development Policies

Policy SD9 - Telecommunications Infrastructure

Preferred Approach

Ref	Preferred Approach	Why it is preferred
SD9	To introduce a policy to support the provision and improvement of telecommunications infrastructure including the necessary policy controls on sharing, siting and appearance.	The Government position and National Planning Policy suggests than planning policies should be proactive in providing for the delivery of telecommunications infrastructure. *NPPF paragraph 112. Advanced, high quality and reliable communications infrastructure is essential for economic growth and social well-being. Planning policies and decisions should support the expansion of electronic communications networks, including next generation mobile technology (such as 5G) and full fibre broadband connections. Policies should set out how high quality digital infrastructure, providing access to services from a range of providers, is expected to be delivered and upgraded over time; and should prioritise full fibre connections to existing and new developments (as these connections will, in almost all cases, provide the optimum solution).* The approach would see the consideration of people's digital connectivity and that of wider environmental considerations in areas of sensitivity.

Alternative Option

Ref	Alternative Option	Why it is not preferred
SD9A	To introduce a policy that supports the provision of telecommunications infrastructure but does not have policy controls on sharing, siting and appearance.	National Policy suggest that certain controls should be put in place to ensure that the number of masts should be kept to a minimum and masts and equipment should be sympathetically designed. NPPF paragraph 113. *The number of radio and electronic communications masts, and the sites for such installations, should be kept to a minimum consistent with the needs of consumers, the efficient operation of the network and providing reasonable capacity for future expansion. Use of existing masts, buildings and other structures for new electronic communications capability (including wireless) should be encouraged. Where new sites are required (such as for new 5G networks, or for connected transport and smart city applications), equipment should be sympathetically designed and camouflaged where appropriate.* Not including local criteria for consideration would be a missed opportunity to reflect local considerations in decision making.

Climate Change

Policy SD10 - Flood Risk & Surface Water Drainage

Preferred Approach

Ref	Preferred Approach	Why it is preferred
SD10	The policy approach sets specific requirements for determining planning applications and emphasises new guidance and practices in relation the management and reduction of flood risk and surface water disposal.	This option has positive impacts with regard to environment and natural resources, enables the council to adopt a policy that sets out the preferred approach to management of surface water disposal emphasising current, new and local guidance and practices in relation to flood risk and surface water management.

Alternative Option

Ref	Alternative Option	Why it is not preferred
SD10A	Rely on national policy and guidance.	This option could mean decisions are made that do not fully reflect the local context and circumstances , having a neutral impact on local sustainability indicators. Reliance on such an approach is a missed opportunity to adopt a policy that sets out how flood risk and surface water should be managed locally. Uncertainty may result if national policy be altered.

Policy SD11 - Coastal Erosion

Preferred Approach

Ref	Preferred Approach	Why it is preferred
SD11	Introduce a policy to reduce the risk from coastal change.	This option would comply with the NPPF; make clear what development will be appropriate in the risk area, it would introduce a positive approach to development that may have a social or economic benefit to affected coastal communities and the introduction of a requirement for applications to be accompanied by a Coastal Erosion Vulnerability Assessment will ensure an applicant is fully aware of the risks of coastal change and this will be addressed in an application. In addition, this option will ensure new development is future-proofed for the impact of coastal change.

Alternative Option

Ref	Alternative Option	Why it is not preferred
SD11A	Introduce a policy to reduce the risk from coastal change. "In the Coastal Change Management Area new development, or the intensification of existing development or land uses, will	This option is considered less positive than the preferred option and does not address the perceived blight to coastal communities. This option does not give consideration of coastal change on development which may be affected by such change but is located outside a designated Coastal Change Management Area.

2 Sustainable Development Policies

Ref	Alternative Option	Why it is not preferred
	not be permitted, except where it can be demonstrated that it will result in no increased risk to life or significant increase in risk to property. 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."	

Policy SD12 - Coastal Adaptation

Preferred Approach

Ref	Preferred Approach	Why it is preferred
SD12	Introduce a policy to assist with coastal adaptation.	This option complies with the NPPF. It will enable coastal adaptation and roll-back of affected communities so that relocation is permitted not only on sites well-related to the settlement from which the property is moving, but also to allow for development adjacent to selected settlements to allow for a wider site search.

Alternative Option

Ref	Alternative Option	Why it is not preferred
SD12A	Not to introduce a policy to assist with coastal adaptation and instead rely on National policy and guidance.	This option does not comply with the NPPF. It does not enable properties at risk to address the problem of loss through coastal erosion. Does not provide support to coastal communities. The option is a missed opportunity to have a locally informed policy.

Policy SD13 - Pollution & Hazard Prevention and Minimisation

Preferred Approach

Ref	Preferred Approach	Why it is preferred
SD13	To provide a policy 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.	This option complies with the NPPF and will ensure that all types of pollution are given due weight in the determination of development proposals.

Alternative Option

Ref	Alternative Option	Why it is not preferred
SD13A	Not to provide a policy and to instead rely on National policy and guidance.	Reliance on the NPPF which provides an overarching approach and is supportive does not provide a specific criterion to base decisions around in this policy matter and as such could lead to inconsistent decision making and would result in difficulty ensuring that development proposals minimise pollution of the environment.

2 Sustainable Development Policies

Transport

Policy SD14 - Transport Impact of New Development

Preferred Approach

Ref	Preferred Approach	Why it is preferred
SD14	To introduce a policy to ensure that the public highway remains safe and convenient to use for all road users.	The preferred option policy approach will ensure that development proposals achieve a suitable connection to the highway that is safe for pedestrians, cyclists and occupants of vehicles. The preferred policy option will ensure that road safety is not jeopardised by allowing proposals that would generate levels of traffic beyond the capacity of the surrounding road network. This policy approach is in-line with paras 102 to 111 of the NPPF regarding promoting sustainable transport.

Alternative Option

Ref	Alternative Option	Why it is not preferred
SD14A	Not to introduce a policy and instead rely on National policy and guidance.	The option is a missed opportunity to have a locally informed policy that reflects the principles of the NPPF and would result in difficulty in ensuring that development proposals promote sustainable transport. Reliance on National policy could not ensure that proposals wouldn't have significant transport implications.

Policy SD15 - Parking Provision

Preferred Approach

Ref	Preferred Approach	Why it is preferred
SD15	Introduce a policy to ensure the provision of adequate vehicle and cycle parking within new developments and the protection of designated and existing public car parks.	The preferred approach will allow the Council to ensure that the parking needs of a rural district with limited availability of public transport are met in a manner that contributes to overall design quality and supports sustainable transport options.

Alternative Option

Ref	Alternative Option	Why it is not preferred
SD15A	Not to introduce a policy and instead rely on National policy and guidance.	This option could result in insufficient parking provision leading to inappropriate parking on streets and verges and highway safety problems. It would also result in reduced choice of transport options (e.g. a lack of secure facilities for cycle parking would discourage cycle usage) and could have a negative impact on the attractiveness of the district as a tourism destination.

Policy SD16 - Electric Vehicle Charging

Preferred Approach

Ref	Preferred Approach	Why it is preferred
SD16	Introduce a policy to require the specific provision of electric vehicle charging infrastructure in new developments.	The NPPF, reflecting Government strategy of steering a shift to new cars and vans being effectively zero emission by 2040, requires at Paragraph 110 that development should "be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations". In addition Paragraph 105 states that if setting local parking standards then polices should take into account "the need to ensure an adequate provision of spaces for charging plug-in and other ultra-low emission vehicles". The Councils preferred approach is to require specific levels of provision in residential and non-residential developments. This option will provide an important delivery mechanism to support the Government's strategy and will assist in mitigating the impacts of climate change through reducing transport associated carbon emissions.

Alternative Option

Ref	Alternative Option	Why it is not preferred
SD16A	Introduce a policy that supports the provision of electric vehicle charging infrastructure. Alternative Policy "Development proposals will, where practical, promote the use of low carbon vehicles, including electric vehicles and other alternative low-carbon fuel technology, to reduce the carbon emissions resulting from the development."	By not requiring a specific level of provision, this option would represent a missed opportunity to have a local policy that fully reflects the NPPF and Government strategy. It would result in piecemeal provision and would have a negative impact on the Plan's sustainable development objectives.

Policy SD17 - Safeguarding Land for Sustainable Transport

Preferred Approach

Ref	Preferred Approach	Why it is Preferred
SD17	To introduce a policy that safeguards land for sustainable transport use, in-particular the former railway track beds and railway land for potential future use as sustainable transport corridors.	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. This policy

2 Sustainable Development Policies

Ref	Preferred Approach	Why it is Preferred
		recognises the importance of safeguarding land for sustainable transport uses.

Alternative Option

Ref	Alternative Option	Why it is not preferred
SD17A	Not to introduce a policy and instead rely on National policy and guidance.	Although National policy is clear on promoting sustainable transport uses there is no direct policy on safeguarding land for sustainable transport uses. Reliance on National policy would not safeguard the specific areas as defined in the policy.

Environment Policies 3

3 Environment Policies

Natural Environment

Policy ENV1 - Norfolk Coast Area of Outstanding Natural Beauty & The Broads National Park

Preferred Approach

Ref	Preferred Approach	Why it is preferred
ENV1	Provide a policy to ensure 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.	This option will accord with the NPPF by providing a positive strategy and ensuring great weight is given to the conservation and enhancement of the District's national landscape designations.

Alternative Option

Ref	Alternative Option	Why it is not preferred
ENV1A	Not to provide a policy and to instead rely on National policy and guidance.	This option would not comply with the NPPF requirement for local plans to set out a positive strategy and would not allow for the principles and objectives of the specific areas' management plans to be given appropriate weight in the decision making process.

Policy ENV2 - Protection and Enhancement of Landscape & Settlement Character

Preferred Approach

Ref	Preferred Approach	Why it is preferred
ENV2	To provide a policy to ensure protection of the distinctive landscape character, qualities and sensitivities of the area.	This option will accord with the NPPF requirement that planning policies protect and enhance valued landscapes commensurate with their quality as identified in the development plan.

Alternative Option

Ref	Alternative Option	Why it is not preferred
ENV2A	Not to provide a policy and to instead rely on National policy and guidance.	This option would represent a missed opportunity to ensure that development proposals and decisions reflect on the distinctive character, qualities and sensitivities of the area in relation to the protection and enhancement of landscape character and settlement character.

Policy ENV3 - Heritage & Undeveloped Coast

Preferred Approach

Ref	Preferred Approach	Why it is preferred
ENV3	Introduce a policy to protect the undeveloped character and appeal of the North Norfolk coast.	This option will accord with Government policy and will provide protection against the wider impact of general development, additional transport and light pollution on the distinctive coastal area.

Alternative Option

Ref	Alternative Option	Why it is not preferred
ENV3A	Not to provide a policy and instead rely on National policy and guidance.	There would be no locally specific policy protection for the undeveloped and heritage coast. Decision making could be inconsistent and the character of the coastal area could be eroded.

Policy ENV4 - Biodiversity & Geology

Preferred Approach

Ref	Preferred Approach	Why it is preferred
ENV4	To provide a policy to protect and enhance biodiversity and geodiversity.	This option will accord with the NPPF requirements for the protection and enhancement of biodiversity and geodiversity, will assist the Council in their statutory duty to have regard to the purpose of conserving biodiversity and will align with the Government's stated ambition for development to deliver a biodiversity net gain.

Alternative Option

Ref	Alternative Option	Why it is not preferred
ENV4A	Not to provide a policy and to instead rely on National policy and guidance.	Reliance on the NPPF provides an overarching approach but does not allow decisions to be informed by local priorities and would represent a missed opportunity to embed the principle of environmental net gain into development. Not to provide a policy would not accord with the NPPF principles.

Policy ENV5 - Green Infrastructure

Preferred Approach

Ref	Preferred Approach	Why it is preferred
ENV5	To introduce a policy to protect, provide and enhance green infrastructure linking to the GI Position Statement.	This option complies with National Policy. The delivery of supporting green infrastructure evidence is in line with NPPF paragraph 20: *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*

3 Environment Policies

Ref	Preferred Approach	Why it is preferred
		provision that identifies gaps in the network and the components and opportunities for improvement. The approach identifies specific place based opportunities for enhancement reflecting local requirements.

Alternative Option

Ref	Alternative Option	Why it is not preferred
ENV5A	Not to introduce a policy and instead rely on National policy and guidance	This option would represent a missed opportunity to have a local policy that fully reflects the NPPF Government strategy and identified local priorities. This option would not positively provide for green infrastructure in the district and would have a negative impact on the Plan's sustainable development objectives.

Policy ENV6 - Trees & Hedgerows

Preferred Approach

Ref	Preferred Approach	Why it is preferred
ENV6	To introduce a new policy to provide specific protection for trees and hedgerows.	This option will accord with the NPPF and will ensure that the preference will be for existing natural features to be incorporated into development schemes rather than being lost.

Alternative Option

Ref	Alternative Option	Why it is not preferred
ENV6A	Not to introduce a policy and to instead rely on other policies in the local plan, legislation and National policy and guidance.	This option would result in reliance on other polices in the plan and statutory protections to protect these important natural features. This would be a missed opportunity to require developers to demonstrate why a loss of natural features is necessary for their proposal and to set out what the Council consider would be adequate replacement provision where loss is demonstrated to be unavoidable.

Policy ENV7 - Open Space & Local Green Spaces

Preferred Approach

Ref	Preferred Approach	Why it is preferred
ENV7	Introduce a new policy to protect and enhance existing open space, including Education and Formal Recreation Areas and to support the creation of new Open Spaces, based on local defined requirements and their protection including Local Green Spaces.	The preferred approach seeks to ensure that new qualifying developments support the creation of new and enhanced open space including Education and Formal Recreation Areas based on an identified up to date local need and protects existing Open Land Areas and Local Green Spaces. All of which will make an important contribution to the health and well-being of communities and can provide a range of benefits including for biodiversity, mitigating flood

Ref	Preferred Approach	Why it is preferred
		risk, carbon storage, food production and for visual amenity. The approach allows for the protection of these spaces whilst allowing improvements to their recreational and / or environmental value.

Alternative Option

Ref	Alternative Option	Why it is not preferred
ENV7A	Rely on national policy, standards and guidance.	Given the importance of open space, including Education and Formal Recreation Areas (as identified within, amongst others, the NPPF , PPG (2014) and the Interim North Norfolk Draft SA Scoping Report (2018)), it is clear that there should be clear, locally distinctive policies for developers and communities in respect of the protection and provision of open space. Not having a specific policy would lead to a reliance on the interpretation, justification and application of a multiple of standards on a case by case basis of multiple standards such as those put forward by Fields in Trust and or the Accessible natural Greenspace Stands (ANGST), rather than the application of locally derived requirements designed to address deficiencies.

Policy ENV8 - Public Rights of Way & Access

Preferred Approach

Ref	Preferred Approach	Why it is preferred
ENV8	Introduce a new policy to protect, enhance and promote public rights of way and access and allow the creation of a continuous route around the coast.	The preferred approach specifically seeks to ensure development proposals take account of the wider connectivity to the surrounding area, improving access to the valued rural landscape and coastal areas, while at the same time protecting designated rights of way making a positive contribution towards improving health and well-being and the wider provision of open space and green infrastructure. It also contributes towards the aim of enabling people to walk the whole of the English Coast and the Districts tourism.

Alternative Option

Ref	Alternative Option	Why it is not preferred
ENV8A	Rely on national policy and guidance.	This option would result in reliance on other policies in the Plan and statutory guidance in promoting wider connectivity and represent a missed opportunity to embed important local considerations into policy. It would result in a policy position that remains silent on how the council would consider proposals where there is an opportunity to improve wider access to the surrounding area and connection to public rights of way.

3 Environment Policies

Built Environment

ENV9 - High Quality Design

Preferred Approach

Ref	Preferred Approach	Why it is preferred
ENV9	Introduce a North Norfolk specific design policy setting out local design standards.	The Council's preferred approach is a North Norfolk specific design policy setting out high quality local design standards that all proposals should have regard to. Further to this, and In line with Paragraph 130 of the NPPF, the Council is currently producing a Design Guide Supplementary Planning Document (SPD). A specific North Norfolk Design Policy allows for reference to be made to the Design Guide. The result of this will be that the Council can ensure that new development is of a high quality design, achieving many of the essential wider aims and objectives under the umbrella of achieving sustainable development.

Alternative Option

Ref	Alternative Option	Why it is not preferred
ENV9A	Not to introduce a policy and instead rely on National policy and guidance.	This option would not allow the Council to deliver development that is of a high quality design in line with the NPPF and its vision and expectations. Furthermore, having no policy within the plan reduces the ability to refer to the emerging North Norfolk Design Guide SPD. The result of not having a policy within the plan will lead to the potential that development of poor quality design with no regard to local design standards, character and local community aspirations.

ENV10 - Protection of Amenity

Preferred Approach

Ref	Preferred Approach	Why it is preferred
ENV10	Introduce a new policy to protect amenity for all residents in the District.	The preferred approach seeks to ensure that all residents benefit from a high standard of amenity. This approach will lead to development having greater respect for amenity of existing residents and residents of new development, with positive impacts upon quality of life and well-being.

Alternative Option

Ref	Alternative Option	Why it is not preferred
ENV10A	Not to provide a policy and to instead rely on National policy and guidance.	This option would not allow the Council to apply high standards in regards to the amenity of residents. This could lead to developments of poor quality design, leading to poorer living conditions for residents of the District, with negative impacts on the quality of life and well being. The NPPF contains insufficient detail to ensure that the potential amenity impacts of development are properly considered.

ENV11 - Protecting & Enhancing the Historic Environment

Preferred Approach

Ref	Preferred Approach	Why it is preferred
ENV11	To introduce a policy that ensures a positive approach to the conservation and enhancement of the historic environment.	This option complies with the NPPF and will ensure that the Council assesses proposals affecting heritage assets in a manner commensurate with the type of asset involved and the level of harm that would result.

Alternative Option

Ref	Alternative Option	Why it is not preferred
ENV11A	Not to provide a policy and to instead rely on National policy and guidance.	The option is a missed opportunity to have a locally informed policy that reflects the principles of the NPPF and would result in difficulty ensuring conservation and enhancement of the District's historic environment.

3 Environment Policies

Housing Policies 4

4 Housing Policies

Housing Target

Policy HOU1 - Housing Targets for Market & Affordable Homes

4.1 Policy HOU1 sets a draft housing target for the District at between 10,500 and 11,000 (subject to on-going review of the standard national housing needs methodology). How this target has been set is explained in more detail in **Background Paper 1 - Setting a Draft Housing Target.** National policy is clear that Local Plans must provide for sufficient homes to meet all objectively assessed needs. How these needs are assessed is also prescribed in the National Planning Policy Framework. Departures from the methodology would require robust local justification particularly in a scenario where the Council resolved not to deliver sufficient homes to meet the need identified. In arriving at the proposed draft target the Council has considered a number of options ranging from 8,000 to 12,000 net new dwellings.

4.2 Within the overall target the Council has separately calculated the likely need for affordable homes over the plan period and has profiled the overall housing target to ensure it can deliver sufficient affordable homes.

Preferred Approach

Ref	Preferred Approach	Why it is preferred
HOU1	Set the draft housing target at between 10,500 and 11,000 dwellings of which 2,000 will be affordable homes.	The National Planning Policy Framework requires that Local Plans address all housing needs. The evidence suggests that around 8,000 dwellings will be required to address demographic growth projections. National policy requires that an uplift is applied to this figure as a measure to help address dwelling affordability. Set at between 10,500 and 11,000 dwellings there is a good prospect of providing sufficient homes, including affordable homes to address existing and newly arising needs. The approach taken to determining the draft target complies with the National Guidance and will ensure that sufficient homes are built in accordance with the NPPF.

Alternative Options

Ref	Alternative Option 1	Why it is not preferred
HOU1A	Set the overall housing target at 8,000 dwellings.	This figure would address the housing requirement based solely on population and household growth projections but would not comply with the National Planning Policy Framework. If set at this level it is possible that insufficient homes would be built to satisfy existing and newly arising need and that only 1,600 affordable homes would be provided, which is below the 2,000 which the evidence indicates are likely to be required. If insufficient homes are built to meet identified needs this may result in further upward pressure on house prices and increase problems of dwelling affordability in the District.

Ref	Alternative Option 2	Why it is not preferred
HOU1B	Set the overall housing target at 12,000 dwellings.	There is no evidence that this number of dwellings are required in North Norfolk. Setting a target at this level runs the risk of unsustainable consequences as it would necessitate the release of substantially more greenfield sites for development. There is no evidence that such a target could be deliverable over the plan period.

Housing Types

Policy HOU2 - Housing Mix

4.3 The preferred approach to the Housing Mix Policy is intended to ensure that the homes that are built closely match identified needs in terms of affordability, tenure and size. The Policy would impose different mix requirements depending on the size of the site and its location in order to ensure that developments remain viable. The site size thresholds (the point at which various policy requirements are introduced) are necessary to ensure that identified needs are addressed, particularly in relation to affordable homes where higher thresholds would fail to deliver sufficient affordable housing.

4.4 The NPPF introduces Discounted Market Sales housing to the definition of affordable homes and requires that such homes are made available to those in housing need at a price which is *at least 20%* below local market values. Given the low wage economy and high house prices in North Norfolk the Council considers that 20% discounts on market values are unlikely to render properties affordable for those in need. The Council intends to link the level of discount required to local incomes rather than house price in order to ensure that such products are affordable to those in need. The proportion of discounted purchase products will be limited to no more than 10% of total development (the minimum required by the NPPF). This is intended to ensure that a significant proportion of the required affordable dwellings continue to be provided as rented accommodation for which there remains a high level of need in the District.

Preferred Approach

Ref	Preferred Approach	Why it is preferred
HOU2	Introduce a housing mix policy which requires set proportions of affordable, self build, and specialist elderly accommodation in a mix of unit sizes based on the evidence of need.	The mix of homes required and the threshold set in the policy have been carefully considered to ensure that what will be delivered closely matches the evidence of need, will provide for mixed inclusive communities, whilst retaining a degree of flexibility.

Alternative Option

Ref	Alternative Option	Why it is not preferred
HOU2A	Do not include a Housing Mix Policy and instead allow the market to determine the types of homes built.	Such an approach would not comply with the NPPF which requires that policies should identify the size, type and tenure of homes required for different groups in the community. It runs the risk that the right types of homes would not be provided and needs would not be addressed. The approach would rely on the NPPF and as such the threshold for affordable housing would be based on the definition of major development rather than the lower threshold allowed through the designation of North Norfolk as a Rural Area under section 157(1) of the Housing Act 1985.

4 Housing Policies

Policy HOU3 - Affordable Homes in the Countryside

Preferred Approach

Ref	Preferred Approach	Why it is preferred
HOU3	Rely on a rural exception Policy to address Local Housing Needs.	The approach allows for modest schemes of affordable homes which are designed to meet locally identified needs with controls over scale and location to ensure that potential impacts are managed and access to services is maintained. The approach also adds detail to the NPPF by clarifying the circumstances where cross market subsidy for affordable housing would be allowed.

Alternative Option

Ref	Alternative Option	Why it is not preferred
HOU3A	Rely on national Policy and Guidance	This approach would not support rural communities in addressing local needs for affordable homes. Reliance on the NPPF which provides an overarching approach and is supportive of affordable homes as exception sites does not provide a specific criterion to base decisions around in this policy matter and as such could lead to inconsistent decision making. This option would result in a policy gap. It would not enable the Council to apply a policy in terms of how it responds to the local circumstances.

Policy HOU4 - Agricultural & Other Key-Worker Accommodation

Preferred Approach

Ref	Preferred Approach	Why it is preferred
HOU4	Introduce a specific policy that seeks to address agricultural and other key workers accommodation that provides clarity and a decision making framework.	The approach provides for modest proposals that demonstrate essential accommodation need in association with the use of land for agriculture, forestry and other key worker requirements, reflecting local circumstances. It provides a framework and clarity over the District for decision making purposes scoring well in relation to relevant sustainability issues for North Norfolk.

Alternative Option

Ref	Alternative Option	Why it is not preferred
HOU4A	Rely on national Policy and Guidance.	The approach would not support the local circumstances and rural nature of employment In North Norfolk. The approach would be a missed opportunity to have a locally informed policy that reflects the principles of the NPPF.

Policy HOU5 - Gypsy, Traveller & Travelling Showpeople's Accommodation

Preferred Approach

Ref	Preferred Approach	Why it is preferred
HOU5	Rely on a criteria based policy approach that reflects local need and circumstances on a case by case basis.	This approach will meet the requirement to provide a positive policy context to address any newly arising needs over the Plan period in relation to the locally assessed need requirements, whilst ensuring that any proposed sites are well related to settlements and services and proposals minimise any adverse impacts. The approach scores well against the relevant social objectives of the sustainability appraisal.

Alternative Option

Ref	Alternative Option	Why it is not preferred
HOU5A	Allocate specific sites to address the identified deed.	The need for new pitches over the Plan period is identified as very modest and arises mainly from those families already resident in the District. Intensification and expansion of existing sites is likely to be the most appropriate approach. Given the small amount of identified need the allocation of one or more specific sites would be a disproportionate approach.

Policy HOU6 - Replacement Dwellings, Extensions & Annexed Accommodation

Preferred Approach

Ref	Preferred Approach	Why it is preferred
HOU6	Introduce a policy which seeks to control the impacts of replacement dwellings on character, landscape and townscape (amenity and design considerations are dealt with by Policies EVN9 and 10. Proposed policy requires 'no material increase in impact'	These types of proposal can individually and cumulative have significant impacts of the character of an area. The suggested policy seeks to control the potential negative impacts of such development whilst allowing for individual site circumstances to be considered.

Alternative Options

Ref	Alternative Option 1	Why it is not preferred
HOU6A	Introduce a policy which does not seek to impose any size controls over replacement dwellings or house extensions and/or include more definitive criteria within the policy such as only allowing % increases in size or proportions of plot coverage	There are a wide range of situations where extension and replacement dwellings may be proposed and any policy needs to be sufficiently flexible to allow for individual circumstance to be considered. The use of fixed % or proportions within policies would not allow for the individual merits of proposals to be taken into account.

4 Housing Policies

Ref	Alternative Option 2	Why it is not preferred
HOU6B	Retain the existing policy approach in the Core Strategy which limits the size of extensions and replacement dwellings with reference to the size of existing buildings on the site. Applies in Countryside policy area only.	The size of an existing building on a site is only one of a number of factors to be taken into account. A more flexible approach which is focused on the potential impacts of development rather than a specific size limit is favoured and would allow for each proposal to be assessed on its individual merits.

Policy HOU7 - Re-use of Rural Buildings in the Countryside

Preferred Approach

Ref	Preferred Approach	Why it is preferred
HOU7	Allow the re-use (conversion) of good quality buildings for alternative uses including residential conversion	The policy recognises that the re-use of existing buildings for a range of uses including residential conversion can contribute towards addressing development needs in a sustainable way. The policy aims to ensure that existing uses are not displaced, that proposals are for conversion rather than the erection of replacement buildings, and that conversion schemes protect character. The approach is responsive to local circumstances and provides a framework for decisions.

Alternative Option

Ref	Alternative Option	Why it is not preferred
HOU7A	Not allow the re-use of existing buildings in the countryside or limit the locations where such re-use would be acceptable.	Such an approach would not be consistent with the National Planning Policy Framework or the allowances to re-use some buildings without the need to secure planning permission. It would fail to make efficient use of existing buildings and may increase the need to release green field site for new development. For some buildings ensuring that they are used productively may represent the best way to secure their long term maintenance.

Housing Constructions Standards

Policy HOU8 - Accessible & Adaptable Homes

Preferred Approach

Ref	Preferred Approach	Why is it preferred
HOU8	Introduce the new optional building regulations in relation to accessibility and adaptability.	This option enables the Council to seek to address and help meet the needs of a rapidly aging population, increase the proportion of housing stock that could be considered accessible and adaptable. It helps to provide a decent well designed home suitable to the needs of the District's demographic, improving health and well-being, contributing to mixed inclusive and sustainable communities and adapting needs.

Alternative Option

Ref	Alternative Option	Why is it not preferred
HOU8A	Do not introduce the optional standards.	The option would not allow the Council to seek to meet the housing needs of the District. It would result in less housing options being available with increased costs associated with adaptation. There would be more people living in unsuitable homes, increased risk of health issues and negative impacts on the quality of life, well-being and the costs of public health and social care.

Policy HOU9 - Minimum Space Standards

Preferred Approach

Ref	Preferred Approach	Why it is preferred
HOU9	Introduce the new optional described space standards.	This option enables the Council to seek to address the housing needs of the District's population. 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 option 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.

Alternative Option

Ref	Alternative Option	Why it is not preferred
HOU9A	Do not introduce the optional described minimum space standards.	The option would not allow the Council to seek to meet the growing social & well-being needs of the population nor would it positively address housing needs of the market or re-address the current under delivery of houses that meet the national space standards in the types of tenures which are most required in the District. There would be more people living in unsuitable homes, increased risk of health issues and negative impacts on the quality of life and well-being.

4 Housing Policies

Policy HOU10 - Water Efficiency

Preferred Approach

Ref	Preferred Approach	Why it is preferred
HOU10	Introduce the new optional Building Regulations in relation to water efficiency - 110 litres/person/day.	The Norfolk Authorities in conjunction with Natural England, Environment Agency and Anglian Water through the Norfolk Strategic Framework and Duty to co-operate process recognises that Local Plans should contribute to long term water resilience and evoke the optional reduced water efficiency requirements through Local Plans. The Environment Agency classify the Anglian water area as an area of serious stress. The Anglian Water River Basin Management Plan seeks demand management and water efficiency techniques in new homes so as to meet the higher water efficiency measures. Based on this and planned growth there is a clear social and environmental need for the policy approach.

Alternative Option

Ref	Alternative Option	Why it is not preferred
HOU10A	Not to introduce the optional Building Regulations water efficiency standards.	The area is an area of water stress as identified by the Environment Agency. Guidance contained in the Planning Practice Guidance advises that such an approach is justified due to the clear need. Such an approach has the ability to reduce the regions resilience to climate change and in the longer term affect the quality of people lives.

Policy HOU11 - Sustainable Construction, Energy Efficiency & Carbon Reduction

Preferred Approach

Ref	Preferred Approach	Why it is preferred
HOU11	Encourage the move to more energy efficient buildings and low carbon future.	The NPPF along with Section 182 of the Planning Act 2008 puts a positive emphases and a legal duty on local authorities to include policies on climate change mitigation and adaption in Development Plan Documents. This option allows the Council to encourage and promote a proactive strategy to mitigate and adapt to climate change, to move towards a low carbon future, improve more energy efficient housing and as such contributes to sustainable development objectives.

Alternative Option

Ref	Alternative Option	Why it is not preferred
HOU11A	Not to introduce a policy and instead rely on National policy and guidance.	This option would represent a missed opportunity to have a local policy that fully reflects the NPPF. It would result in less clear local decision making and would have result in maintaining the status quo in relation to the Plan's sustainable development objectives.

Economy Policies 5

5 Economy Policies

Employment Land

Policy ECN1 - Employment Land

Preferred Approach

Ref	Preferred Approach	Why it is preferred
ECN1	The preferred option sets out a proposed allocation of 48.5 to 50.5 hectares of employment land within the District.	The preferred approach seeks to ensure that there is flexibility and choice of employment land across the district. The distribution and quantum of allocations proposed is based on the most up to date evidence of market demand. This is in line with the tests of soundness within the NPPF.

Alternative Options

Ref	Alternative Option 1	Why it is not preferred
ECN1A	Introduce a policy to set out the allocation of a higher allocation in excess of 50.5 hectares of employment land.	This approach would provide further employment land within the district offering a wider choice of sites. However, this approach would not be based on known market demand and would be in conflict with Paragraph 120 of the NPPF. This option could potentially represent a soundness issue at Public Examination.

Ref	Alternative Option 2	Why it is not preferred
ECN1B	Introduce a policy to set out a lower allocation than the 48.5 hectares of employment land within the District.	This approach would provide less range of choice and opportunity for businesses to expand or develop. This option would result in less job creation within the District over the plan period. This option would also not take into consideration the evidence of market demand and could potentially represent a soundness issue at Public Examination.

Policy ECN2 - Employment Areas, Enterprise Zones & Former Airbases

Preferred Approach

Ref	Preferred Approach	Why it is preferred
ECN2	This policy seeks to maintain and ensure sufficient supply of employment land and premises is available to meet local employment demands and provide flexibility and choice for business creation.	The principle purpose of the preferred approach is to protect Employment Areas for employment purposes. The preferred approach also seeks to ensure that in the first instance employment development proposals are directed towards designated sites and sets out the proposals that will be supported. A clause has also been included to support proposals on Enterprise Zones where they are in conformity with the respective Local Development Order.

Alternative Option

Ref	Alternative Option	Why it is not preferred
ECN2A	No Policy. Rely on the NPPF.	This approach would mean that designated Employment Sites and Proposed Employment / Mixed Use Allocations would be offered very little protection. This could lead to the loss of employment land and jobs within the District over the plan period.

Policy ECN3 - Employment Development Outside of Employment Areas

Preferred Approach

Ref	Preferred Approach	Why it is preferred
ECN3	The preferred option seeks to ensure that employment development within the countryside is given some level of policy protection. The preferred option also seeks to allow flexibility for existing businesses in the countryside to expand, where appropriate to do so.	This option recognises the importance of existing employment in the countryside to the rural economy. The policy seeks to ensure that the loss of existing employment is a material consideration through the decision making process. Furthermore, the policy recognises that there may be circumstances where employment operations within the countryside require expansion and seeks to provide support for this, where appropriate.

Alternative Option

Ref	Alternative Option	Why it is not preferred
ECN3A	No Policy. Rely on the NPPF.	This approach would mean that designated Employment Sites and Proposed Employment / Mixed Use Allocations would be offered very little protection. This could lead to the loss of employment land and the loss of jobs within the District over the plan period.

5 Economy Policies

Retail

Policy ECN4 - Retail & Town Centres

Preferred Approach

Ref	Preferred Approach	Why it is preferred
ECN4	Adopt a policy applied to all main town centres, which identifies a retail hierarchy, directs the focus for investment on town centres, including the enactment of a locally derived impact threshold and takes account of local considerations.	This option would enable the Council to adopt a policy that reflects the nature of the Districts town centres, local circumstances and have regard to the evidence contained in the Retail and Town Centre Uses Study 2017. The approach takes into consideration the size and nature of the District's town centres ensuring decisions are made in terms of the local rather than a national context. The approach will help to provide greater transparency regarding decision making process, provides clarity and specific considerations in relation to proposals. The policy sets out a positive approach on vitality and viability of town centres, improving access to services, and seeks to improve the quality of the build environment and public realm. The preferred policy scores well against the relevant sustainability objectives.

Alternative Option

Ref	Alternative Option	Why it is not preferred
ECN4A	Rely on National Policy and Guidance, including the higher threshold for any impact test.	This option would not set out a positive strategy to the management of retail and town centres that reflects the nature of of the District, local circumstances and identified priorities. A significant proportion of retail development that comes forward within the District is below this threshold and relying on the higher national impact thresholds may adversely impact the vitality and viability of the District's towns.

Policy ECN5 - Signage & Shopfronts

Preferred Approach

Ref	Preferred Approach	Why it is not preferred
ECN5	Adopt a new policy with criteria and guidance.	This option would bring the current policy framework up to date and create a clear decision making framework that is easily understood. It could have positive impacts on landscape character, and protect the quality of the built environment against inappropriate advertisements and signs. It would help strike an appropriate balance between protecting the character of places and maintaining an attractive environment whilst permitting high quality signage and shop frontages to ensure appropriate promotion of local businesses and towns.

Alternative Option

Ref	Alternative Option	Why it is not preferred
ECN5A	Rely only on national policy and guidance.	This option would not allow for a locally tailored approach. Relying

Ref	Alternative Option	Why it is not preferred
		on national policy would not provide the clarity needed to offer sufficient protection to North Norfolk's landscapes and built environment.

5 Economy Policies

Tourism

Policy ECN6 - New-Build Tourism Accommodation, Static Caravans & Holiday Lodges

Preferred Approach

Ref	Preferred Approach	Why it is not preferred
ECN6	Introduce a new policy that seeks to ensure that new-build tourist accommodation, static caravans and holiday lodges are located in appropriate locations as well as allowing flexibility for existing businesses within the countryside the opportunity to expand where appropriate.	The preferred approach recognises the importance of having a broad range of tourist accommodation available across the District to support the District's economy, whilst also recognising the need to sustain and conserve the environment. It will accord with the NPPF by supporting a prosperous rural economy.

Alternative Option

Ref	Alternative Option	Why it is not preferred
ECN6A	Rely on national policy and guidance.	Having a policy means that the response to development proposals can be locally distinctive to North Norfolk, where tourism is vital to the District's economy and where the economy is heavily reliant on the natural environment.

Policy ECN7 - Use of Land for Touring Caravan and Camping Sites

Preferred Approach

Ref	Preferred Approach	Why it is preferred
ECN7	Introduce a new policy that seeks to ensure that the use of land for touring caravan and camping sites is located in appropriate locations.	The preferred approach recognises the importance of such accommodation in supporting the tourist economy within the District, whilst also recognising the need to sustain and conserve the environment. It will accord with the NPPF by supporting a prosperous rural economy.

Alternative Option

Ref	Alternative Option	Why it is not preferred
ECN7A	Rely on national policy and guidance.	Having a policy means that the response to development proposals can be locally distinctive to North Norfolk, where tourism is vital to the District's economy and where the economy is heavily reliant on the natural environment.

Policy ECN8 - New-Build Tourist Attractions

Preferred Approach

Ref	Preferred Approach	Why it is preferred
ECN8	Introduce a new policy that seeks to ensure that tourist attractions that can broaden tourist opportunities across the District and can extend the tourist season are encouraged in appropriate locations.	The preferred approach recognises the importance of supporting the tourist economy within appropriate locations, whilst also recognising the need to restrict development within sensitive landscapes. It will accord with the NPPF by encouraging sustainable rural tourism which respects the character of the countryside.

Alternative Option

Ref	Alternative Option	Why it is not preferred
ECN8A	Rely on national policy and guidance.	Having a policy means that the response to development proposals can be locally distinctive to North Norfolk, where tourism is vital to the District's economy and where the economy is heavily reliant on the natural environment, much of which is highly protected.

Policy ECN9 - Retaining an Adequate Supply and Mix of Tourist Accommodation

Preferred Approach

Ref	Preferred Approach	Why it is preferred
ECN9	Introduce a new policy that seeks to ensure that a broad mix of all types of tourist accommodation is retained.	The preferred approach recognises the importance of retaining a diverse range of tourist accommodation across the District, whilst recognising that there may be circumstances where the loss of tourist accommodation is acceptable.

Alternative Option

Ref	Alternative Option	Why it is not preferred
ECN9A	Rely on national policy and guidance.	Having a policy means that the loss of beneficial tourist accommodation (except when specific criteria are met) can be discouraged.

5 Economy Policies

6 Town & Village Proposals

Proposals for Cromer

Preferred Site Options

Site Ref	Site Name	Site Size (Ha)	Proposed Use	Why it is preferred
C07/2	Land at Cromer High Station	0.84	Housing	This site is already allocated for residential development in the current adopted Plan but has not been developed. The site is located behind existing development along Norwich Road 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. Public transport, services and schools nearby, and the town centre is in walking distance. The site scores positively in the Sustainability Appraisal. This is considered to be one of the most sustainable and suitable of the Cromer alternatives.
C10/1	Land at Runton Road / Clifton Park	8.03	Housing, School, Open Space	The site is well positioned for access to services and to the town centre. There are good pedestrian links available and public transport is in walking distance. The site is large enough to accommodate housing, a site for a new school and plenty of open space and the proposed number of dwellings reflects this. Development of the site could offer the opportunity to enhance the hard edge at the key gateway to the town. The site scores positively in the Sustainability Appraisal. This is considered to be one of the most sustainable and suitable of the Cromer alternatives and is the Education Authority's preferred location for a new school.
C16	Golf Practice Area, Overstrand Road	6.0	Housing	The site is well positioned for access to the town centre, school and services. There are public transport options available. Although the site is within the Area of Outstanding Natural Beauty, it is not intrusive in the wider landscape. The site is large enough to accommodate housing, plenty of open space and landscaping. The site scores positively in the Sustainability Appraisal. This is considered to be one of the most sustainable and suitable of the Cromer alternatives.
C22/1	Land West of Pine Tree Farm	18.09	Housing	Land to the south Cromer is a large site that can help to accommodate large amount of housing required for Cromer. The site is within acceptable distance to the town, schools and services. Public Transport options available from the site. Although the site is located within the Area of Outstanding Natural Beauty, due to the topography of the site and surrounding development/ landscaping it is not prominent in the wider landscape. The site scores positively in the Sustainability Appraisal. This is considered to be one of the most sustainable and suitable of the Cromer alternatives.

6 Town & Village Proposals

Alternative Site Options

Site Reference	Site Name	Site Size (Ha)	Proposed Use	Why it is not preferred
C07/1	Land Gurney' s Wood, Norwich Road.	1.27	Housing	Part of the site is considered suitable for allocation and has been identified as preferred option C07/2. Site C07/1 is not considered suitable for development. As it would result in an unacceptable loss of woodland within the Area of Outstanding Natural Beauty, the potential loss of habitats and could have an adverse impact on the landscape.
C09	Land at Burnt Hills	0.47	Housing	The site has planning permission (excluded from mapping).
C11	Land at Sandy Lane	0.31	Housing	**The site is no longer available**.
C15/1	Land At Harbord House, Overstrand Road	1.6	Housing	The site is not considered to be suitable for development. It is in a prominent location on the approach into Cromer, containing a number of valuable trees which provide an important wooded character. Development would threaten the existing trees, which are an important part of the local landscape.
C18	Land South of Burnt Hills	8.74	Housing	The site has a number of constraints and development could adversely affect the settlement. Development of this site would have a negative effect on the quality of the landscape by reducing the rural character and extending into the open countryside and would have a greater material impact on the Area of Outstanding Natural Beauty than the preferred sites. It also has poorer access to services and facilities in Cromer and Roughton Road is considered to be sub-standard and unsuitable for further development. For these reasons the site is not considered suitable for allocation as part of the Local Plan. The preferred sites can deliver sufficient housing for Cromer.
C19	Land at Compitt Hills (Larners Plantation)	5.25	Mixed Use	The site is not considered to be suitable for development, it is located off Roughton Road and Metton Road which are considered to be sub-standard and unsuitable for further development. Furthermore, the preferred sites can deliver sufficient housing for Cromer.
C19/1	Land at Compitt Hills (Larners Plantation)	5.33	Housing	The site is not considered to be suitable for development, it is located off Roughton Road which is considered to be sub-standard and unsuitable for further development. Furthermore, the preferred sites can deliver sufficient housing for Cromer.
C23	Old Zoo site, land at Howards Hill	1.21	Housing	This site is not suitable for development due to the loss of open space which is very elevated in the landscape. The preferred sites can deliver sufficient housing for Cromer.
C24	Land Adjacent To Holt Road Industrial Estate	2.81	Housing	The site is not considered to be suitable for development, it is in a prominent location on the approach into Cromer. Development would extend into the open countryside, and would have a negative effect on the quality of the

Site Reference	Site Name	Site Size (Ha)	Proposed Use	Why it is not preferred
				landscape, and the Area of Outstanding Natural Beauty. Furthermore the preferred sites can deliver sufficient housing for Cromer.
C25	Adjacent Pine Tree Farm, Norwich Road	0.4	Housing	The site on its own is not considered to be suitable for development, the site cannot be satisfactorily accessed. The preferred sites can deliver sufficient housing for Cromer.
C26/1	Cricket Ground, Overstrand Road	1.0	Housing, Residential Care Home	The site is not considered to be suitable for development. It is adjacent to residential development and within the built up area of Cromer. Although it is contained within the wider landscape by existing development. The site is important to the local landscape. Development of this site would have a negative effect on the quality of the landscape, resulting in the loss of open space which is important for both its recreational use and contribution to settlement character and appearance. The majority of the site is at risk of surface water flooding. The preferred sites can deliver sufficient housing for Cromer.
C27	Land West Of Holt Road Industrial Estate	6.74	Housing	The site is not considered to be suitable for development, it is in a prominent location on the approach into Cromer. Development of this site would extend into the open countryside, and would have a negative effect on the quality of the landscape, and the Area of Outstanding Natural Beauty. The preferred sites can deliver sufficient housing for Cromer.
C28	Land between Roughton Road and Metton Road	4.62	Housing	The site has a number of constraints and development could adversely affect the settlement. Development of this site would extend into the open countryside and have a negative effect on the quality of the landscape by reducing the rural character and would have a greater material impact on the Area of Outstanding Natural Beauty than the preferred sites. The site is detached from Cromer, has poorer access to services and facilities and Roughton Road is considered to be sub-standard and unsuitable for further development. For these reasons the site is not considered suitable for allocation as part of the Local Plan. The preferred sites can deliver sufficient housing for Cromer.
C30/1	Football Ground, Mill Road	1.19	Housing	Although the site is well related to the town centre and may be considered suitable for residential development. The site is currently occupied by the Football Club and will only be suitable for development once the football club is relocated. The preferred sites can deliver sufficient housing for Cromer.
C31	Land at Stonehill Way	0.87	Mixed Use	The site is in a designated Employment Area and proposed employment development including B1, B2 and B8 would be acceptable in principle. However retail development in this located is not preferred.
C32	Land at Furze Hill	0.22	Housing	This site is not suitable for development due to the loss of open space which is elevated in the landscape. The preferred sites can deliver sufficient housing for Cromer.

6 Town & Village Proposals

Site Reference	Site Name	Site Size (Ha)	Proposed Use	Why it is not preferred
C33	Land Adjacent 69 Northrepps Road	1.11	Housing	The site is not considered to be suitable for development, the local road network is considered to be unsuitable. The preferred sites can deliver sufficient housing for Cromer.
C34	Land South of Runton Road	1.03	Housing, Hotel	The site falls within the settlement boundary of Cromer and is within the residential area. The site could therefore come forward at any time, and does not require being allocated.
C35	Land at 69A Northrepps Road	0.09	Housing	**The site is discounted due to size.**
C36	Land at Pine Tree Farm	4.18	Housing	The site has a number of constraints and development could adversely affect the settlement. Development of this site would extend into the open countryside and have a negative effect on the quality of the landscape by reducing the rural character and would have a greater material impact on the Area of Outstanding Natural Beauty than the preferred sites. There is currently no development on this side of Norwich Road to the south of the railway line. The site is not considered suitable for allocation as part of the Local Plan. The preferred sites can deliver sufficient housing for Cromer.
C39	Land At Hall Road, Cromer	6.29	Housing	The site is not considered to be suitable for development. Development would extend into the open countryside and would have a negative effect on the quality of the landscape by reducing the undeveloped character. There is currently limited development on this section of Hall Road. Furthermore, the preferred sites can deliver sufficient housing for Cromer.
C40	The Meadow Car Park, Meadow Road	1.04	Housing	The site has a number of constraints and development could adversely affect the settlement. Development of this site would have a negative effect on the quality of the landscape and would result in the loss of open space which is important to the local landscape and currently provides important recreational value. The preferred sites can deliver sufficient housing for Cromer.
C41	Land south of Cromer	47.23	Housing	The site has a number of constraints and development would adversely affect the settlement. Development of this site would result in a very large extension into the open countryside within the Area of Outstanding Natural Beauty. Which would have a negative effect on the quality of the landscape and have an adverse impact on the Area of Outstanding Natural Beauty. The majority of the site is detached from Cromer and has poor access to services and facilities. Furthermore Roughton Road is considered to be unsuitable for further development and the proposed link between the proposed development on Norwich Road (43/1) and Roughton Road (C42/2) has been unproven in its effectiveness and brings no strategic benefits. For these reasons the site is not considered suitable for allocation as part of the Local Plan. The preferred sites can deliver sufficient housing for Cromer.
C42	Roughton Road South	15.13	Housing	The site has a number of constraints and development would adversely affect the settlement. Development would extend into the open countryside and have a negative

Site Reference	Site Name	Site Size (Ha)	Proposed Use	Why it is not preferred
				effect on the quality of the landscape by reducing the rural character and would have a greater material impact on the Area of Outstanding Natural Beauty than the preferred sites. The site is detached from Cromer, has poorer access to services and facilities and Roughton Road is considered to be sub-standard and unsuitable for further development. For these reasons the site is not considered suitable for allocation as part of the Local Plan. Furthermore the preferred sites can deliver sufficient housing for Cromer.
C42/1	Land West of Roughton Road	10.54	Housing	The site has a number of constraints and development would adversely affect the settlement. Development of this site would extend into the open countryside and have a negative effect on the quality of the landscape by reducing the rural character and would have a greater material impact on the Area of Outstanding Natural Beauty than the preferred sites. The site is detached from Cromer, has poorer access to services and facilities and Roughton Road is considered to be sub-standard and unsuitable for further development. For these reasons the site is not considered suitable for allocation as part of the Local Plan. The preferred sites can deliver sufficient housing for Cromer.
C42/2	Land East of Roughton Road	4.59	Housing	The site has a number of constraints and development would adversely affect the settlement. Development of this site would extend into the open countryside and have a negative effect on the quality of the landscape by reducing the rural character and would have a greater material impact on the Area of Outstanding Natural Beauty than the preferred sites. The site is detached from Cromer, has poorer access to services and facilities and Roughton Road is considered to be sub-standard and unsuitable for further development. For these reasons the site is not considered suitable for allocation as part of the Local Plan. The preferred sites can deliver sufficient housing for Cromer.
C43	Norwich Road	17.11	Housing	The site has a number of constraints and development would adversely affect the settlement. Development of this large site would extend into the open countryside and have a negative effect on the quality of the landscape by reducing the rural character which would have an adverse impact on the Area of Outstanding Natural Beauty. There is currently no development on this side of Norwich Road to the south of the railway line. The site is detached from the settlement and the majority to the site is not within walking distance to the town centre. For these reasons the site is not considered suitable for allocation as part of the Local Plan. The preferred sites can deliver sufficient housing for Cromer.
C43/1	Land West of Norwich Road	3.20	Housing	The site has a number of constraints and development would adversely affect the settlement. Development of this large site would extend into the open countryside and have a negative effect on the quality of the landscape by reducing the rural character and would have an adverse impact on the Area of Outstanding Natural

6 Town & Village Proposals

Site Reference	Site Name	Site Size (Ha)	Proposed Use	Why it is not preferred
				Beauty. The site is detached from the settlement and the majority to the site is not within walking distance to the town centre. For these reasons the site is not considered suitable for allocation as part of the Local Plan. The preferred sites can deliver sufficient housing for Cromer.
C43/2	Land East of Norwich Road	13.91	Housing	The site has a number of constraints and development would adversely affect the settlement. Development of this large site would extend into the open countryside and have a negative effect on the quality of the landscape by reducing the rural character and would have an adverse impact on the Area of Outstanding Natural Beauty. There is currently no development on this side of Norwich Road to the south of the railway line. The site is detached from the settlement and the majority to the site is not within walking distance to the town centre. For these reasons the site is not considered suitable for allocation as part of the Local Plan. The preferred sites can deliver sufficient housing for Cromer.
C44	Norwich Road	14.14	Mixed Use	The site has a number of constraints and development would adversely affect the settlement. Development of this site would extend into the open countryside and have a negative effect on the quality of the landscape by reducing the rural character and would have a greater material impact on the Area of Outstanding Natural Beauty than the preferred sites. It also has poorer access to services and facilities in Cromer and Roughton Road is considered to be sub-standard and unsuitable for further development. For these reasons the site is not considered suitable for allocation as part of the Local Plan. The preferred sites can deliver sufficient housing for Cromer.
FLB02	Land at Metton Road	2.63	Housing / Business & Offices	The site has a number of constraints and development could adversely affect the settlement. Development of this site would extend into the open countryside and have a negative effect on the quality of the landscape by reducing the rural character and would have an adverse impact on the Area of Outstanding Natural Beauty. The site is detached from Cromer, has poor access to services and facilities. Metton Road is narrow and unsuitable for development. For these reasons the site is not considered suitable for allocation as part of the Local Plan. Furthermore the preferred sites can deliver sufficient housing for Cromer.
NOR08	Land North of Pine Tree Barns	0.29	Housing	The site on its own is not considered suitable for development, the site cannot be satisfactorily accessed. The preferred sites can deliver sufficient housing for Cromer.
RUN07	Land at Mill Lane	1.04	Housing	The site has a number of constraints and development of this site would have a negative effect on the quality of the landscape by reducing the rural character and extending into the open countryside. The site is detached from Cromer and from footways along Cromer Road and has poor access to services and facilities. For these

Site Reference	Site Name	Site Size (Ha)	Proposed Use	Why it is not preferred
				reasons the site is not considered suitable for allocation as part of the Local Plan. The preferred sites can deliver sufficient housing for Cromer.
HE0012	Land at Stonehill Way, Cromer (1)	4.57	Employment	The availability of the site is unknown. Development of this site would extend into the open countryside and have a negative effect on the quality of the landscape by reducing the rural character and would have an adverse impact on the Area of Outstanding Natural Beauty. For these reasons the site is not considered suitable for allocation as part of the Local Plan.
HE0013/ H0710	Land South of Holt Road, Cromer	2.64	Employment	**The site is no longer available.**

6 Town & Village Proposals

Alternative Sites Considered (Cromer)

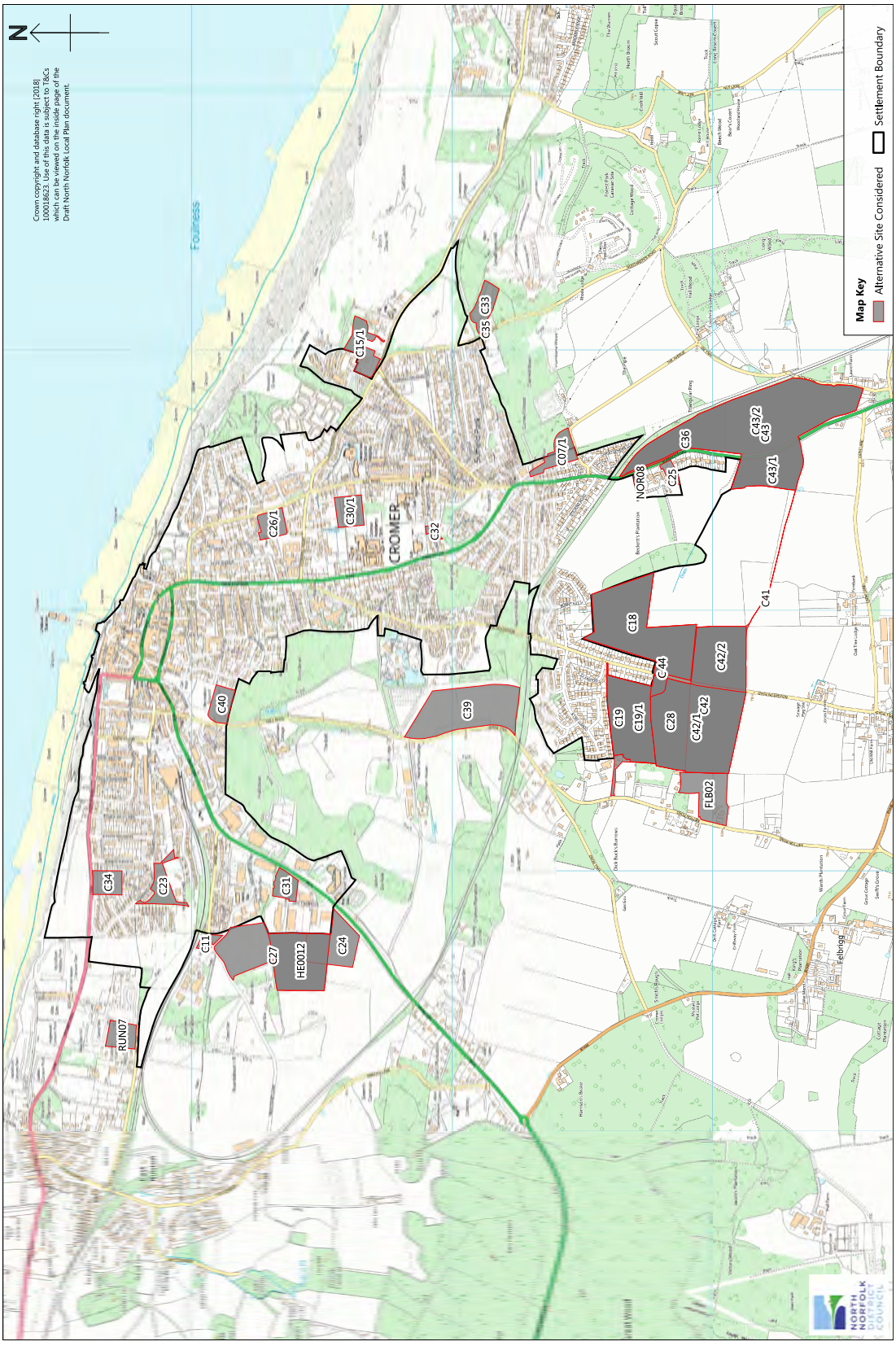

Figure 1 Alternatives sites considered in Cromer

Proposals for Fakenham

Preferred Site Options

Site Reference	Site Name	Site Size (Ha)	Proposed Use	Why it is preferred
F01/B	Land North of Rudham Stile Lane	26.45	Mixed Use	This site provides an opportunity to accommodate a large amount of housing required for Fakenham. The area is level and lacks any specific topographical or landscape features which are worthy of protection. The site is within acceptable distance to the town, schools and services. There are public transport options available from the site. The site scores positively in the Sustainability Appraisal. This is considered to be one of the most sustainable and suitable of the Fakenham alternatives.
F03	Land at Junction of A148 and B1146	2.16	Housing	Land to the west of Fakenham is a well contained site within the landscape, and well related to existing development. The site has suitable access and is well connected to the town, schools and services. There are public transport options available from the site. The site scores positively in the Sustainability Appraisal. This is considered to be one of the most sustainable and suitable of the Fakenham alternatives.
F10	Land South of Barons Close	2.15	Housing, Open Space	This site provides an opportunity for new housing along with a large amount of open space and connections to the River Wensum. The site will include 2.6ha of public open space. The number of dwellings proposed has been reduced to ensure development would be located within flood zone 1. The site has good connections to the town, school and services. There are public transport options available from the site. The site scores positively in the Sustainability Appraisal. This is considered to be one of the most sustainable and suitable of the Fakenham alternatives.

Alternative Site Options

Site Reference	Site Name	Site Size (Ha)	Proposed Use	Why it is not preferred
F01/A	Land North of Rudham Stile Lane	46.28	Mixed Use	The site has outline planning application pending for mixed use scheme including up to 950 dwellings.
F01/2	Land North of Rudham Stile Lane	14.32	Housing	The site is suitable to be identified as a preferred option as part of a combined site, however on its own it will not deliver the comprehensive development or infrastructure required. The combined sites F01/2, F01/3 and F01/4 forms site F01/B which is considered to be suitable to be allocated.
F01/3	Land North of Fakenham High School	3.39	Mixed Use	The site is suitable to be identified as a preferred option as part of a combined site, however on its own the site is not considered suitable due to the sub-standard nature of Rudham Stile Lane. Furthermore it will not deliver the comprehensive development or infrastructure required.

6 Town & Village Proposals

Site Reference	Site Name	Site Size (Ha)	Proposed Use	Why it is not preferred
				The combined sites F01/2, F01/3 and F01/4 forms site F01/B which is considered to be suitable to be allocated.
F01/4	Land North of Fakenham High School	1.55	Housing	The site is suitable to be identified as a preferred option as part of a combined site, however on its own the site is not considered suitable due to the sub-standard nature of Rudham Stile Lane. Furthermore it will not deliver the comprehensive development or infrastructure required. The combined sites F01/2, F01/3 and F01/4 forms site F01/B which is considered to be suitable to be allocated.
F02	Land Rear of Shell Garage, Creake Road	2.40	Housing	The site is not considered to be suitable for development, the site cannot be satisfactorily accessed. The preferred sites can deliver sufficient housing for Fakenham.
F04	Land To South Of Whitehorse Street	0.93	Housing	The majority of the site is within Flood Risk Zone 2 and as there are more suitable sites in a lower Flood Zone - the site is not considered to be suitable for residential development. The site is identified as a Retail Opportunity Site in the Core Strategy, an updated Retail Study has been prepared which continues to suggest a modest need for further retail development. The other allocated sites adequately deliver the quantum of development required.
F05	Land Between Holt Road & Greenway Lane	0.71	Housing, Retail	The site falls within the settlement boundary of Fakenham and is currently allocated for residential development. The site could therefore come forward at any time, and does not require being allocated.
F06/1	Great Eastern Way Railway Cutting	0.37	Housing	This site is not considered to be suitable for development due to the loss of open space. The preferred sites can deliver sufficient housing for Fakenham.
F07	Land East of Clipbush Lane	67.97	Mixed Use	This is a large site, which is poorly integrated with the existing town and is very prominent in the landscape. Development on this site would result in a significant extension into the open countryside adversely affecting the character of the area. The site is detached from the settlement and the majority to the site is not within walking distance to the town centre. For these reasons the site is not considered suitable for allocation as part of this Local Plan. The preferred sites can deliver sufficient housing for Fakenham.
F08	Land rear of 41 Hayes Lane	0.31	Mixed Use	The majority of the site is within Flood Risk Zone 2 and as there are more suitable sites in a lower Flood Zone - the site is not considered to be suitable for residential development. The site cannot be satisfactorily accessed. The preferred sites can deliver sufficient housing for Fakenham.

Site Reference	Site Name	Site Size (Ha)	Proposed Use	Why it is not preferred
F11	Distribution Centre, Corner Of Drift Road & Norwich Road	1.35	Housing	The site is currently occupied by a factory and is identified as an Employment Area in the Core Strategy. The preferred sites can deliver sufficient housing for Fakenham.
F12	Land off Parker Drive	1.27	Housing	Although reasonably close to key services the site is poorly related to the residential area and located amongst existing employment uses. The site is not considered to be suitable for residential development. The site is currently designated as an Employment Area in the Core Strategy. The preferred sites can deliver sufficient housing for Fakenham.
F15	Land Adjacent To Baron's Hall Farm / Meadow	1.01	Housing	The site is not considered to be suitable for development, the site cannot be satisfactorily accessed. The preferred sites can deliver sufficient housing for Fakenham.
F16	Land Adjacent Football Ground	1.31	Housing	The site is not considered to be suitable for development, the site is poorly integrated with the town and cannot be satisfactorily accessed for housing development The preferred sites can deliver sufficient housing for Fakenham.
F17	Land Adjacent 72, Holt Road	0.72	Housing	The site is currently occupied by existing businesses and is identified as an Employment Area in the Core Strategy, it is therefore not considered to be suitable for housing. The preferred sites can deliver sufficient housing for Fakenham.
F18	Land at Thorpland Road	2.61	Housing, Retail, Residential Care Home	The site has a number of constraints. Development on this site would have a negative effect on the quality of the landscape by reducing the rural character and extending into the open countryside. The site is detached from Fakenham segregated by the bypass with no continuous footway available and is remote from services and facilities in the town. For these reasons the site is not considered suitable for allocation as part of this Local Plan. The preferred sites can deliver sufficient housing for Fakenham.
F19	Land Abutting Short Stay Travellers Site	1.04	Mixed Use	The site is not considered to be suitable for development, the site is poorly integrated with the town and cannot be satisfactorily accessed. The preferred sites can deliver sufficient housing for Fakenham.
HEMP03	Land East of Dereham Road	0.70	Mixed Use	The site is located in Hempton which is not a selected settlement, as there are preferable sites available in Fakenham, it is not considered to be suitable.
HEMP04	Land NorthEast of Back Street	0.25	Mixed Use	The site is located in Hempton which is not a selected settlement, as there are preferable sites available in Fakenham, it is not considered to be suitable.
SCU15	Land off Creake Road	2.45	Mixed Use	The site has a number of constraints. Development on this site would have a negative effect on the quality of the landscape by reducing the rural character and extending into the open countryside. The site is detached from Fakenham segregated by the bypass, remote from

6 Town & Village Proposals

Site Reference	Site Name	Site Size (Ha)	Proposed Use	Why it is not preferred
				services and facilities in the town and cannot be satisfactorily accessed. For these reasons the site is not considered suitable for allocation as part of the Local Plan. The preferred sites can deliver sufficient housing for Fakenham.
SCU16	Land North of Creake Road	12.77	Housing	The site is located in Sculthorpe which is not a selected settlement, as there are preferable sites available in Fakenham, it is not considered to be suitable. The other allocated sites adequately deliver the quantum of development required.
SCU17	Land South of Creake Road	20.77	Housing	The site has a number of constraints. Development on this site would have a negative effect on the quality of the landscape by reducing the rural character and extending into the open countryside. The site is detached from Fakenham segregated by the bypass, remote from services and facilities in the town and cannot be satisfactorily accessed. For these reasons the site is not considered suitable for allocation as part of the Local Plan. The preferred sites can deliver sufficient housing for Fakenham.
H0702	Land at Barber's Lane	0.74	Housing	The site is not considered to be suitable for development, the local road network is considered to be unsuitable. The preferred sites can deliver sufficient housing for Fakenham.
H0705	Fakenham College	3.37	Housing	The former Fakenham College is located on this site which is no longer occupied. The site falls within the settlement boundary of Fakenham and part of the site is within the designated residential area. The rest of the site is identified as open space. At present there is no evidence that this site is available for development. The preferred sites can deliver sufficient housing for Fakenham.

Alternative Sites Considered (Fakenham)

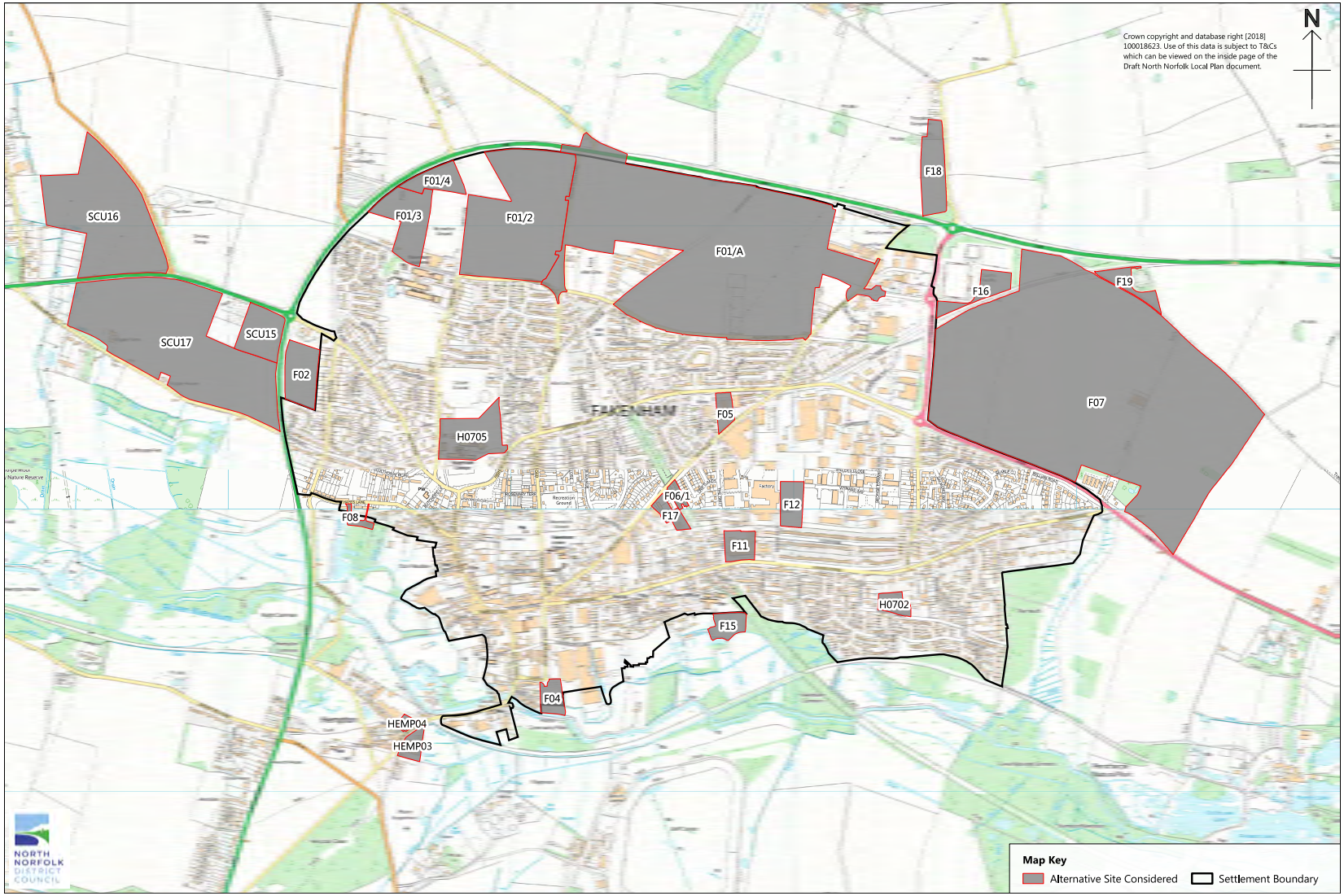

Figure 2 Alternatives sites considered in Fakenham

6 Town & Village Proposals

Proposals for Holt

Preferred Site Options

Site Reference	Site Name	Site Size (Ha)	Proposed Use	Why it is preferred
H04	Land South of Lodge Close	7.36	Mixed Use	The site is well located in relation to the town centre and services. There are no significant environmental constraints and the site is well contained in the landscape. No flooding, contamination or utilities issues have been identified. The site is suitable as a potential location for a relocated primary school. The site scores positively in the Sustainability Appraisal. This is considered to be one of the most sustainable and suitable of the Holt alternatives.
H17	Land North of Valley Lane	0.93	Housing	The site is well located in relation to the town centre and services. There are no significant environmental constraints, however, the site is close to a County Wildlife Site. It is reasonably well contained in the landscape and townscape - but is more visible from the west. No flooding, contamination or utilities issues have been identified. This is considered to be one of the most sustainable and suitable of the Holt alternatives.
H20	Land at Heath Farm	7.11	Mixed Use	The site has good access off the A148 and is reasonably well located to the town and services. The site would be a natural extension of the previously allocated H01 at Heath Farm. There are no significant environmental constraints and the site is reasonably well contained in the landscape. The site is adjacent to a Listed Building at Heath Farm. No flooding, contamination or utilities issues have been identified. This is considered to be one of the most sustainable and suitable of the Holt alternatives.
H27/1	Land at Heath Farm (Employment)	6	Employment	The site will be accessed off the A148 and is reasonably well located to the town and services. There are no significant environmental constraints and the southern part of site is reasonably well contained in the landscape. No flooding, contamination or utilities issues have been identified. Employment development on the land would, effectively, be an extension of the existing industrial estate in order to provide a continued supply of greenfield employment land in Holt (serving the Holt, Cromer and Sheringham cluster). The site scores positively in the Sustainability Appraisal.

Alternative Site Options

Site Reference	Site Name	Site Size	Proposed Use	Why it is not preferred
H05	Land North Of Poultry Farm, Cley Road	1.35	Housing	The site is not considered to be in a suitable location for development. The site is highly visible in the landscape and development would be a pronounced and obvious extension into the countryside and Area of Outstanding Natural Beauty and could have an adverse impact on the

Site Reference	Site Name	Site Size	Proposed Use	Why it is not preferred
				landscape. The site is considered to have unsuitable highways access and network connections. The preferred sites can deliver sufficient housing for Holt.
H06	Former Poultry Farm, Cley Road	3.75	Mixed Use	The site is not considered to be in a suitable location for development. The site is highly visible in the landscape and development would be a pronounced and obvious extension into the countryside and Area of Outstanding Natural Beauty and could have an adverse impact on the landscape. The site is considered to have unsuitable highways access and network connections as traffic would be routed through the unsuitable and congested town centre roads. The preferred sites can deliver sufficient housing for Holt.
H07	Garden House, Peacock Lane	0.67	Housing	The site may be suitable for small scale development as it is within the settlement boundary, however, a Tree Preservation Order covers the entire site. The site is considered to have unsuitable highways access and network connections onto Peacock Lane. The preferred sites can deliver sufficient housing for Holt.
H08	Playing Field At Woodfield Road	5.42	Housing	The site is unsuitable for development as it forms important open space and recreation area and development would result in a loss of beneficial use. Development on the site would be a pronounced and obvious extension into the countryside and Area of Outstanding Natural Beauty and could have an adverse impact on the landscape. The site is considered to have unsuitable highways access and network connections. The preferred sites can deliver sufficient housing for Holt without requiring the loss of community facilities.
H10	Land off Swann Grove	0.83	Housing	The site is well located to the town and services and has acceptable highways access. The site forms part of the designated open space for Holt and provides landscape screening to the A148 and development would result in a loss of beneficial use. The site is located on an area of informal open space adjacent to a County Wildlife Site and development of the site would require a significant removal of trees. The preferred sites can deliver sufficient housing for Holt.
H16	Land Adjacent Cemetery, Cley Road	3.21	Housing	The site is not considered to be in a sustainable location for development. The site is highly visible in the landscape and development would be a pronounced and obvious extension into the countryside and AONB and could have an adverse impact on the landscape. The site is considered to have unsuitable highways access and network connections as traffic would be routed through the unsuitable and congested town centre roads. The preferred sites can deliver sufficient housing for Holt.
H16/1	Land West of Cley Road	0.45	Housing	The site is not considered to be in a sustainable location for development. The site is highly visible in the landscape and development would be a pronounced and obvious extension into the countryside and partially into the Area of Outstanding Natural Beauty and could have an adverse

6 Town & Village Proposals

Site Reference	Site Name	Site Size	Proposed Use	Why it is not preferred
				impact on the landscape. The site is considered to have unsuitable highways access and network connections as traffic would be routed through the unsuitable and congested town centre roads. The preferred sites can deliver sufficient housing for Holt.
H18	Land at Valley Farm	2.42	Housing	The site is not considered to be in a suitable location for development. The site is highly visible in the landscape and development would be a pronounced and obvious extension into the countryside and could have an adverse impact on the landscape. The site is considered to have unsuitable highways access and network connections. The preferred sites can deliver sufficient housing for Holt.
H19	Land West Of Norwich Road	3.07	Housing	**The site is no longer available.**
H19/1	Land West Of Norwich Road	2.00	Housing	**The site is no longer available.**
H22	Land North of Charles Road	1.24	Mixed Use	The site is within the settlement boundary. The site is currently used for a range of community facilities including community centre and sure start centre and development would result in a loss of beneficial use. The site is not considered suitable until and unless alternative community facilities are provided. The preferred sites can deliver sufficient housing for Holt without requiring the loss of community facilities.
H23	Land at Thornage Road	8.95	Mixed Use	The site is not considered to be in a suitable location for development as it is detached and reasonably remote from the town. The site is highly visible in the landscape and development would be a pronounced and obvious extension into the countryside and could have an adverse impact on the landscape. The site is considered to have unsuitable highways access and network connections into town. The preferred sites can deliver sufficient housing for Holt.
H24	Petrol Filling Station, Cromer Road	0.41	Housing	**The site is no longer available.**
H25	Tricorn Farm, Norwich Road	18.11	Mixed Use	The site is not considered to be in a suitable location for development as it is detached and remote from the town. The site is highly visible in the landscape and development would be a pronounced and obvious extension into the countryside and could have an adverse impact on the landscape. The site is considered to have unsuitable highways access and network connections. The preferred sites can deliver sufficient housing for Holt.
H26	Holt Primary School	0.71	Mixed Use	Site is within the settlement boundary. The site is not considered suitable until and unless an alternative school site is provided. The preferred sites can deliver sufficient housing for Holt. Therefore, on balance, this site is not considered suitable to be preferred at this time.
H27	Land at Heath Farm	14.15	Mixed Use	The site is not considered to be in a suitable location for residential development. The site would be a pronounced

Site Reference	Site Name	Site Size	Proposed Use	Why it is not preferred
				and obvious extension into the countryside and development of the whole site could have an adverse impact on the landscape. The site is adjacent to a Listed Building. The site is considered to have unsuitable highways access and network connections unless it is access via the new roundabout and spine road. The preferred sites can deliver sufficient housing for Holt.
H28	Land At Greshams School	0.71	Housing	Site is within the settlement boundary. The site is unsuitable for development as it forms part of the important open space for Holt as part of the playing fields for Gresham's School and development would result in a loss of beneficial use. The preferred sites can deliver sufficient housing for Holt without requiring the loss of open space.
H29	School Playing Fields, Cromer Road / Neil Avenue	0.92	Housing	Site is within the settlement boundary. The site is not considered suitable as it forms part of the designated open space for Holt as part of the playing fields for the primary school. Development would result in a loss of this beneficial use. The preferred sites can deliver sufficient housing for Holt without requiring the loss of open space.
H20/1	Land at Heath Farm	5.00	Mixed Use	The reduced parcel was previously identified as the preferred option. Further consideration of the housing numbers have required a further 50 to 70 dwellings to be allocated in Holt and this smaller parcel being superseded.

Alternative Sites Considered (Holt)

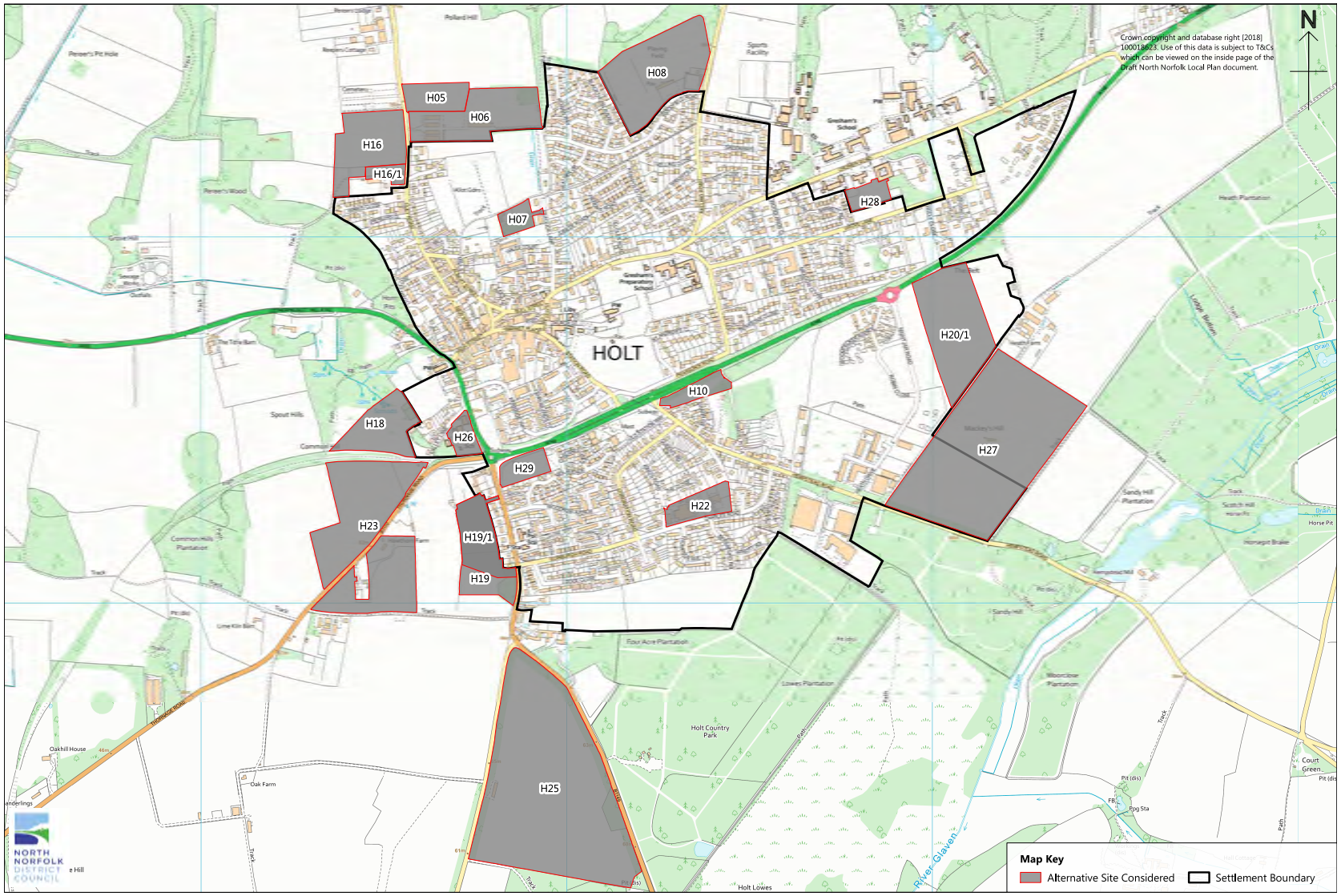

Figure 3 Alternative sites considered in Holt

Proposals for Hoveton

Preferred Site Option

Site Reference	Site Name	Site Size (Ha)	Proposed Use	Why it is preferred
HV01/B	Land East of Tunstead Road	6.41	Housing	The site is well located in relation to the town centre and services and is adjacent to the high school. The site has acceptable highway access and good connections to public transport. The site will also facilitate the delivery of a link road between Tunstead Road and Stalham Road. The site is a natural and obvious extension to the adjacent HV03 site which has been completed. There are no significant environmental constraints and the site is reasonably well contained in the landscape. No flooding, contamination or utilities issues have been identified. The site scores positively in the Sustainability Appraisal. This is considered to be the most sustainable and suitable of the Hoveton alternatives.

Alternative Site Options

Site Reference	Site Name	Site Size (Ha)	Proposed Use	Why it is not preferred
HV01	Land East of Tunstead Road	5.41	Housing	This site was enlarged to form the Preferred Site Option HV01/B. The site is well located in relation to the town centre and services and is adjacent to the high school. The site has acceptable highway access and good connections to public transport. The site will also facilitate the delivery of a link road between Tunstead Road and Stalham Road. The site is a natural and obvious extension to the adjacent HV03 site which has been completed. There are no significant environmental constraints and the site is reasonably well contained in the landscape. No flooding, contamination or utilities issues have been identified. The site scores positively in the Sustainability Appraisal
HV02	Site To The West Of Tunstead Road	9.40	Housing	This is a large site and the northern extent is remote from services and the village. Highways access is considered unsuitable and connections into town are poor. The site would extend into open countryside beyond the current confines of the village and could have an adverse impact on the landscape. The preferred site can deliver sufficient housing for Hoveton.
HV05	Land South of Littlewoods Lane	13.38	Housing	The site is well related to the village and services. Highways access is considered suitable for up to 100 houses. The site would be highly visible in the landscape and would extend into open countryside beyond the current confines of the village and could have an adverse impact on the landscape. The preferred site can deliver sufficient housing for Hoveton.

6 Town & Village Proposals

Site Reference	Site Name	Site Size (Ha)	Proposed Use	Why it is not preferred
HV06	Land between Stalham Road and Tunstead Road	1.28	Housing	The site forms a small countryside gap along the Stalham Road with residential development on both sides and across the Stalham Road. Highways access is considered suitable for frontage development only and an extra spur off the existing roundabout would not be acceptable. The preferred site can deliver sufficient housing for Hoveton.
HV07	Land Adjacent Stalham Road	18.23	Housing	This is a large site and is remote from services and the village. Highways access is considered unsuitable and connections into town are poor. The site is detached from the existing residential area and would significantly extend into open countryside beyond the current confines of the village and could have an adverse impact on the landscape. The preferred site can deliver sufficient housing for Hoveton.
HV08	Land To East Of Stalham Road	34.04	Housing	This is a very large site and is remote from services and the village. Highways access off Littlewood Lane and Long Lane is considered unsuitable and connections into town are poor. The site is located close to the employment area at Littlewood Lane. It is set behind the existing residential area and would significantly extend into open countryside beyond the current confines of the village and could have an adverse impact on the landscape. The preferred site can deliver sufficient housing for Hoveton.
HV10	Land off Coltishall Road	3.56	Housing	The site is detached from the village being located on the western side of the railway. The site is located close to the railway station and employment area. Development would significantly extend into open countryside beyond the current confines of the village and could have an adverse impact on the landscape. Highways access is considered unsuitable as access underneath the railway Alternatives bridge is challenging. The preferred site can deliver sufficient housing for Hoveton.

Alternative Sites Considered (Hoveton)

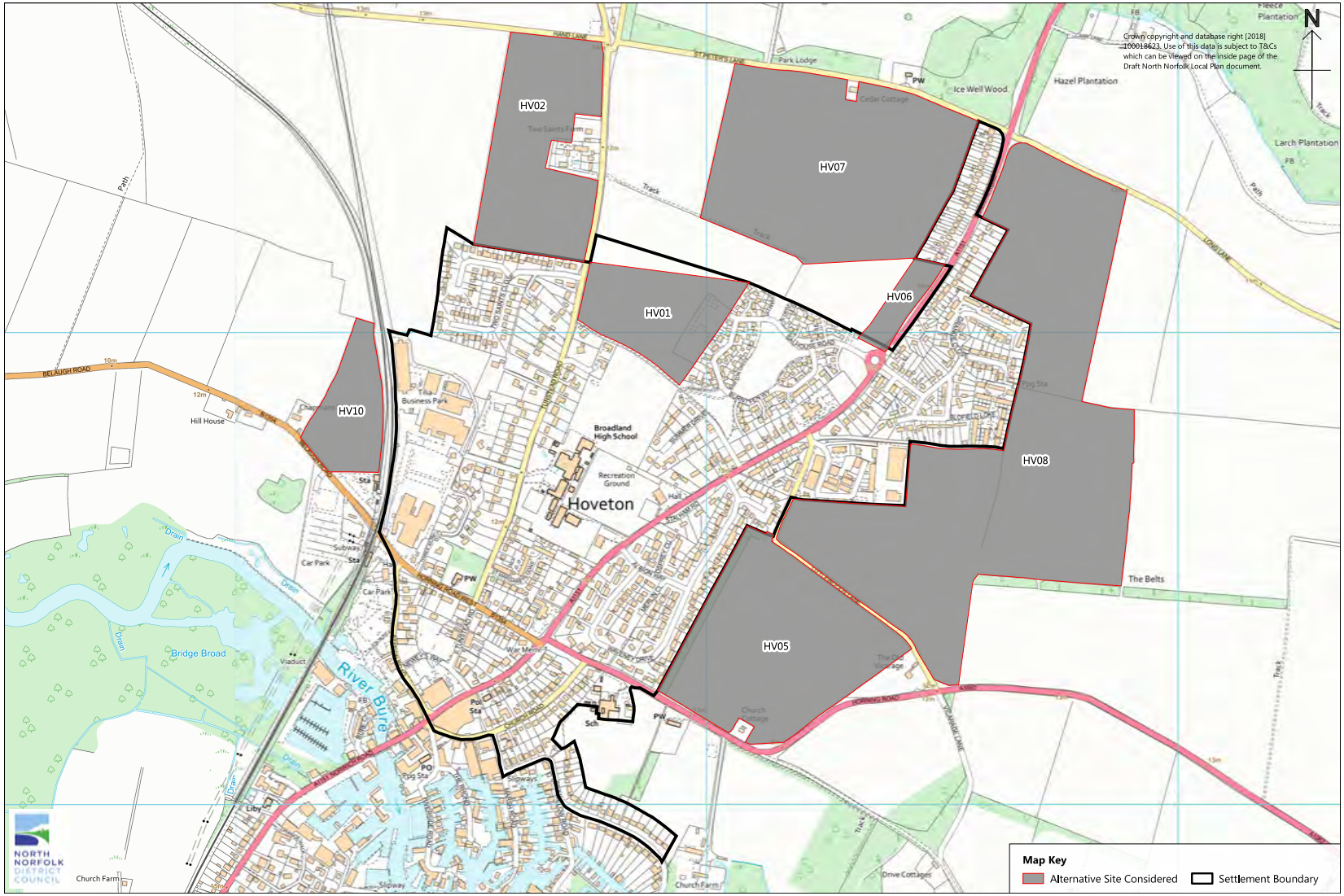

Figure 4 Alternative sites considered in Hoveton

6 Town & Village Proposals

Proposals for North Walsham

Preferred Site Options

Site Reference	Site Name	Site Size (Ha)	Proposed Use	Why it is preferred
NW01/B	Land at Norwich Road & Nursery Drive	18.62	Housing	This is a previously allocated site which has been enlarged. The site is well located in relation to the town centre and services. There are no significant environmental constraints and the site is well contained in the landscape. No flooding, contamination or utilities issues have been identified. The south east part of the site will extend into open countryside its impact on the landscape will have to be carefully considered. The site will include 3ha of public open space and retention of existing businesses. The site scores positively in the Sustainability Appraisal. This is considered to be one of the most sustainable and suitable of the North Walsham alternatives. It is a combined site which includes sites: NW05, NW06/1, NW07 & NW30
NW62	Western Extension	95.00	Mixed Use	The North Walsham Western Extension is a large sustainable urban extension which, on the whole, is well located to the town, services and employment sites. There are a number of public transport options available from the site including the rail station. There are no significant environmental constraints and no significant flooding or contamination issues have been identified. The site is expected to deliver a range of infrastructure and community facilities including a new western link road, employment land, primary school and other key infrastructure. The site covers some 95ha of open countryside on the west of the town and would envelope a number of public rights of way and The Weavers Way. Development will be required to protect these access assets whilst delivering significant amounts of open space and green infrastructure providing enhanced access and habitat corridors. The site scores positively in the Sustainability Appraisal. This site is considered to be one of the most suitable of the North Walsham alternatives. It is a combined site which includes sites: NW08/1(part), NW08/2(part), NW09, NW11, NW14/53, NW28/1, NW28/2, NW41, NW56, NW57, NW58 & NW59.
E10	Land at Cornish Way	5.11	Employment	This is a previously allocated employment site and is an extension to the existing designated employment area and is well located in relation to the town centre and services. There are no significant environmental constraints and the site is well contained in the landscape. No flooding, contamination or utilities issues have been identified. Highways access is considered

Site Reference	Site Name	Site Size (Ha)	Proposed Use	Why it is preferred
				acceptable. This site is to allow for the extension of the employment area in order to provide a continued supply of greenfield employment land in North Walsham. The site scores positively in the Sustainability Appraisal.

Alternative Site Options

Site Reference	Site Name	Site Size (Ha)	Proposed Use	Why it is not preferred
ED1	Playing Field, Station Road	3.82	Housing	This is a large open space site in the centre of town. it is well located to the town and services. The site is not considered suitable as it forms part of the designated open space for the town. Development would result in a loss of this beneficial use. The preferred sites can deliver sufficient housing for North Walsham without requiring the loss of this open space.
NW05	Roseland	1.48	Housing	This site is suitable to be identified as a preferred option as part of a combined site, however, on its own it will not deliver the comprehensive development or infrastructure required. The combined sites NW05, NW06/1, NW07 & NW30 will form part of the new allocation NW01/B.
NW06/1	Land South and East of North Walsham Garden Centre	28.32	Housing	This site is suitable to be identified as a preferred option as part of a combined site, however, on its own it will not deliver the comprehensive development or infrastructure required. The combined sites NW05, NW06/1, NW07 & NW30 will form part of the new allocation NW01/B.
NW07	North Walsham Garden Centre	5.21	Housing	This site is suitable to be identified as a preferred option as part of a combined site, however, on its own it will not deliver the comprehensive development or infrastructure required. The combined sites NW05, NW06/1, NW07 & NW30 will form part of the new allocation NW01/B.
NW08/1	Land at Skeyton Road	20.63	Mixed use	This site is suitable to be identified as a preferred option as part of a combined site, however, on its own it will not deliver the comprehensive development or infrastructure required. The combined sites NW08/1(part), NW08/2(part), NW09, NW11, NW14/53, NW28/1, NW28/2, NW41, NW56, NW57, NW58 & NW59 will form part of the new allocation NW62.
NW08/2	Land West of Norwich Road (B1150)	25.03	Mixed use	This site is suitable to be identified as a preferred option

6 Town & Village Proposals

Site Reference	Site Name	Site Size (Ha)	Proposed Use	Why it is not preferred
				as part of a combined site, however, on its own it will not deliver the comprehensive development or infrastructure required. The combined sites NW08/1(part), NW08/2(part), NW09, NW11, NW14/53, NW28/1, NW28/2, NW41, NW56, NW57, NW58 & NW59 will form part of the new allocation NW62.
NW09	Land at South Rise	0.53	Mixed use	This site is suitable to be identified as a preferred option as part of a combined site, however, on its own it will not deliver the comprehensive development or infrastructure required. The combined sites NW08/1(part), NW08/2(part), NW09, NW11, NW14/53, NW28/1, NW28/2, NW41, NW56, NW57, NW58 & NW59 will form part of the new allocation NW62.
NW11	Tungate Road	10.92	Mixed use	This site is suitable to be identified as a preferred option as part of a combined site, however, on its own it will not deliver the comprehensive development or infrastructure required. The combined sites NW08/1(part), NW08/2(part), NW09, NW11, NW14/53, NW28/1, NW28/2, NW41, NW56, NW57, NW58 & NW59 will form part of the new allocation NW62.
NW14/53	Land at Bradfield Road & Cromer Road	2.457	Mixed use	This site is suitable to be identified as a preferred option as part of a combined site, however, on its own it will not deliver the comprehensive development or infrastructure required. The combined sites NW08/1(part), NW08/2(part), NW09, NW11, NW14/53, NW28/1, NW28/2, NW41, NW56, NW57, NW58 & NW59 will form part of the new allocation NW62.
NW15	Land At Bradfield Road	17.450	Mixed Use	This is a large site that is reasonably remote and detached from the main town although it is well located to the employment area. Highways access and the local network are considered to be unsuitable. The preferred sites can deliver sufficient housing for North Walsham.
NW15/1	Land At Bradfield Road	4.471	Mixed Use	This site is a reduced part of NW15. The site is reasonably remote and detached from the main town although it is well located to the employment area. Highways access and the local network are considered to be unsuitable. The preferred sites can deliver sufficient housing for North Walsham.
NW16	Land at End of Mundesley Road	15.46	Housing	The site is reasonably remote from the town centre and services. It would be an extension into open countryside and could have an adverse impact on the

Site Reference	Site Name	Site Size (Ha)	Proposed Use	Why it is not preferred
				landscape. Highways access and the local network are considered to be unsuitable. The preferred sites can deliver sufficient housing for North Walsham.
NW17	Land West of Melbourne House, Bacton Road	1.02	Housing	The site is remote and detached from town. Highway access and the local road network are considered to be unsuitable. The preferred sites can deliver sufficient housing for North Walsham.
NW18/1	Land At Melbourne House	1.18	Housing	The site is reasonably remote from the town centre and services. Highways access and the local network are considered to be unsuitable. The preferred sites can deliver sufficient housing for North Walsham.
NW19	North Walsham Caravan Park	5.65	Housing	The site is no longer available.
NW20 & NW33	Land at Marshgate & Manor Road	16.21	Mixed use	The site would be an extension into open countryside and could have an adverse impact on the landscape. Highways access and the local network are considered to be unsuitable. The preferred sites can deliver sufficient housing for North Walsham.
NW21	Land Opposite Brick Kiln Farm, Manor Road	1.85	Housing	The site is remote and detached from the town centre and services. It would be an extension into open countryside and could have an adverse impact on the landscape. Highways access and the local network are considered to be unsuitable. The preferred sites can deliver sufficient housing for North Walsham.
NW22	Land At Manor Road	6.65	Housing	The site is reasonably remote from the town centre and services. It would be an extension into open countryside and could have an adverse impact on the landscape. Highways access and the local network are considered to be unsuitable. The preferred sites can deliver sufficient housing for North Walsham.
NW23	Land Between Yarmouth Road and Field Lane	18.90	Housing	The site is reasonably remote from the town centre and services. It would be a large urban extension into open countryside and could have an adverse impact on the landscape. Highways access and the local network are considered to be unsuitable. The preferred sites can deliver sufficient housing for North Walsham.
NW24 & NW43	Land Adjacent Mushroom Farm, A149	4.55	Housing	The site would be an extension into open countryside and could have an adverse impact on the landscape. Highways access and the local network are considered to be unsuitable. The preferred sites can deliver sufficient housing for North Walsham.
NW25	Land Off Laundry Loke	0.92	Housing	The site was previously allocated. However, the site falls within the settlement boundary of North Walsham. There is an extant planning application for the site.
NW26	Land Adjacent Scarborough Hill House Hotel	1.41	Housing	The site is remote and detached from the town center and services. It would be an extension into open countryside and could have an adverse impact on the landscape. Highways access and the local network are considered to be unsuitable. The preferred sites can deliver sufficient housing for North Walsham.

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Site Reference	Site Name	Site Size (Ha)	Proposed Use	Why it is not preferred
NW28/1	Land at Greens Road	6.50	Housing	This site is suitable to be identified as a preferred option as part of a combined site, however, on its own it will not deliver the comprehensive development or infrastructure required. The combined sites NW08/1(part), NW08/2(part), NW09, NW11, NW14/53, NW28/1, NW28/2, NW41, NW56, NW57, NW58 & NW59 will form part of the new allocation NW62.
NW28/2	Land at Greens Road	10.64	Housing	This site is suitable to be identified as a preferred option as part of a combined site, however, on its own it will not deliver the comprehensive development or infrastructure required. The combined sites NW08/1(part), NW08/2(part), NW09, NW11, NW14/53, NW28/1, NW28/2, NW41, NW56, NW57, NW58 & NW59 will form part of the new allocation NW62.
NW28a	North Walsham Football Club	5.07	Housing	This is a large open space site on the western edge of town. It is well located to the town and services. The site is not considered suitable as it forms part of the designated open space for the town and is well used as part of the football club facilities. Development would result in a loss of this beneficial use. The preferred sites can deliver sufficient housing for North Walsham without requiring the loss of this open space.
NW30	Ladbrooke Engineering, Norwich Road	1.34	Housing	This site is suitable to be identified as a preferred option as part of a combined site, however, on its own it will not deliver the comprehensive development or infrastructure required. The combined sites NW05, NW06/1, NW07 & NW30 will form part of the new allocation NW01/B.
NW31	Land Rear of East Coast Plastics	0.65	Mixed use	The site is not considered a preferred location for development owing to the proximity to the industrial estate and the highway access is considered to be unsuitable. The preferred sites can deliver sufficient housing for North Walsham.
NW34	Land at Spa Common	1.41	Housing	The site is remote and detached from the town centre and services. It would be an extension into open countryside and could have an adverse impact on the landscape. Highways access and the local network are considered to be unsuitable. The preferred sites can deliver sufficient housing for North Walsham.
NW36	Land at Little London Road	1.56	Housing	The site is remote and detached from the town centre and services. It would be an extension into open countryside and could have an adverse impact on the landscape. Highways access and the local network are considered to be unsuitable. The preferred sites can deliver sufficient housing for North Walsham.

Site Reference	Site Name	Site Size (Ha)	Proposed Use	Why it is not preferred
NW40	Adjacent Holmfield, Little London	0.50	Housing	The site is remote and detached from the town centre and services. It would be an extension into open countryside and could have an adverse impact on the landscape. Highways access and the local network are considered to be unsuitable. The preferred sites can deliver sufficient housing for North Walsham.
NW41	Tungate Farm, Aylsham Road	42.53	Housing	This site is suitable to be identified as a preferred option as part of a combined site, however, on its own it will not deliver the comprehensive development or infrastructure required. The combined sites NW08/1(part), NW08/2(part), NW09, NW11, NW14/53, NW28/1, NW28/2, NW41, NW56, NW57, NW58 & NW59 will form part of the new allocation NW62.
NW42	Land Adjacent Happisburgh Road	1.17	Housing	The site is reasonably remote from the town centre and services. It would be an extension into open countryside and could have an adverse impact on the landscape. Highways access and the local network are considered to be unsuitable. The preferred sites can deliver sufficient housing for North Walsham.
NW44	Paston College Lawns Site	1.47	Housing	The site is not available as Paston College is continuing to use the site.
NW46	Land at Fernbank, West of Bacton Road	1.36	Housing	The site is remote and detached from the town centre and services. It would be an extension into open countryside and could have an adverse impact on the landscape. Highways access and the local network are considered to be unsuitable. The preferred sites can deliver sufficient housing for North Walsham.
NW47	Land Adjacent Royston Cottage, Little London	0.70	Housing	The site is remote and detached from the town centre and services. It would be an extension into open countryside and could have an adverse impact on the landscape. Highways access and the local network are considered to be unsuitable. The preferred sites can deliver sufficient housing for North Walsham.
NW48	Land North of Royston Cottage, Little London	0.62	Housing	The site is remote and detached from the town centre and services. It would be an extension into open countryside and could have an adverse impact on the landscape. Highways access and the local network are considered to be unsuitable. The preferred sites can deliver sufficient housing for North Walsham.
NW49	Land at 22 Skeyton Road	0.55	Housing	The site is adjacent to the settlement boundary and any review of the boundary should take into account the new western extension. This is a small site that may be more appropriate to come forward through an application process.
NW50	Land South of Anchor Road	2.33	Housing	The site is remote and detached from the town centre and services. It would be an extension into open countryside and could have an adverse impact on the

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Site Reference	Site Name	Site Size (Ha)	Proposed Use	Why it is not preferred
				landscape. Highways access and the local network are considered to be unsuitable. The preferred sites can deliver sufficient housing for North Walsham.
NW51	Land at Southcroft, Yarmouth Road	0.92	Housing	The site is remote and detached from the town centre and services. It would be an extension into open countryside and could have an adverse impact on the landscape. Highways access and the local network are considered to be unsuitable. The preferred sites can deliver sufficient housing for North Walsham.
NW52	Land East of Bradfield Road	2.63	Mixed use	The site is remote and detached from the town centre and services. It would be an extension into open countryside and could have an adverse impact on the landscape. Highways access and the local network are considered to be unsuitable. The preferred sites can deliver sufficient housing for North Walsham.
NW54	Land West of Manor Road	9.9484	Housing	The site is remote and detached from the town centre and services. It would be an extension into open countryside and could have an adverse impact on the landscape. Highways access and the local network are considered to be unsuitable. The preferred sites can deliver sufficient housing for North Walsham.
NW55	Land Between Manor Road & Happisburgh Road	2.961	Housing	The site is remote and detached from the town centre and services. It would be an extension into open countryside and could have an adverse impact on the landscape. Highways access and the local network are considered to be unsuitable. The preferred sites can deliver sufficient housing for North Walsham.
NW56	Land at Bradfield Road	0.367	Housing	This site is suitable to be identified as a preferred option as part of a combined site, however, on its own it will not deliver the comprehensive development or infrastructure required. The combined sites NW08/1(part), NW08/2(part), NW09, NW11, NW14/53, NW28/1, NW28/2, NW41, NW56, NW57, NW58 & NW59 will form part of the new allocation NW62.
NW08	Land To The South Of North Walsham	44.27	Housing	The site is remote and detached from the town centre and services. It would be an extension into open countryside and could have an adverse impact on the landscape. Highways access and the local network are considered to be unsuitable. The preferred sites can deliver sufficient housing for North Walsham.
NW57	Land At Greens Road	2.07	Housing	This site is suitable to be identified as a preferred option as part of a combined site, however, on its own it will not deliver the comprehensive development or infrastructure required. The combined sites NW08/1(part), NW08/2(part), NW09, NW11, NW14/53, NW28/1, NW28/2, NW41, NW56, NW57, NW58 & NW59 will form part of the new allocation NW62.

Site Reference	Site Name	Site Size (Ha)	Proposed Use	Why it is not preferred
NW58	Land South Cromer Road	20.12	Housing	Part of this site is suitable to be identified as a preferred option as part of a combined site, however, on its own it will not deliver the comprehensive development or infrastructure required. The combined sites NW08/1(part), NW08/2(part), NW09, NW11, NW14/53, NW28/1, NW28/2, NW41, NW56, NW57, NW58 & NW59 will form part of the new allocation NW62.
NW59	Land West Of Bradfield Road	4.08	Housing	This site is suitable to be identified as a preferred option as part of a combined site, however, on its own it will not deliver the comprehensive development or infrastructure required. The combined sites NW08/1(part), NW08/2(part), NW09, NW11, NW14/53, NW28/1, NW28/2, NW41, NW56, NW57, NW58 & NW59 will form part of the new allocation NW62.
NW60	Land Between Lyngate Road And The Street	16.93	Housing	The site is remote and detached from the town centre and services. It would be an extension into open countryside and could have an adverse impact on the landscape. Highways access and the local network are considered to be unsuitable. The preferred sites can deliver sufficient housing for North Walsham.
NW61	Wayside Farm, Skeyton Road	12.05	Mixed Use	The site is reasonably remote from town and would have an adverse impact on the landscape. The preferred sites can deliver sufficient housing for North Walsham.
NW01/A	Land at Norwich Road & Nursery Drive	8.00	Housing	Previously preferred option and the revised site is now NW01/B.

Alternative Sites Considered (North Walsham)

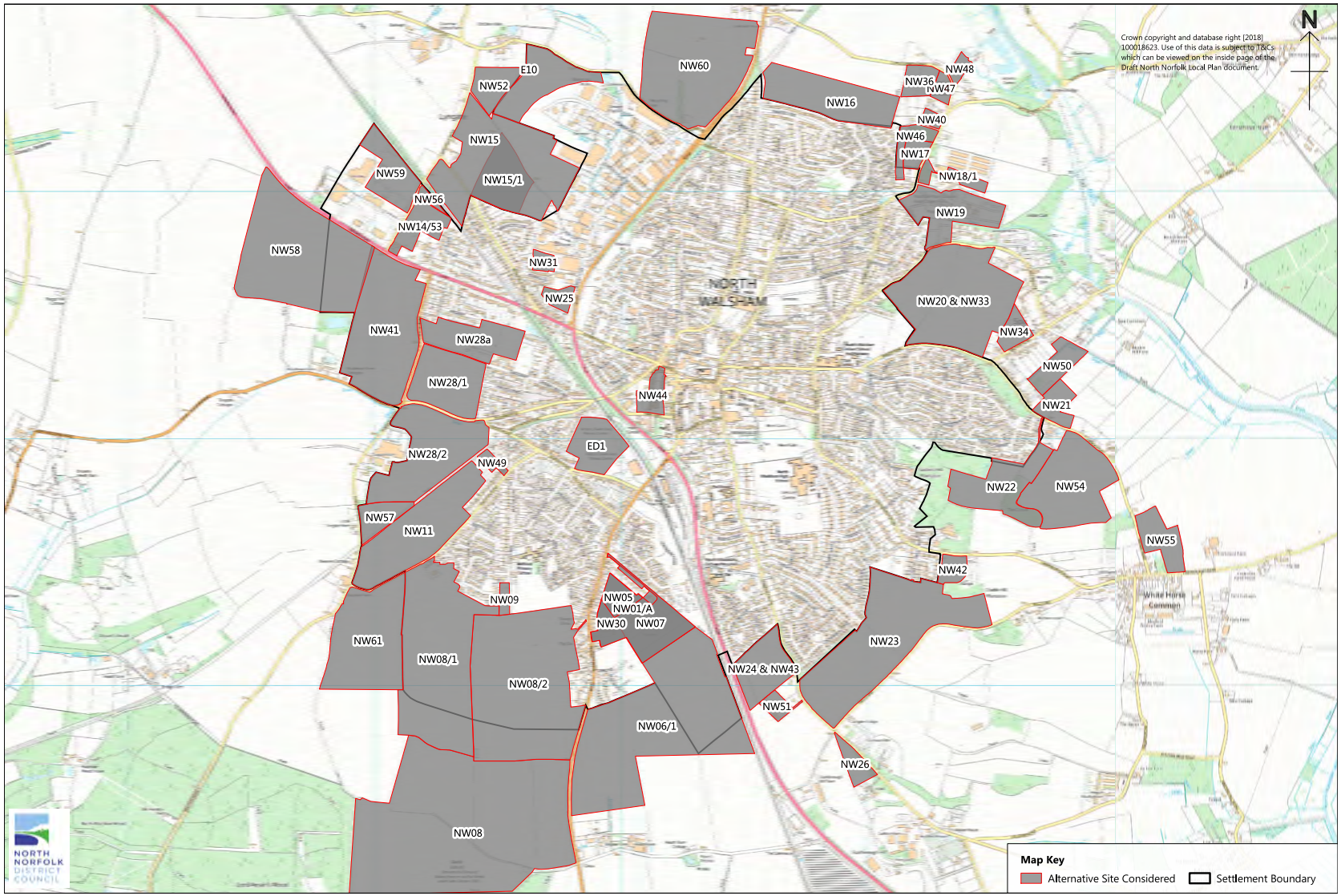

Figure 5 Alternative sites considered in North Walsham

Proposals for Sheringham

Preferred Site Options

Site Reference	Site Name	Site Size (Ha)	Proposed Use	Why is it preferred
SH04	Land adjoining Seaview Crescent	1.68	Housing	The site is well positioned for access to the town centre, school and services. There are public transport options available. Although the site is within the Area of Outstanding Natural Beauty, it is well-contained in the landscape. The site scores positively in the Sustainability Appraisal. The site is considered to be one of the most sustainable and suitable of the Sheringham alternatives.
SH07	Former Allotments Adjacent to Splash	1.66	Housing	Land to the west of Sheringham can provide housing required for Sheringham and open space along with a landscaped buffer on this approach into town. The site is well located to the town centre, services and schools. There are public transport options available from the site. The site scores positively in the Sustainability Appraisal.
SH18/1B	Land South of Butts Lane	2.74	Housing	Land to the south of Sheringham can provide housing required for Sheringham. Although located within the Area of Outstanding Natural Beauty, the site is visually well screened by the surrounding landform and woodland to the south. The site is well located to the town centre, services and schools. There are public transport options available from the site. The site is considered to be one of the most sustainable and suitable of the Sheringham alternatives.

Alternative Site Options

Site Reference	Site Name	Site Size (Ha)	Proposed Use	Why is it not preferred
SH10	Land at Morley Hill	5.5	Housing	The site has a number of constraints and development would adversely affect the settlement. The site provides important open space with recreational value which is prominent in the landscape. Development in this location would have a greater material impact on the Area of Outstanding Natural Beauty than the preferred sites. There is no possibility of creating suitable access to the site and the local road network is considered to be unsuitable. Furthermore the site is not available for development. For these reasons the site is not considered suitable for allocation as part of the Local Plan. Furthermore the preferred sites can deliver sufficient housing for Sheringham.
SH11	Land Adjacent To Sheringham House	0.93	Housing	The site is not considered to be suitable for development, it forms the entrance to Sheringham House, and the main accesses run through the site. The site makes a contribution to the character of Sheringham House. Furthermore the preferred sites can deliver sufficient housing for Sheringham.
SH12	Land at Westcliff	0.03	Mixed Use	The site is discounted due to size.

6 Town & Village Proposals

Site Reference	Site Name	Site Size (Ha)	Proposed Use	Why is it not preferred
SH13	Land South of Woodfields School	1.11	Housing	The site is not considered to be suitable for development, the site cannot be satisfactorily accessed and development would result in significant increase in traffic through Upper Sheringham. Furthermore The preferred sites can deliver sufficient housing for Sheringham.
SH16	Land Adjacent Beeston Regis Caravan Site	7.63	Housing	The site is not considered to be suitable for development, the site is in an elevated position which is visible in the landscape. Development would extend into the open countryside and have a negative effect on the quality of the landscape and could have an impact on the heritage assets located to the south of the site. The site provides important open space with recreational use. Furthermore the preferred sites can deliver sufficient housing for Sheringham.
SH16/1	Land off Nelson Road	1.62	Housing	The site is not considered to be suitable for development, it is in an elevated position which is visible in the landscape. Development would extend into the open countryside and have a negative effect on the quality of the landscape and could have an impact on the heritage assets located to the south of the site. The preferred sites can deliver sufficient housing for Sheringham.
SH17	Land At Beeston Regis Common	2.31	Housing	The site is not suitable for development, it provides important open space with recreational value and development could have a negative effect on the quality of the landscape. Furthermore the preferred sites can deliver sufficient housing for Sheringham.
SH18/1A	Land South of Butts Lane	2.74	Housing	Part of the site is considered suitable for allocation and has been identified as a preferred option SH18/1B. Site SH18/1A comprises a larger area which encroaches into the open countryside, development would have a negative effect on views available of the site from Upper Sheringham. Furthermore the preferred sites including site SH18/1B can deliver sufficient housing for Sheringham.
SH18/2	Land South of Butts Lane	1.75	Housing	The site is not considered to be suitable for development, the site is highly visible in the landscape. Development of this site would have a negative effect on the quality of the landscape by reducing the rural character and extending into the open countryside and would have a greater material impact on the Area of Outstanding Natural Beauty than the preferred sites. The preferred sites can deliver sufficient housing for Sheringham.
SH19	Land North Of Butts Lane	6.81	Housing	The site is not considered to be suitable for development, the site is highly visible in the landscape. Development of this site would have a negative effect on the quality of the landscape by extending into the open countryside and development would result in significant increase in traffic through Upper Sheringham. The preferred sites can deliver sufficient housing for Sheringham.
SH20	Land Adjacent To Blowlands Lane	11.67	Housing	The site is not considered suitable for development, the site is highly visible in the landscape. Development of

Site Reference	Site Name	Site Size (Ha)	Proposed Use	Why is it not preferred
				this site would have a negative effect on the quality of the landscape by extending into the open countryside and development would result in significant increase in traffic through Upper Sheringham. The preferred sites can deliver sufficient housing for Sheringham.
SH22	'Tradewinds', Weybourne Road	0.67	Housing	The site is not considered to be suitable for development, the site is remote and detached from the town and development would extend into the open countryside. The site cannot be satisfactorily accessed. Furthermore the preferred sites can deliver sufficient housing for Sheringham.
SH23	Land Adjacent Clock Tower	0.29	Housing	The site falls within the settlement boundary of Sheringham. The site is not available during the plan period. Furthermore there are more preferable sites available in Sheringham.
SH25	Land at Weybourne Road	6.16	Housing	The site is not considered to be suitable for development, the site is highly visible in the landscape and is remote and detached from the town. Development of this site would have a negative effect on the quality of the landscape by reducing the rural character and extending into the open countryside. The preferred sites can deliver sufficient housing for Sheringham.

Alternative Sites Considered (Sheringham)

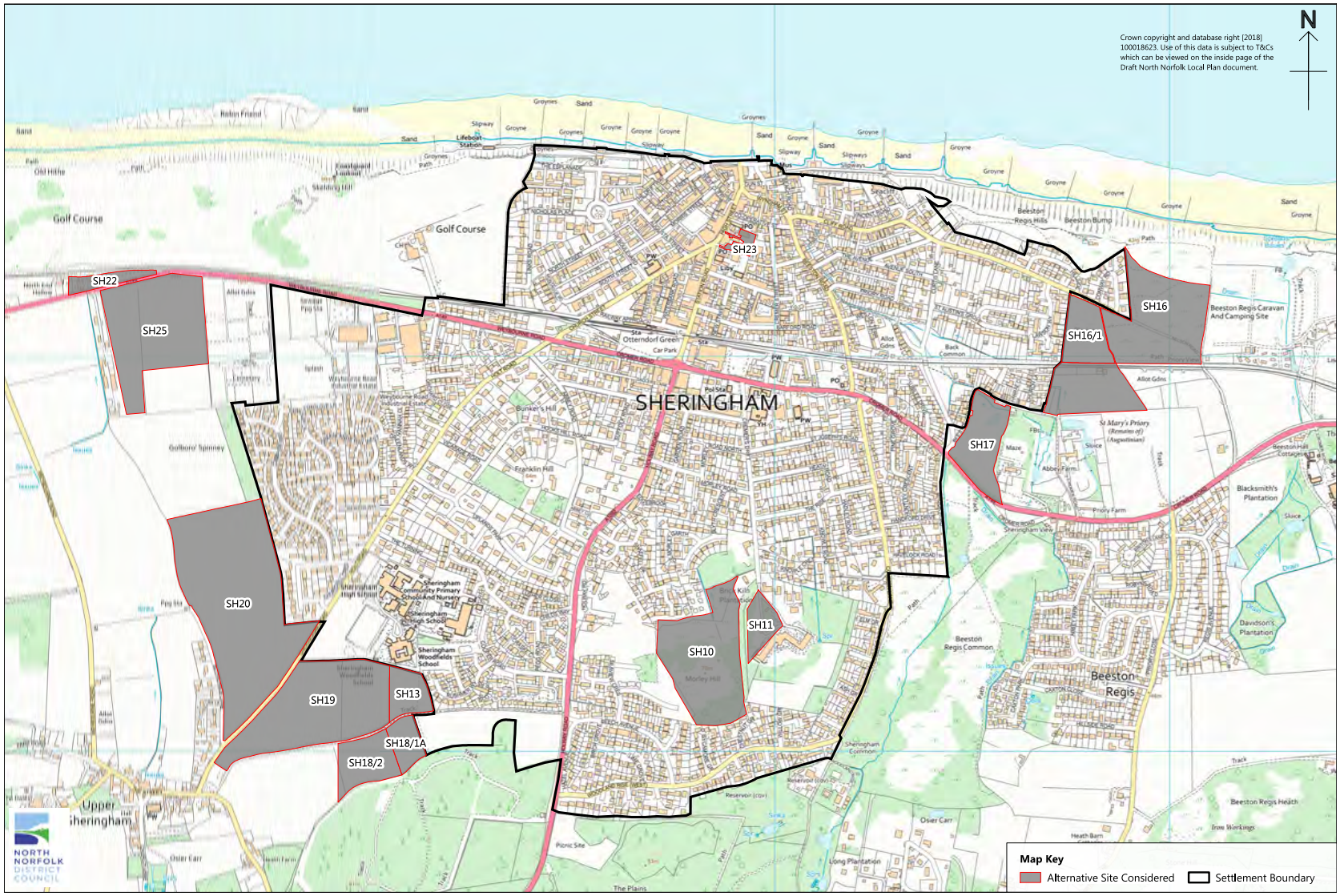

Figure 6 Alternative sites considered in Sheringham

Proposals for Stalham

Preferred Site Options

Site Reference	Site Name	Site Size (Ha)	Proposed Use	Why it is preferred
ST19/A	Land Adjacent Ingham Road	2.33	Housing	Land Adjacent Ingham Road can provide housing required for Stalham and open space. The site is well related to existing residential area and to the town centre, services and schools. There are public transport options available from the site. The site scores positively in the sustainability appraisal. This is considered to be one of the most sustainable and suitable of the Stalham alternatives.
ST23/2	Land North of Yarmouth Road, East of Broadbeach Gardens	3.54	Housing	Land North of Yarmouth Road can provide housing required for Stalham, open space and employment and community / commercial land. The site is well contained within the landscape. It is well connected to the town centre, schools and services. There are public transport options available from the site. This is considered to be one of the most sustainable and suitable of the Stalham alternatives.

Alternative Site Options

Site Reference	Site Name	Site Size (Ha)	Proposed Use	Why it is not preferred
E12	Land South of Weavers Way, Adjacent to A149	4.05	Employment	The site was allocated for 4 hectares of employment land through the LDF. However the site is no longer considered to be suitable. The site is distant from the built up area of Stalham and development in this location could have an adverse impact on the landscape and townscape. There has been no activity on the site and it is uncertain that the landowner wishes to bring the site forward for employment use. As such it is not considered that deliverability can be demonstrated on the site and it is not considered appropriate to retain the site for employment purposes. It is considered that Site ST23/2 is a more preferable site which is suitable and available.
HE0110	Land adjacent Stepping Stone Lane / Manor Farm	3.01	Employment	The availability of the site is unknown and the site is not considered to be suitable for development. The site is located between Stepping Stone Lane and the A149 and is prominent in the landscape. Development would be beyond the confines of the town and would have an adverse impact on the landscape.It is considered that Site ST23/2 is a more preferable site which is suitable and available.
ST03	Site To The North Of Weaver's Close	1.28	Housing	Whilst this site could be suitable for housing, the availability of the site is unknown and therefore it cannot be considered to be deliverable at this stage.

6 Town & Village Proposals

Site Reference	Site Name	Site Size (Ha)	Proposed Use	Why it is not preferred
ST04	Land at Brumstead Road / Calthorpe Close	9.41	Mixed Use	The site is not considered to be suitable for development. Development of this site would extend into the open countryside and would have a greater impact on the quality of the landscape than the preferred sites. It is also further from the town centre and schools and includes a larger area of high grade agricultural land. The preferred sites can deliver sufficient housing for Stalham.
ST05	Land Off Campingfield Lane	0.50	Housing	The site is not considered to be suitable for development, the site cannot be satisfactorily accessed. The preferred sites can deliver sufficient housing for Stalham.
ST06	Land Adjoining Lancaster Close	4.52	Housing	The site is not considered to be suitable for development. Development of this site would extend into the open countryside and would have a greater impact on the quality of the landscape than the preferred sites and includes a larger area of high grade agricultural land. The preferred sites can deliver sufficient housing for Stalham.
ST07	Land At Stalham Green	0.28	Housing	There are no significant issues related to this site, however, the site goes beyond what would be considered as the natural limits of the town and would only be suitable for a small number of dwellings , yielding few, if any, affordable and having no other advantages. Furthermore the preferred sites can deliver sufficient housing for Stalham.
ST10	Land At Stalham Green	0.38	Housing	The site is not considered to be suitable for development, the site cannot be satisfactorily accessed and the site has poor access to services and facilities in Stalham. The preferred sites can deliver sufficient housing for Stalham.
ST11	Land At Field Lane/ Goose Lane	1.52	Housing	The site is located in Sutton which is not a selected settlement, as there are preferable sites available in Stalham, it is not considered to be suitable for allocation in this local plan. The site has a number of constraints and development would adversely affect the settlement. Development of this site would be located within the open countryside which would have a negative effect on the quality of the landscape reducing the rural character. The site is detached from Stalham and has poor access to services and facilities with no safe pedestrian access.
ST12	Glebe Land	2.30	Housing	The site has a number of constraints and development would adversely affect the settlement. Development of this site would have a negative effect on the quality of the landscape extending into the open countryside and would lead to the coalescence of Stalham and Sutton, harming the distinctive character of the area. The site is remote from Stalham and has poor access to services and facilities. The preferred sites can deliver sufficient housing for Stalham.
ST15	Glebe Land	1.03	Housing	Planning permission approved by Development Committee on 17 May 2018.
ST16	Land Adjacent Stepping Stone Lane / Brumstead Road	28.87	Mixed Use	This is a large site, which is poorly integrated with the existing town and is very prominent in the landscape. Development on this site would result in a significant extension into the open countryside which would have a

Site Reference	Site Name	Site Size (Ha)	Proposed Use	Why it is not preferred
				negative effect on the quality of the landscape and is remote from the town centre and services including schools. Includes a large area of high grade agricultural land. For these reasons the site is not considered suitable for allocation as part of this Local Plan. The preferred sites can deliver sufficient housing for Stalham.
ST17	Land East Of Chapel Field Road	12.45	Housing	This is a large site, which is poorly integrated with the existing town and is very prominent in the landscape. Development on this site would result in a significant extension into the open countryside adversely affecting the character of the area and this sensitive landscape. The area contributes towards the setting of the Broads and development would have a significant impact on SSSI, SAC, SPA and Ramsar site. Furthermore the site cannot be satisfactorily accessed, the highway network is considered to be sub-standard and is segregated from Stalham by the A149. For these reasons the site is not considered suitable for allocation as part of this Local Plan. The preferred sites can deliver sufficient housing for Stalham.
ST18/1	Land To North Of Teresa Road	6.02	Housing	This site is prominent in the landscape and poorly integrated with the existing town. Development of this site would extend into the open countryside and would have a greater impact on the quality of the landscape than the preferred sites and includes a larger area of high grade agricultural land. It is also further from the town centre and schools and there is no possibility of creating suitable access. The site is not considered to be suitable for development. The preferred sites can deliver sufficient housing for Stalham.
ST19	Land Adjacent Ingham Road	7.32	Housing	Part of the site is considered suitable for allocation and has been identified as a preferred option ST19/A. Site ST19 comprises a larger area of high grade agricultural land which encroaches into the open countryside, development could adversely affect the character of the area. The preferred sites including site SH19/A can deliver sufficient housing for Stalham.
ST20	Rear of 'Walnut Acre', Ingham Road	0.48	Housing	The site has a number of constraints, development of this site would have a negative effect on the quality of the landscape by reducing the rural character and extending into the open countryside. The site is detached from Stalham and from footways along Ingham Road and has poorer access to services and facilities than the preferred sites. For these reasons the site is not considered suitable for allocation as part of this Local Plan. The preferred sites can deliver sufficient housing for Stalham.
ST21	Land East of Brumstead Road	4.09	Mixed Use	The site is visible in the landscape and development of this site would have a negative effect on the quality of the landscape by reducing the rural character and extending into the open countryside. It is detached from Stalham and has poor access to services and facilities. The site includes a larger area of high grade agricultural

6 Town & Village Proposals

Site Reference	Site Name	Site Size (Ha)	Proposed Use	Why it is not preferred
				land than the preferred sites. For these reasons the site is not considered suitable for allocation as part of this Local Plan. The preferred sites can deliver sufficient housing for Stalham. There are concerns from the Highways Authority over scale, who have indicated that a maximum of 100 dwellings should be off a single point of access.
ST22	Land North of Teresa Road	9.19	Mixed Use	The site is not considered to be suitable for development. Development of this site would extend into the open countryside and would have a greater impact on the quality of the landscape than the preferred sites. It is also further from the town centre and schools and includes a larger area of high grade agricultural land. The preferred sites can deliver sufficient housing for Stalham. There are concerns from the Highways Authority over scale, who have indicated that a maximum of 100 dwellings should be off a single point of access.
ST23	Land North of Yarmouth Road, East of Broadbeach Gardens	2.1	Housing	This site makes up part of the larger ST23/2 which is considered suitable for allocation and has been identified as a preferred option. ST23 is not considered to be suitable for development, the site cannot be satisfactorily accessed. The preferred sites including site ST23/2 can deliver sufficient housing for Stalham.
ST23/1	Land North of Yarmouth Road, East of Broadbeach Gardens	3.5	Housing	The site is suitable to be identified as a preferred option as part of the larger site ST23/2, however on its own it will not deliver the comprehensive development.
H0991	Land Adjoining Calthorpe Close	4.25	Housing	The site is visible in the landscape and development of this site would have a negative effect on the quality of the landscape by reducing the rural character and extending into the open countryside. It is detached from Stalham, has poorer access to services and facilities and includes a larger area of high grade agricultural land than the preferred sites. For these reasons the site is not considered suitable for allocation as part of the Local Plan. The preferred sites can deliver sufficient housing for Stalham. There are concerns from the Highways Authority over scale, who have indicated that a maximum of 100 dwellings should be off a single point of access.
SUT02	Land fronting Old Yarmouth Road	3.13	Housing	The site is located in Sutton which is not a selected settlement, as there are preferable sites available in Stalham, it is not considered to be suitable for allocation in the local plan. The site has a number of constraints and development would adversely affect the settlement. The site is remote from Stalham and has poor access to services and facilities. Development of this site would have a negative effect on the quality of the landscape extending into the open countryside. Furthermore the site is within Flood Risk Zone 2 and as there are more suitable sites in a lower Flood Zone - the site is not considered to be suitable for development.

Site Reference	Site Name	Site Size (Ha)	Proposed Use	Why it is not preferred
SUT05	Land At Old Yarmouth Road	8.38	Housing	The site is located in Sutton which is not a selected settlement, as there are preferable sites available in Stalham, it is not considered to be suitable for allocation in this local plan. The site has a number of constraints and development would adversely affect the settlement. The site is remote from Stalham and has poor access to services and facilities. Furthermore development of this site would have a negative effect on the quality of the landscape extending into the open countryside and includes a large area of high grade agricultural land.
SUT06	Land at Rectory Road / Old Yarmouth Road	1.06	Housing	The site is located in Sutton which is not a selected settlement, as there are preferable sites available in Stalham, it is not considered to be suitable for allocation in the local plan. The site has a number of constraints and development would adversely affect the settlement. Development of this site would have a negative effect on the quality of the landscape extending into the open countryside and would lead to the coalescence of Stalham and Sutton, harming the distinctive character of the area. The site is remote from Stalham and has poor access to services and facilities.
SUT07	Land At Staithe Road	0.28	Housing	The site is located in Sutton which is not a selected settlement, as there are preferable sites available in Stalham, it is not considered to be suitable for allocation in the local plan. Furthermore the site is within Flood Risk Zone 2 and as there are more suitable sites in a lower Flood Zone - the site is not considered to be suitable for development.
SUT08	Land off Yarmouth Road (A149)	5.71	Housing	The site has a number of constraints and development would adversely affect the settlement. Development of this site would have a negative effect on the quality of the landscape extending into the open countryside and would lead to the coalescence of Stalham and Sutton, harming the distinctive character of the area. Development might have a detrimental impact on the adjacent County Wildlife. The site is detached from Stalham and has poorer access to services and facilities than the preferred sites. The preferred sites can deliver sufficient housing for Stalham.
SUT09	Land Off New Road	5.35	Housing	The site is located in Sutton which is not a selected settlement, as there are preferable sites available in Stalham, it is not considered to be suitable for allocation in the local plan. The site has a number of constraints and development would adversely affect the settlement. The site is remote from Stalham and has poor access to services and facilities. Development of this site would have a negative effect on the quality of the landscape extending into the open countryside. The site includes high grade agricultural land. Furthermore the Highway Authority have stated that the site is not suitable for larger growth.

Alternative Sites Considered (Stalham)

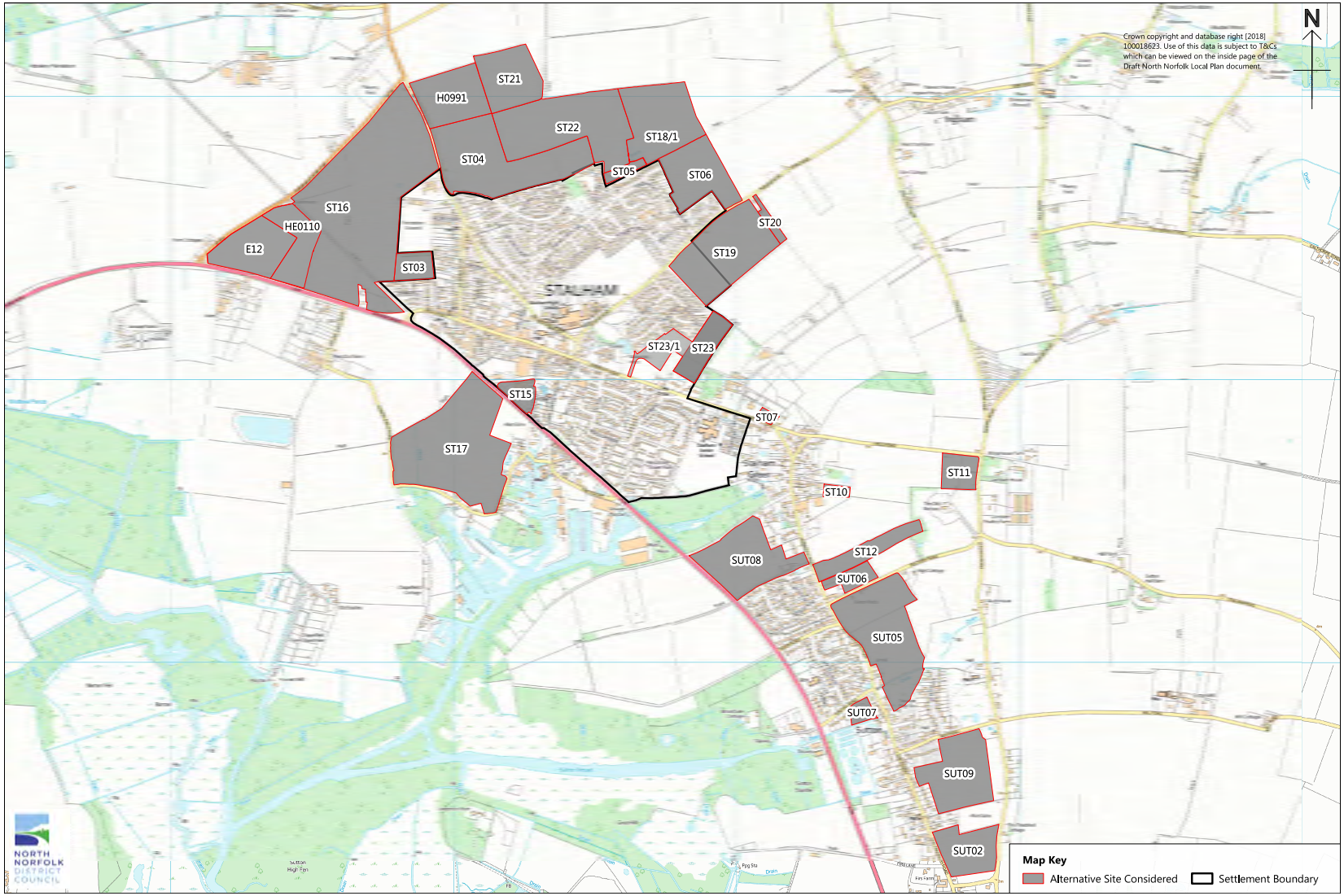

Figure 7 Alternative sites considered in Stalham

Proposals for Wells-next-the-Sea

Preferred Site Options

Site Reference	Site Name	Site Size (Ha)	Proposed Use	Why it is preferred
W01/1	Land To Rear of Market Lane	0.78	Housing	The site is well positioned for access to the town centre, school and services. The site has acceptable highway access off the development to the north. Although the site is within the Area of Outstanding Natural Beauty, it is well-contained in the landscape. The site scores positively in the Sustainability Appraisal. The site is considered to be one of the most sustainable and suitable of the Wells alternatives.
W07/1	Land Adjacent Holkham Road	2.69	Mixed use	The site is well positioned for access to the town centre, school and services. Highway access can be achieved off Holkham Road or Mill Road. Although the site is within the Area of Outstanding Natural Beauty, considerate design and layout, together with the on-site open space, will mitigate the impact on the landscape. The site scores positively in the Sustainability Appraisal. The site is considered to be one of the more sustainable and suitable of the Wells alternatives.

Alternative Site Options

Site Reference	Site Name	Site Size (Ha)	Proposed Use	Why it is not preferred
W05	Land North Of Field View Adjacent Stiffkey Road	0.37	Housing	The site is remote and detached from the town and services. It would be a development in open countryside and could have an adverse impact on the landscape. Highways access and the local network are considered to be unsuitable. The preferred sites can deliver sufficient housing for Wells.
W06/1	The Old Coal Yard, East Quay	0.25	Mixed Use	The development would be an extension into the countryside and the port area. The site is in a Flood Risk Zone. The site is considered to have unsuitable highways access and network connections. The preferred sites can deliver sufficient housing for Wells.
W08	Land Adjacent 106 Mill Road	0.64	Housing	On balance, the site is not considered to be in a suitable location for development. The site would be a pronounced and obvious extension into the countryside and could have an adverse impact on the landscape and the Area of Outstanding Natural Beauty. The preferred sites can deliver sufficient housing for Wells.
W09	Land at Cadamy's Yard	0.13	Housing	The site is discounted due to size.
W10	Land West of Polka Road	0.61	Housing, Open Space	The site is an important designated open space in the heart of the village and development would impact on the openness and setting of the St. Nicholas' Church. Development would result in a loss of beneficial use. The site is considered to have unsuitable highways

6 Town & Village Proposals

Site Reference	Site Name	Site Size (Ha)	Proposed Use	Why it is not preferred
				access and network connections. The preferred sites can deliver sufficient housing for Wells without requiring the loss of open space.
W11	Land at Warham Road	14.37	Mixed use	The site is remote and detached from the town and services. It would be a development in open countryside and could have an adverse impact on the landscape and the Area of Outstanding Natural Beauty. Highways access and the local network are considered to be unsuitable. The preferred sites can deliver sufficient housing for Wells.
W07	Land Adjacent Holkham Road	5.33	Housing	This site is on the western edge of town and is well located to the town and services. Development of the whole site may have an adverse impact on landscape and the Area of Outstanding Natural Beauty. However, part of the site is considered suitable to be identified for residential development and the site will be reduced in order to reduce the impact on the landscape.

Alternative Sites Considered (Wells-next-the-Sea)

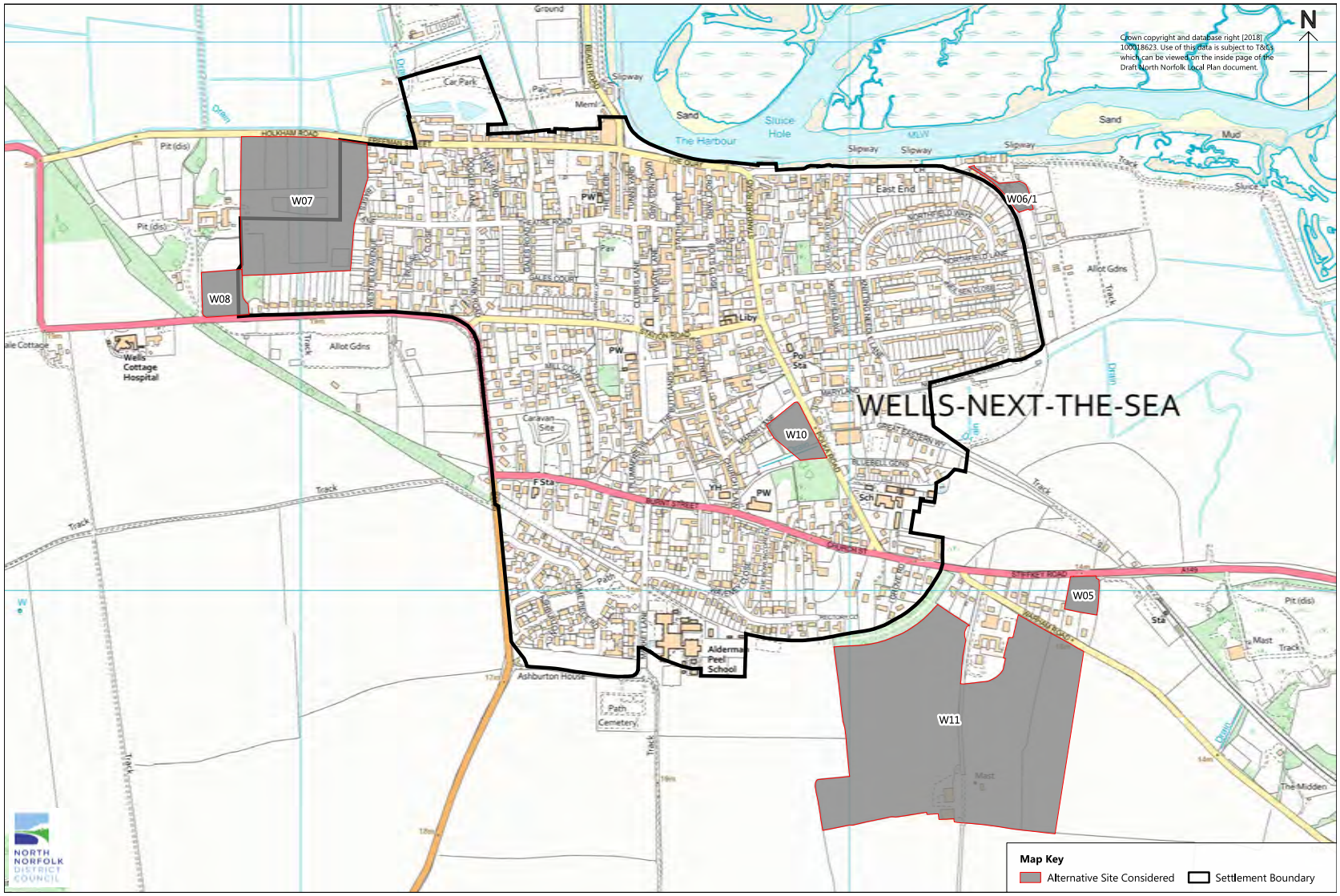

Figure 8 Alternative sites considered in Wells-next-the-Sea

6 Town & Village Proposals

Proposals for Blakeney

Preferred Site Option

Site Reference	Site Name	Site Size (Ha)	Proposed Use	Why it is preferred
BLA04/A	Land East of Langham Road	1.51	Housing	The site is well positioned for access to the village, school and services. Highways access and network connections are acceptable. Although the site is within the Area of Outstanding Natural Beauty, it is reasonably well-contained in the landscape. The site is considered to be one the most sustainable and suitable of the Blakeney alternatives.

Alternative Site Options

Site Reference	Site Name	Site Size (Ha)	Proposed Use	Why it is not preferred
BLA01	Land South of Morston Road	2.90	Housing	Highways access onto the Morston Road is considered unsuitable. The site may have a detrimental impact on the setting of the town and the Area of Outstanding Natural Beauty. The preferred site can deliver sufficient housing for Blakeney.
BLA02	Land Adjacent Blakeney Downs House, Morston Road	0.73	Housing	The site is remote and detached from the village and services. Highways access onto the Morston Road is considered unsuitable. It would be a development in open countryside and could have an adverse impact on the landscape and the Area of Outstanding Natural Beauty. The preferred site can deliver sufficient housing for Blakeney.
BLA04	Land East of Langham Road	4.40	Housing	The site is well located to the village and services. Highways access off Langham Road is considered acceptable. Development of the whole site would extend into open countryside and may have an adverse impact on the landscape and Area of Outstanding Natural Beauty. However, a reduced site which mirrors the Avocet View development would be more contained and have less of an impact. Reduced parcel and preferred option is to be renamed BLA04/A. Site area to be reduced to 1.5ha to provide a site similar in size to previous allocation at Avocet View.
BLA05	Land West Of Saxlingham Road	0.88	Housing	Highways Access is considered unsuitable. It would be a development in open countryside and could have an adverse impact on the landscape and the Area of Outstanding Natural Beauty. The preferred site can deliver sufficient housing for Blakeney.
BLA06	Land East Of Saxlingham Road	0.63	Housing	Highways Access is considered unsuitable. It would be a development in open countryside and could have an adverse impact on the landscape and the Area of Outstanding Natural Beauty. The preferred site can deliver sufficient housing for Blakeney.

Site Reference	Site Name	Site Size (Ha)	Proposed Use	Why it is not preferred
BLA07	Land off Langham Road	0.87	Housing	The site is an important designated open space in the heart of the village and development would impact on the openness and setting of Blakeney and would result in a loss of beneficial use. The preferred sites can deliver sufficient housing for Blakeney without requiring the loss of open space.
BLA08	Land North of Morston Road	1.23	Housing	Highways access onto the Morston Road is considered unsuitable. It would be a development in open countryside and could have an adverse impact on the landscape and the Area of Outstanding Natural Beauty. The preferred site can deliver sufficient housing for Blakeney.
BLA09	Land West of Langham Road	2.90	Housing	The site is well located to the village and services. Highways access off Langham Road is considered acceptable. The site may have a detrimental impact on the setting of the town and the Area of Outstanding Natural Beauty. The preferred site can deliver sufficient housing for Blakeney.
BLA11	Land at 39 New Road	0.49	Housing	The site is an important designated open space in the heart of the village and development would impact on the openness and setting of Blakeney and would result in a loss of beneficial use. The preferred sites can deliver sufficient housing for Blakeney without requiring the loss of open space.

Alternative Sites Considered (Blakeney)

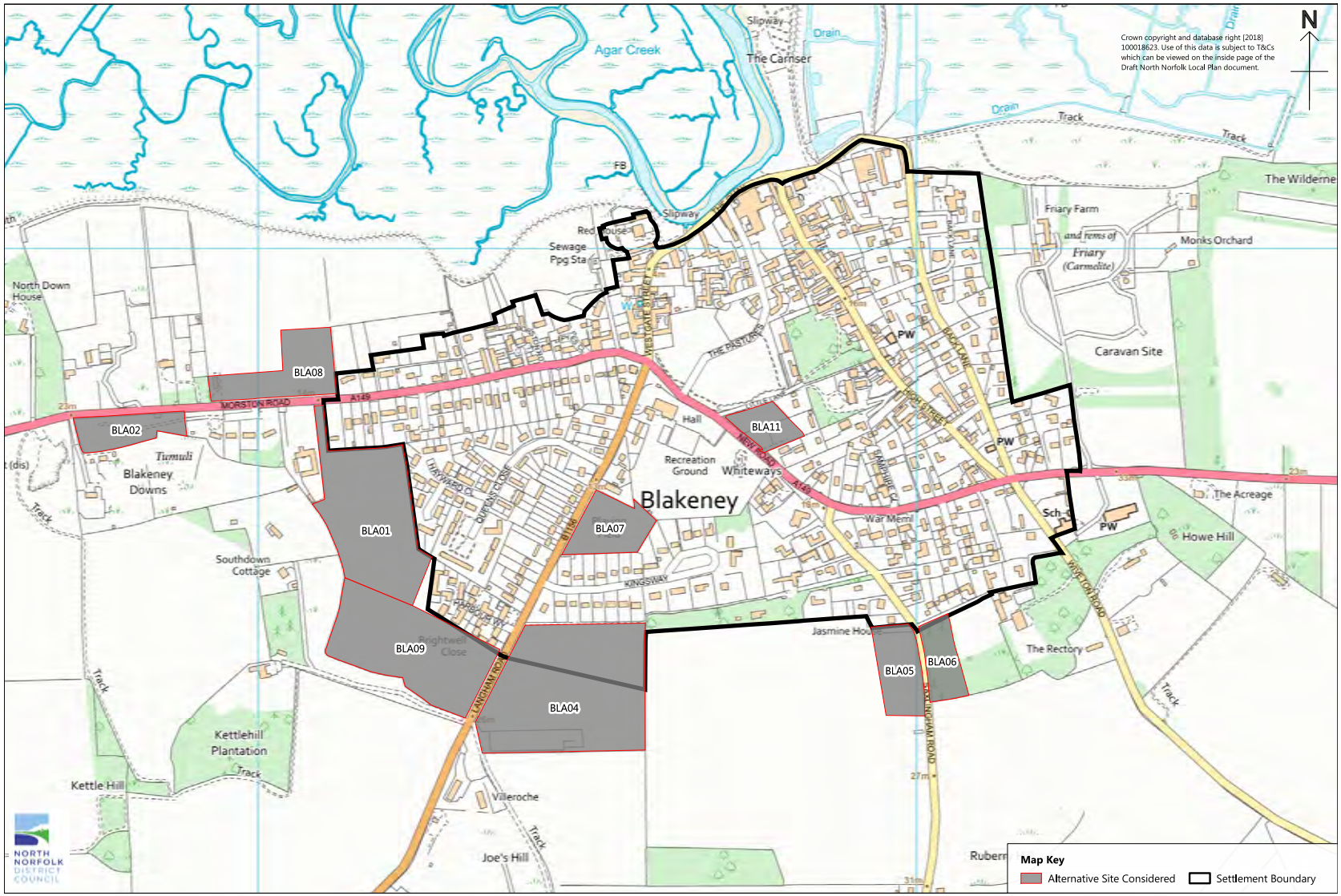

Figure 9 Alternative sites considered in Blakeney

Proposals for Briston

Preferred Site Options

Site Reference	Site Name	Site Size (Ha)	Proposed Use	Why it is preferred
BRI01	Land East of Astley School	1.43	Housing	The site is centrally located to Briston and Melton Constable and the services in each village. It is adjacent to the primary school. The site has acceptable highway access and connections to public transport. There are no significant environmental constraints and the site is reasonably well contained in the landscape. No flooding, contamination or utilities issues have been identified. The site scores positively in the Sustainability Appraisal. This is considered to be one of the most sustainable and suitable of the Briston alternatives.
BRI02	Land West of Astley School	1.95	Housing	The site is centrally located to Briston and Melton Constable and the services in each village. It is adjacent to the primary school. The site has acceptable highway access and connections to public transport. There are no significant environmental constraints and the site is reasonably well contained in the landscape. No flooding, contamination or utilities issues have been identified. The site scores positively in the Sustainability Appraisal. This is considered to be one of the most sustainable and suitable of the Briston alternatives.

Alternative Site Options

Site Reference	Site Name	Site Size (Ha)	Proposed Use	Why it is not preferred
BRI03	Land At The Lanes	1.37	Housing	The site is well located to the village and services. Highways access is considered acceptable. The site has no major constraints. On balance, this site is not preferred as the preferred sites are better located on the highway network and are closer to the key services in Briston and Melton Constable.
BRI04	Land At Holt Road, Opposite Horseshoe Common	0.56	Housing	The site is remote and detached from the village and services. Highways access is considered unsuitable and pedestrian access to the school would have to cross the Fakenham-Norwich road. It would be a development in open countryside. The preferred sites can deliver sufficient housing for Briston.
BRI05	Land At Norwich Road (Old Vicarage To Horseshoe Lane)	0.98	Housing	The site is remote and detached from the village and services. Highways access is considered unsuitable and pedestrian access to the school would have to be along the unsuitable Fakenham-Norwich road. It would be a development in open countryside and could have an adverse impact on the landscape. The preferred sites can deliver sufficient housing for Briston.
BRI07	Lawn Farm	23.69	Housing	This is a large site that is remote and detached from the village and services. Highways access is considered unsuitable and pedestrian access to the school would have to cross the Fakenham-Norwich road. It would be

6 Town & Village Proposals

Site Reference	Site Name	Site Size (Ha)	Proposed Use	Why it is not preferred
				a development in open countryside and could have an adverse impact on the landscape. The preferred sites can deliver sufficient housing for Briston.
BRI08	Land At Mill Road (Springfield To Horseshoe Lane)	0.29	Housing	Highways access is considered unsuitable. The preferred sites can deliver sufficient housing for Briston.
BRI10	Land To The South Of Playing Field	4.43	Housing	The site is reasonably remote from village services. Highways access is considered unsuitable. The preferred sites can deliver sufficient housing for Briston.
BRI11	Land to The North Of Craymere Beck Road	1.66	Housing	The site is remote and detached from the village and services. Highways access is considered unsuitable. It would be a development in open countryside. The preferred sites can deliver sufficient housing for Briston.
BRI12	Land at Craymere Road	0.74	Housing	The site is remote and detached from the village and services. Highways access is considered unsuitable. It would be a development in open countryside. The preferred sites can deliver sufficient housing for Briston.
BRI13	Land At Craymere Road (Site 8)	0.51	Housing	The site is remote and detached from the village and services. Highways access is considered unsuitable. It would be a development in open countryside. The preferred sites can deliver sufficient housing for Briston.
BRI17/1	Land at Reepham Road	1.21	Housing	The site is remote and detached from the village and services. Highways access is considered unsuitable. It would be a development in open countryside. The preferred sites can deliver sufficient housing for Briston.
BRI17/2	Land at Reepham Road	1.15	Housing	The site is remote and detached from the village and services. Highways access is considered unsuitable. It would be a development in open countryside. The preferred sites can deliver sufficient housing for Briston.
BRI17/3	Land at Reepham Road Scrap Yard	2.59	Housing	The site is remote and detached from the village and services. Highways access is considered unsuitable. It would be a development in open countryside. The preferred sites can deliver sufficient housing for Briston.
BRI20	Land at Reepham Road	1.92	Housing	The site is remote and detached from the village and services. Highways access is considered unsuitable. It would be a development in open countryside. The preferred sites can deliver sufficient housing for Briston.
BRI23	Land At Reepham Road	0.32	Housing	The site is remote and detached from the village and services. Highways access is considered unsuitable. It would be a development in open countryside. The preferred sites can deliver sufficient housing for Briston.
BRI25	Land South Of Woodfield (Coal Yard)	0.64	Housing	Although this site is suitable for development, sites BRI01 & BRI02 adequately deliver the quantum of development required. Therefore, on balance, this site is not preferred.
BRI26	Land At The Loke	1.20	Housing	Highways access is considered unsuitable. It would be a development in open countryside. The preferred sites can deliver sufficient housing for Briston.

Site Reference	Site Name	Site Size (Ha)	Proposed Use	Why it is not preferred
BRI28	Land at West End	0.40	Housing	The site is remote and detached from the village and services. Highways access is considered unsuitable and pedestrian access to the school would have to cross the Fakenham-Norwich road. It would be a development in open countryside. The preferred sites can deliver sufficient housing for Briston.
BRI29	Land East of Holt Road	4.15	Housing	The site is remote and detached from the village and services. Highways access is considered unsuitable and pedestrian access to the school would have to cross the Fakenham-Norwich road. It would be a development in open countryside. The preferred sites can deliver sufficient housing for Briston.
BRI02/A	Land West of Astley School	4.48	Housing	The site is well located to the village and services. Highways access is considered acceptable. Site area to be reduced to 1.95ha to accord with previous allocation and preferred option named BRI02.
BRI18	Land at Highfield	1.4	Housing	The site is remote and detached from the village and services. Highways access is considered unsuitable. It would be a development in open countryside. The preferred sites can deliver sufficient housing for Briston.

6 Town & Village Proposals

Alternative Sites Considered (Briston & Melton Constable)

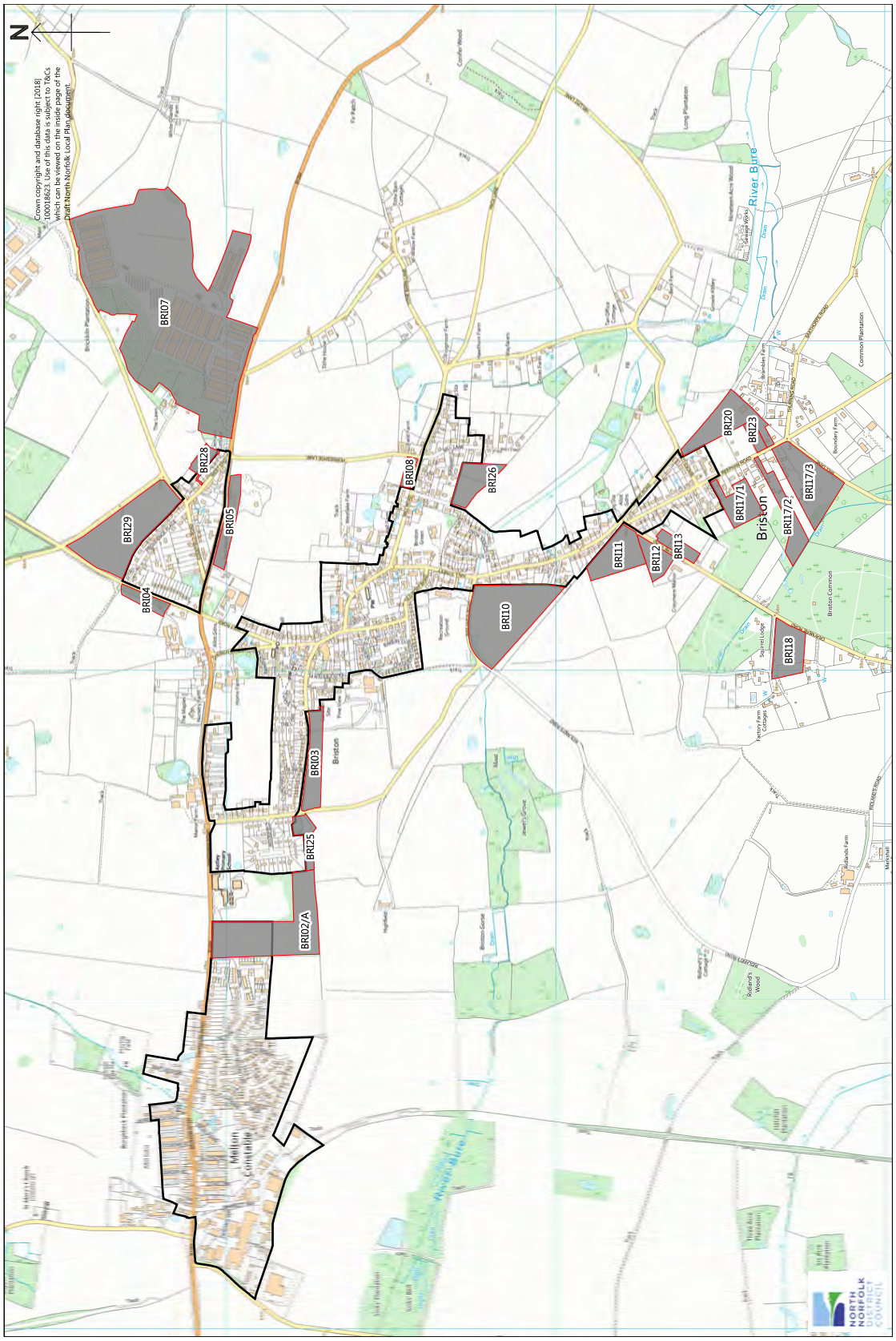

Figure 10 Alternative sites considered in Briston & Melton Constable

Proposals for Ludham

Preferred Site Options

Site Reference	Site Name	Site Size (Ha)	Proposed Use	Why it is preferred
LUD01/A	Land South Of School Road	2.19	Housing	The site is well located to the village, services and the school. There are public transport options available from the site. Development would not have any significant impact on the wider landscape or overall character of the village. This is considered to be one of the most sustainable and suitable of the Ludham alternatives.
LUD06/A	Land South Of Grange Road	0.57	Housing	The site is well located to the village, services and schools. There are public transport options available from the site. The site is not prominent in the landscape. This is considered to be one of the most sustainable and suitable of the Ludham alternatives.

Alternative Site Options

Site Reference	Site Name	Site Size (Ha)	Proposed Use	Why it is not preferred
LUD01	Land South Of School Road	2.18	Housing	Part of the site is considered suitable for allocation and has been identified as a preferred option LUD01/A The preferred sites including site LUD01/A can deliver sufficient housing for Ludham.
LUD02	Land At Catfield Road	1.42	Housing	The site is not considered to be suitable for development. Development of this site would have a negative effect on the quality of the landscape by reducing the rural character and extending into the open countryside. The preferred sites can deliver sufficient housing for Ludham.
LUD05	Land at Yarmouth Road	1.31	Housing, Healthcare	The site is not considered to be suitable for development. The site cannot be satisfactorily accessed and Latchmore Lane is narrow with no footways. Development of this site would have a negative effect on the quality of the landscape by reducing the rural character and extending into the open countryside. The preferred sites can deliver sufficient housing for Ludham.
LUD06	Land South Of Grange Road	1.24	Housing	Part of the site is considered suitable for allocation and has been assessed separately as LUD06/A. The rest of the site is unavailable.
LUD07	Land East of Catfield Road	4.69	Housing	The site is not considered to be suitable for development. Malthouse Lane and Grange Rd are unsuitable for further development. Development of this site would have a negative effect on the quality of the landscape by reducing the rural character and extending into the open countryside. The preferred sites can deliver sufficient housing for Ludham.

6 Town & Village Proposals

Site Reference	Site Name	Site Size (Ha)	Proposed Use	Why it is not preferred
LUD09	Land South of Norwich Road, East of Lovers Lane	5.23	Housing	The site is not considered to be suitable for development. The Highway Authority do not support an additional access onto the A1062 and there is no continuous footway link to the village with no ability to provide a new footpath at sections along the road. This site provides an important open landscape in this part of Ludham. Development of this site would have a greater impact on the quality of the landscape than the preferred sites. Furthermore the preferred sites can deliver sufficient housing for Ludham.
LUD10	Land West of Catfield Road	2.0	Housing	The site is not considered to be suitable for development. Development of this site would have a negative effect on the quality of the landscape by reducing the rural character and extending into the open countryside. The preferred sites can deliver sufficient housing for Ludham.

Alternative Sites Considered (Ludham)

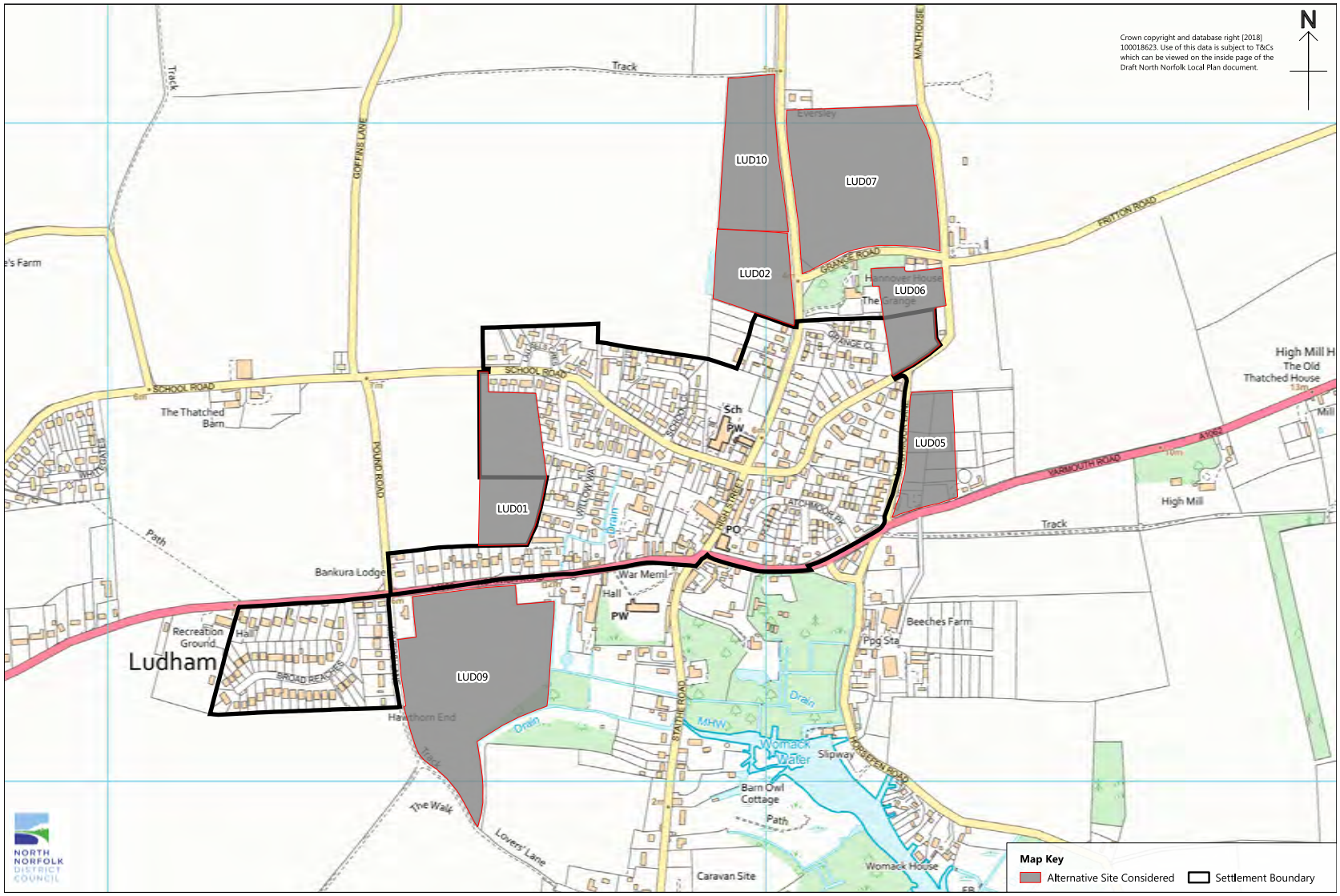

Figure 11 Alternative sites considered in Ludham

6 Town & Village Proposals

Proposals for Mundesley

Preferred Site Option

Site Reference	Site Name	Site Size (Ha)	Proposed Use	Why it is preferred
MUN03/A	Land at Cromer Road and Church Lane	3.3	Mixed use	The site is well located to the village and services. There are public transport options available from the site. The site will provide a large area of public open space and a landscape led approach to any development will be required. This is considered to be one of the most sustainable and suitable of the Mundesley alternatives. This site is a combined site with MUN03 and MUN04/1.

Alternative Site Options

Site Reference	Site Name	Site Size (Ha)	Proposed Use	Why it is not preferred
MUN03	Land West of Church Lane	2.20	Housing	The site is well located to the village and services. There are public transport options available from the site. A landscape led approach to any development will be required. Combining the site with MUN04/1 will provide an area of public open space and a landscape buffer to make the preferred option acceptable.
MUN04	Land Off Links Road	3.34	Housing	The site is no longer available.
MUN04/1	Land Off Links Road	0.64	Mixed use	The site is an important designated open space in the village and development would result in a loss of beneficial use. The site is considered a preferred location for public open space and will be combined with site MUN03 to form preferred allocation MUN03/A.
MUN05	Land At Hill Farm	2.37	Housing	The site is no longer available.
MUN08	Land South Of Hillside	2.53	Housing	The site is reasonably remote from the village and services. Highway access and network connections are considered to be unsuitable. Development of this site would have a negative effect on the quality of the landscape by reducing the rural character and extending into the open countryside. The preferred sites can deliver sufficient housing for Mundesley.
MUN09	Land South of Trunch Road	0.62	Housing	The site is well located to the southern part of the village and the primary school. Highways access is considered unsuitable. The preferred sites are better located on the highway network and are closer to the key services in Mundesley.
MUN10	Land South of Gimingham Road	3.10	Housing	The site is no longer available.
MUN11	Land at Cromer Road / Tasman Drive	1.16	Housing	The site is reasonably remote from the village and services. The site is an important designated open space in the village and development would result in a loss of

Site Reference	Site Name	Site Size (Ha)	Proposed Use	Why it is not preferred
				beneficial use. The preferred sites can deliver sufficient housing for Mundesley without requiring the loss of open space.
MUN04/A	Land Off Links Road	2.50	Housing	The site is no longer available.

Alternative Sites Considered (Mundesley)

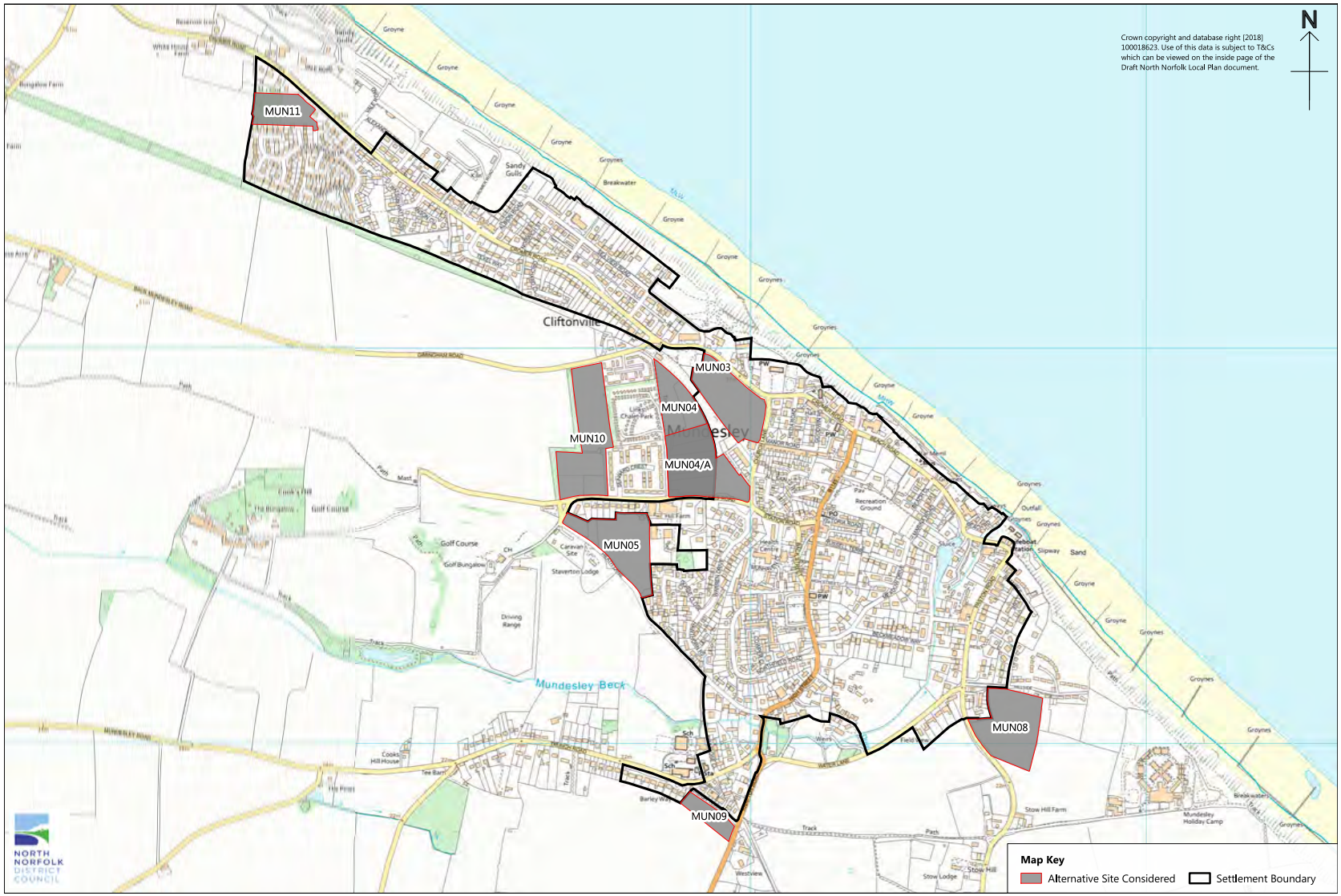

Figure 12 Alternative sites considered in Mundesley

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