

MASTERPLANNING,
LANDSCAPE AND
ASSESSMENT



March 2025

DEVELOPMENT BRIEF

LAND WEST OF NORTH WALSHAM, NORFOLK





Quality Assurance

Site name: North Walsham West

Client name: ESCO Developments, Lovell & Flagship Group

Type of report: Development Brief

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01. INTRODUCTION

North Walsham West is an emerging allocation in the North Norfolk District Council emerging Local Plan, known as Policy NW62/A, Land West of North Walsham.

The policy identifies that the 104.8ha urban extension is allocated for ‘approximately 1,800 dwellings, 7 hectares of employment land, green infrastructure, community facilities and a road linking Norwich Road, Cromer Road and the industrial estate.’

This site presents a logical expansion to North Walsham, with opportunity to not only provide additional housing to meet demand, but to provide well planned and located public services which relate well to the existing amenities offered in North Walsham.

Policy NW62/A requires the preparation and adoption of a comprehensive Development Brief, incorporating a site wide Vision and Master Plan, demonstrating how the development will respond to the particular characteristics of the site and detailing the delivery of all of the uses and infrastructure required in this policy. The Development Brief will guide the preparation of future outline planning application(s), which will also be underpinned by a Design Code.

OBJECTIVES

The key objectives of this Development Brief are:

1. To communicate the Vision for Land West of North Walsham, to ensure the site is well integrated with, and positively contributes to the existing community, providing housing for a range of needs, within a strong Green Infrastructure network that responds proactively to Climate Change, whilst acting as a catalyst for growth, helping to successfully shape the future of North Walsham.
2. To define the broad principles underpinning the development, including access, movement, mix, form, density, conceptual appearance, landscape and phasing.
3. To provide guidance for the preparation of future planning applications within the allocation boundary.

WHAT IS A DEVELOPMENT BRIEF?

‘A development brief allows stakeholders and residents to influence the design of a development from the outset. It sets the parameters for a development in order to guide future planning applications and includes:

- *an explanation of how the site meets national and local policies and guidance.*
- *the identification of any constraints and opportunities on and around the site and how they will be addressed.*
- *the vision, objectives and key principles for the development’.*

***Development Brief and Design Code Guidance
Central Bedfordshire Council, 2020***



Figure 1.1; Site Location



WHO PREPARED THE BRIEF

This document has been prepared on behalf of a consortium comprising of ESCO Developments, Flagship Group and Lovell (hereafter 'The Consortium'), who jointly have agreements with landowners covering much of the allocation boundary, in collaboration with North Norfolk District Council (NNDC). Further information on each of the Consortium parties follows.



ESCO Developments is a privately held UK domiciled company with its headquarters located near Norwich, Norfolk. The company is a self-funded Strategic Land Promoter. Our vision as a company is to provide exemplar developments and to be respected by the Communities, Local Authorities and Landowners we work within.

We believe the best and most successful residential developments are founded on a thorough understanding of the site location, local community interests and the local property market.

Our team comprises of highly qualified development professionals with significant experience who will together with the other members of The Consortium lead multi-disciplinary teams to provide solutions to the challenges we find within the scheme, enabling Council Officers and Members to deliver tangible outputs against policy aspirations.

We aim to deliver new developments that focus on complementing and enhancing the existing communities through comprehensive stakeholder engagement, public consultation and a hands-on approach.

Flagship Homes is a developer with a strong social purpose and vision to solve the housing crisis. As a provider of both open-market and affordable homes, it reinvests any profit it makes into providing more affordable homes – Flagship calls it profit for purpose.

Over the last three years Flagship Homes has provided 1,590 new affordable homes across the region, with the majority being built in North Norfolk, South Norfolk, East and West Suffolk, Broadland and Colchester. In 2020/21 Flagship Homes delivered 460 new affordable homes, sold 139 shared ownership homes and six open market sale. And over the next five years – Flagship plans to build close to 4,000 new affordable homes across the region. Across North Norfolk, Flagship has built over 700 homes with approximately 200 of those being built in North Walsham.

Flagship acknowledges that it cannot fulfil its vision of solving the housing crisis alone, but it can play a strategic role by partnering with others to facilitate growth in regional residential development. Through its partnerships, Flagship has acquired a 70-acre site in Littleport, Cambridgeshire for the development of 680 homes.

In partnership with Lovell, the development at William's Park in Wymondham, Norfolk, is

LOVELL

providing 335 new homes, 224 for open market sale, 94 for affordable rent and 17 shared ownership. And through its partnership with Hopkins Homes will deliver 240 homes, including 31 affordable and 15 shared ownership in Stowmarket, Suffolk. Flagship also has a £24.3m project, providing 87 new affordable and 70 shared ownership homes in Rackheath, Norfolk.

Together with seven other registered providers, Flagship is now a strategic partner of Homes England. Through this partnership, it will collectively deliver 14,280 affordable homes for people whose needs are not met by the market and will deliver at least 25% of the homes through modern methods of construction (MMC), a more sustainable form of construction which will help to achieve substantial carbon savings.

Flagship knows locations can have a greater influence on people's lives, with the power to enhance or constrain the lives and opportunities for those that live there, and by making sure people can access high quality, affordable homes, which are well situated and part of a sustainable community, Flagship is confident it can fulfil its vision of solving the housing crisis.

Lovell is a leading provider of partnership and open-market housing. We have expertise in housing-led regeneration including new-build, open market housing, refurbishment, planned maintenance and assisted living. As well as designing, building and selling new homes, we work together with our partners to refurbish and maintain existing homes and regenerate neighbourhoods.

Lovell is part of the Morgan Sindall Group plc, a leading UK construction and regeneration group with annual revenue of £3.0bn, employing around 6,600 employees and operating in the public, regulated and private sectors. It reports through five divisions of Construction & Infrastructure, Fit Out, Property Services, Partnership Housing and Urban Regeneration.

This rare combination of local focus with enormous financial strength gives us the capability to take on projects with a high degree of size and complexity in partnership with other companies within the Group.

As part of the Morgan Sindall Group, we are committed to achieving Net Carbon Zero by 2030, significantly in advance of government targets. We have been independently recognised for our leadership by organisations such as CDP being the only UK company in the construction sector to achieve the CDP's "A" listing for 2021 and the only UK construction company to achieve an "A"

for the past two years. The score recognises our commitment to reducing emissions across our entire value chain and the work we are doing with suppliers and clients to educate and inform on how we can all implement lasting change.

We were one of the first companies in the world to gain accreditation by the Science-Based Targets Initiative and for over a decade our emissions figures have been independently audited by Achilles, under the Carbon Reduce scheme.

The Morgan Sindall Group has been working in East Anglia for over 30 years. Lovell's East Anglia Region is based at Broadland Business Park and employs around 130 people across Norfolk, Suffolk, Cambridgeshire and Essex. We have a strong track record of delivering projects as both a contractor and developer that complement the local area rather than compete with it. From our flagship mixed-tenure developments at Heath Farm, Holt to our ground-breaking Passivhaus homes on a rural exception site at Fulmodeston, we pride ourselves on the high-quality homes we build and the lasting legacy we leave in our communities.

We work closely with local organisations, schools and charities to support their work as well as with our trusted team of local subcontractor and supply chain partners to ensure our developments bring new opportunities and solid investment in long-term, sustainable skills for our region.

02. ABOUT THE DEVELOPMENT BRIEF

This Development Brief has been prepared by Bidwells, in consultation with North Norfolk District Council (NNDC) and The Consortium, outlining the framework agreed between The Consortium and NNDC, upon which basis an outline planning application will be developed. This application will be accompanied by a Design Code which sets out the specific requirements for the physical development of the area of the allocation under consortium control. The Design Code will develop the principles set out in the Development Brief into specific and unambiguous rules which will guide any subsequent reserved matters submissions, to ensure the delivery of the vision for Land West of North Walsham.

An initial master plan for the site was developed by NNDC to support a public engagement exercise. This was undertaken during May and June 2021 (see Appendix C). This underpinned a Vision Document for the Site, prepared by Bidwells in Spring 2022 to support the Local Plan Regulation 19 Consultation (see masterplan at Appendix D). The Vision Document further developed the baseline understanding of the Site's physical characteristics, its relationship with planning requirements and the area's wider context.

The Site's Vision, which stays true to the Consultation Vision, has evolved to take account for further technical work, and is enriched by the initial consultation comments, resulting in a robust Development Brief for the allocation. The Development Brief will be used as a basis to progress the Design Code and subsequent planning applications, guiding future decision making and any subsequent applications.

THE STAGES OF DEVELOPMENT PROCESS



THE STATUS OF THE BRIEF

It is intended that this document, sets out the Vision for North Walsham West, establishing the guiding principles for development of the site to meet the objectives of Local Plan Policy NW62/A.

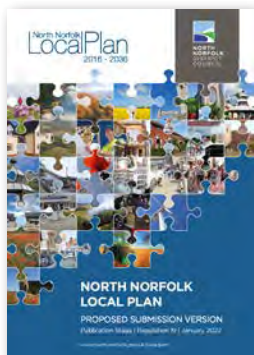
This will provide certainty to North Norfolk District Council in relation to the following:

- The delivery of the road, school and environmental infrastructure;
- Ensuring high standards of layout and sustainable design;
- Provision of affordable housing and care accommodation for older people; and
- The comprehensive and organised delivery of the site.

The site cannot be brought forward without the prior approval and adoption of a comprehensive Development Brief. This will act to demonstrate how the development will respond to the particular characteristics of the site, detailing the delivery of all the uses and infrastructure required within Policy NW62/A.

LOCAL PLAN REG
19 CONSULTATION

FEBRUARY &
MARCH 2022



DEVELOPMENT BRIEF

OCTOBER 2023



DESIGN CODE

TBC 2025



PLANNING
APPLICATION

TBC 2025



03. EVOLUTION OF THE DEVELOPMENT BRIEF

CONTEXT

The preparation of the Development Brief has been an iterative process, which has sought to involve the community and other key Stakeholders.

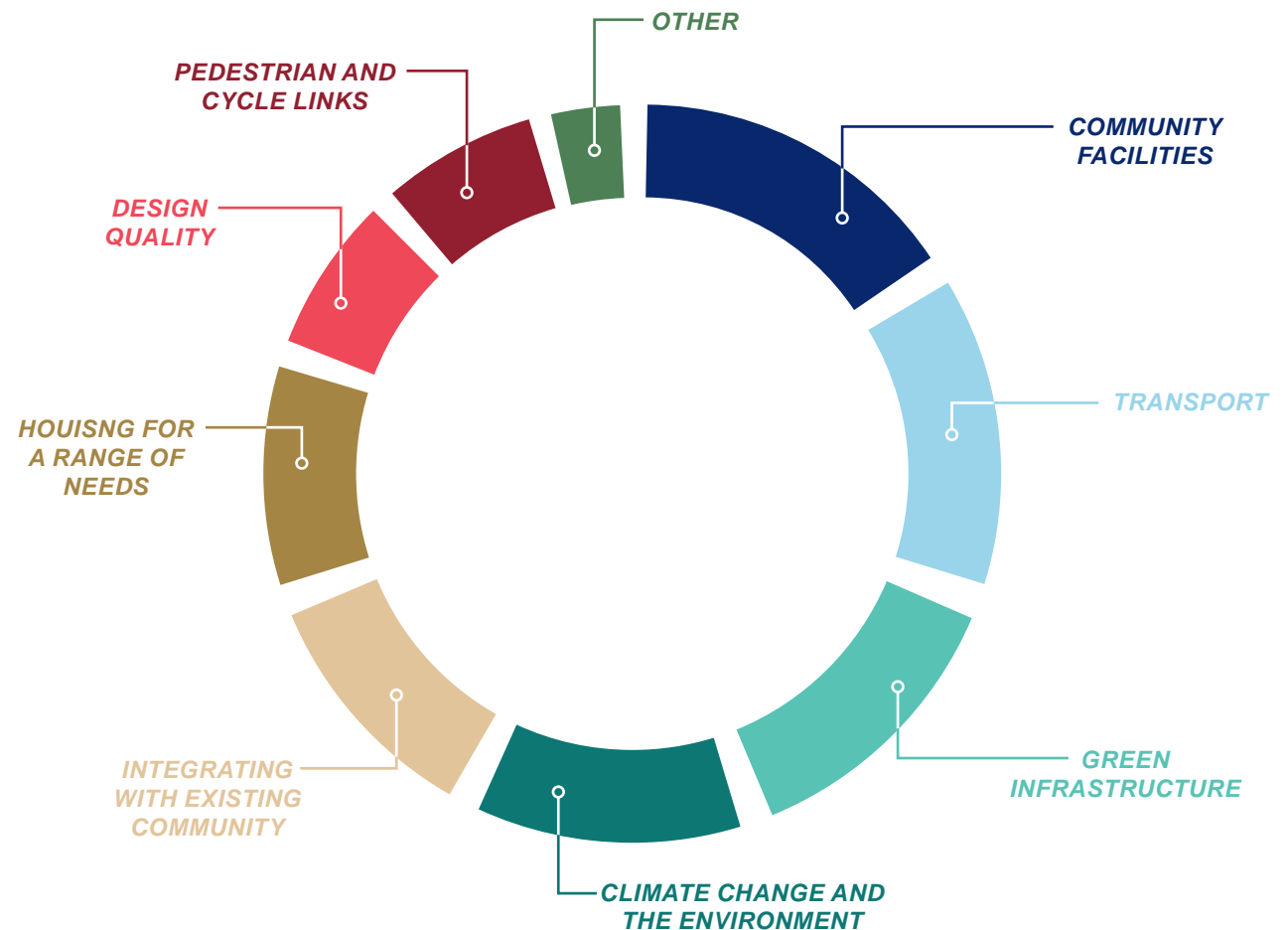
North Norfolk District Council and the consortium undertook a hybrid approach to its consultation, with a mixture of in-person and online opportunities to engage and record feedback.

A first draft of the Development Brief was consulted on in Autumn 2023. An invitation newsletter was distributed to over 6,500 residential households and over 350 businesses in the local area providing information about the Development Brief and how to take part in the consultation programme. Two public exhibitions were held on Wednesday 13th September held at North Walsham Community Centre and Tuesday 19th September at North Walsham Town Football Club. A consultation website (including a virtual exhibition) together with a Freephone information line and a feedback email address were also made available throughout the course of the consultation, to allow interested parties to receive further information and to enable people to provide their feedback to the project team. At the same time, comments from other key Stakeholders such as Anglian Water, the Environment Agency and Historic England were sought.

DEVELOPMENT PRIORITIES

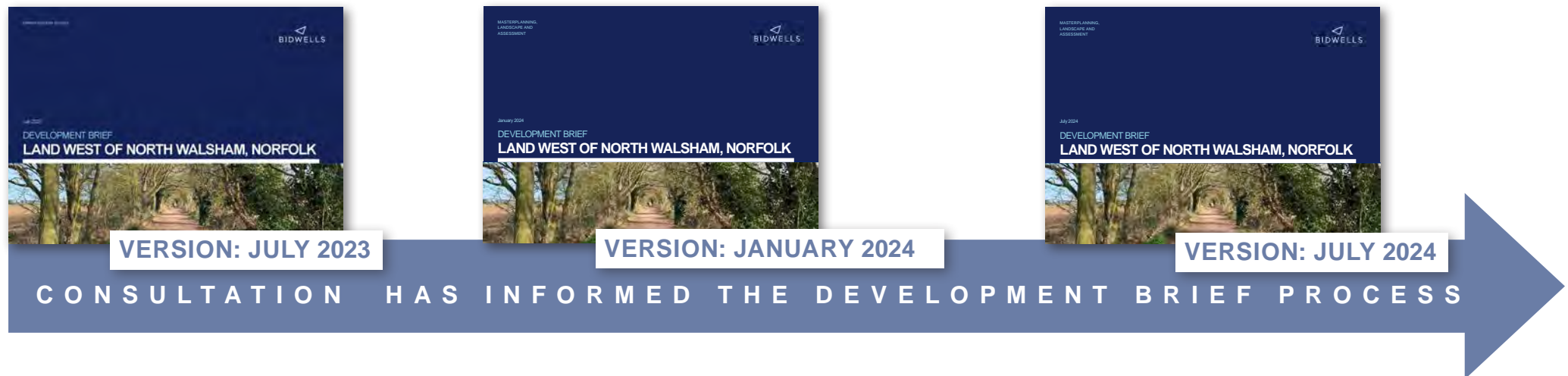
What are your priorities when considering the development of North Walsham West?

This question was a multiple choices where residents were able to choose all option that which were most important to them.



KEY THEMES

The following key themes have been identified, drawing on the consultant's priorities and comments, to drive the Development Brief's progression. This interaction with public opinion allows for the Development Brief to react, and better reflect, comments received.



04. THE VISION FOR NORTH WALSHAM WEST





North Walsham West will be a sustainable extension to North Walsham, which integrates with, and positively contributes to the existing community, providing housing for a range of needs, within a strong Green Infrastructure network. Responding proactively to Climate Change, the extension should be held to high environmental standards, whilst acting as a catalyst for growth, helping to successfully shape the future of North Walsham.

NORTH WALSHAM WEST WILL SEEK TO SUPPORT A DEVELOPMENT WHICH IS:

SUSTAINABLE



Create a sustainable settlement which provides a mix of house types and sizes to meet the needs of the wider community. This will be a space where people will want to live, of which they can feel proud, where the needs of growing families and an ageing population are considered.

LANDSCAPE-LED



Create a landscape-led development, where a comprehensive Green Infrastructure strategy underpins a multifunctional open space which caters for the environment, Biodiversity Net Gain, recreational facilities and sustainable transport infrastructure, whilst providing a setting for heritage assets.

COMMUNITY FOCUSED



Ensure that community facilities are at the heart of the master plan, with inclusive access to local amenities, employment facilities and open space.

EMPLOYMENT GENERATING



Create and build upon the existing employment opportunities within and surrounding the site to encourage people to work and travel sustainably.

QUALITY OF LIFE FOCUSED



Create a settlement which seamlessly integrates the built and natural environment, with the aim of supporting a high overall quality of life.

THE VALUE OF PLACEMAKING

North Norfolk District Council's Emerging Design Guide identifies the value of Placemaking, alongside the value of good design.

The guide recognises that *'Placemaking is essentially the human experience of the environment. It's the principle of inspiring to collectively re-imagine and reinvent the physical and social environment in which we all share.'*

It describes the way in which local players collectively come together to create a prosperous, safe community - places where people want to live, work and relax. It represents an approach to planning, design and management of new development, as well as the protection and enhancement of existing assets or features.'

Figure 3.1 adjacent identifies North Norfolk's approach.

Land West of North Walsham will aim to support these features of a successful place, by drawing out through this Development Brief, how the emerging built form of Land West of North Walsham will support these principles.



Figure 4.1; What Makes a Great Place, by the Project for Public Spaces

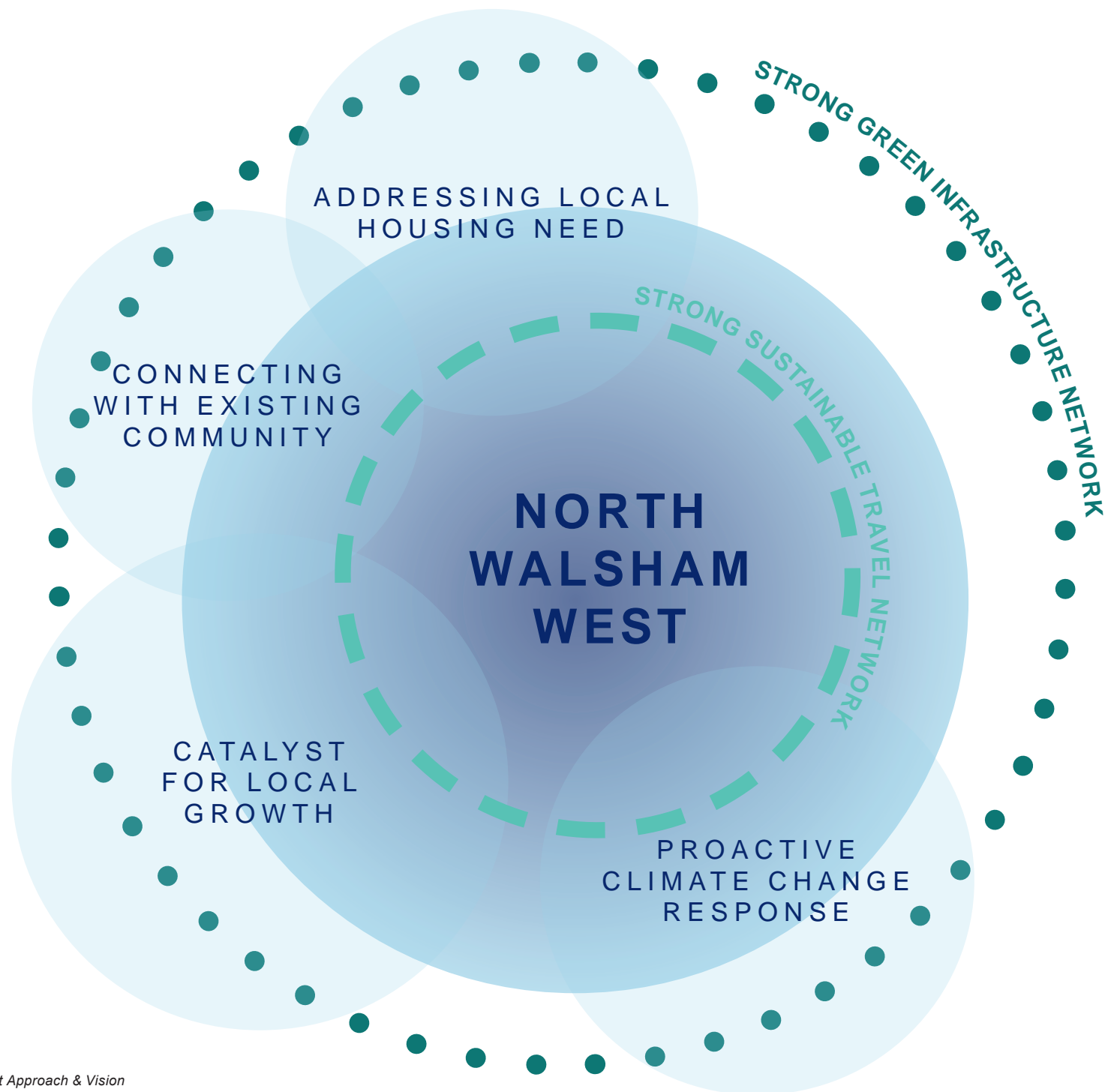


Figure 4.2; The North Walsham West Approach & Vision

05. POLICY CONTEXT

The following provides an overview of the local and national planning policy relevant to design and access considerations of the outline planning application.

NATIONAL PLANNING POLICY FRAMEWORK

The NPPF sets out the government's national planning policies for England, with it positioning itself as providing the foundations 'in favour of sustainable development' (par. 10), recognising that sustainable development is underpinned by three over arching, interdependent objectives (economic objectives, social objectives and environmental objectives) which are interdependent and mutually supportive (par.8).

Paragraph 131 of the NPPF states that 'The creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities.'

Paragraph 135 requires that planning decisions should ensure that new developments:

'a) will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;

b) are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;

c) are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities);

d) establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit;

e) optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks; and

f) create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users; and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience.'

Paragraph 136 states that 'Trees make an important contribution to the character and quality of urban environments, and can also help mitigate and adapt to climate change. Planning policies and decisions should ensure that new streets are tree-lined, that opportunities are taken to incorporate trees elsewhere in developments (such as parks and community orchards), that appropriate measures are in place to secure the long-term maintenance of newly-planted trees, and that existing trees are retained wherever possible. Applicants and local planning authorities should work with highways officers and tree officers to ensure that the right trees are planted in the right places, and solutions are

found that are compatible with highways standards and the needs of different users.'

The NPPF at Paragraph 132 requires design quality to be 'considered throughout the evolution and assessment of individual proposals. Early discussion between applicants, the local planning authority and local community about the design and style of emerging schemes is important for clarifying expectations and reconciling local and commercial interests. Applicants should work closely with those affected by their proposals to evolve designs that take account of the views of the community. Applications that can demonstrate early, proactive and effective engagement with the community should be looked on more favourably than those that cannot.'

NATIONAL DESIGN GUIDE 2021

'Planning for the Future,' a planning white paper was released by the Ministry of Housing, Communities and Local Government in August 2020. The scope of this consultation set out a package of proposals for reform of the planning system in England, seeking to 'modernise the planning process, improve outcomes on design and sustainability, reform developer contributions and ensure more land is available for development where it is needed.'

In the absence of locally adopted design guides, the National Design Guide sets out ten characteristics of a well designed place. These principles are set out under three overarching themes of Climate, Character and Community, and include:

- Context
- Identity
- Built form
- Movement
- Nature
- Public spaces
- Uses
- Homes and buildings
- Resources
- Lifespan



NORTH NORFOLK LOCAL PLAN PROPOSED SUBMISSION VERSION

The site is allocated within the **North Norfolk Local Plan 2016-2036 Proposed Submission Version as a Mixed Use allocation - Land West of North Walsham (NW62/A)**. This allocation sets out that the site should deliver:

- Approximately 1800 dwellings;
- 7 ha of serviced employment land;
- Green infrastructure;
- Community facilities, including a new primary school;
- A road linking Norwich Road and Cromer Road; and
- Other required infrastructure and improvements including, but not limited to, health services, drainage and power.

DEVELOPMENT BRIEF & DESIGN CODE

'1. Prior approval and adoption of a comprehensive Development Brief incorporating a site wide Vision and Master Plan demonstrating how the development will respond to the particular characteristics of the site and detailing the delivery of all of the uses and infrastructure required in this policy.

2. Prior approval of a site wide Design Code to compliment the Development Brief detailing the design principles for all development and land uses.

GREEN INFRASTRUCTURE

3. Prior approval a Green Infrastructure Strategy detailing the delivery of the green infrastructure including new areas of open spaces, play areas, sports pitches, strategic landscaping and green corridors. The Green Infrastructure Strategy should complement principles in the Design Code and Drainage Strategy. Delivery of on-site green infrastructure should provide the opportunity to contribute towards mitigation measures identified in the Norfolk Green Infrastructure and Recreational Impact Avoidance & Mitigation Strategy (GIRAMS);

4. Development proposals will provide the following specific green infrastructure:

- at least 17.47 hectares of new public open space including a new 'town park' of at least 2ha, new sports pitches of 2ha and a minimum of 2.4ha of allotments;
- a substantial area of strategic green infrastructure at a minimum of 10ha to the south and western countryside edge of the development to create a new green edge of the town;
- enhancement of the Weavers Way corridor acting as a green access spine through the development including improving biodiversity along the corridor. It will provide a pedestrian & cycle crossing point across the link road that prioritises these uses over vehicle traffic;
- a new green corridor which will traverse north to south through the development providing an access and biodiversity corridor;

Figure 5.1; 10 Principles of a Well Designed Place, from the National Design Guide

ENVIRONMENTAL MITIGATION

5. Prior approval of a Drainage Strategy detailing the delivery of sustainable drainage and flood mitigation & storage measures that will be integral to the urban development and green infrastructure, including using surface water runoff as a resource that contributes to water sensitive urban design (WSUD) and integrating the water cycle within the built and green environment;

6. Proposals should appropriately use design, layout and landscaping to protect and enhance heritage assets and their settings including designated and non-designated heritage assets including the 'Battlefield Site'. Landscape buffering and open space should be used to protect and enhance the Listed Buildings at Bradmoor Farm;

7. Retain and enhance existing hedgerows on Greens Road, and the southeastern and western boundaries. Landscape buffers and/or green corridors will be provided along the existing urban edge of the town to protect the amenity of existing residential areas, and along Weaver's Way and the northernmost boundary. Retain existing mature trees along Skeyton Road and the eastern boundary of the site;

SUSTAINABLE TRANSPORT

8. A transport assessment must be undertaken to identify mitigation measures, if necessary, for the B1150, Aylsham Road, Cromer Road and the wider transport network;

9. Delivery of appropriate public transport measures on site providing facilities and regular services to/from the town and key services;

10. Provision of off-site pedestrian and cycle route improvements to the town centre, key services and railway station;

11. Delivery of a new road designed as an attractive main residential street through the development with mixed-use frontage usages and segregated cycle paths and footways. This new road should be suitable for HGV traffic (including high sided vehicles) and will connect Norwich Road to Cromer Road and provide a suitable route over the railway for access to the North Walsham industrial estate together with appropriate junctions. It should be delivered, in full, at the earliest opportunity;

12. Off-site improvements to the highways and transport network including key junctions that require intervention and mitigation;

13. Delivery of appropriate restrictions on the amount of private traffic (including HGV vehicles) that can travel along the Aylsham Road and Skeyton Road;

COMMUNITY FACILITIES & EMPLOYMENT

14. Provision of community facilities including a new school, focused in a broadly central location within the development (dependent on educational need, and if there is not a need there is ability to allow this area to be altered to another use dependant upon demand), a local centre providing options for local convenience retail and health services and other community uses;

15. Options for the enhancement of facilities at North

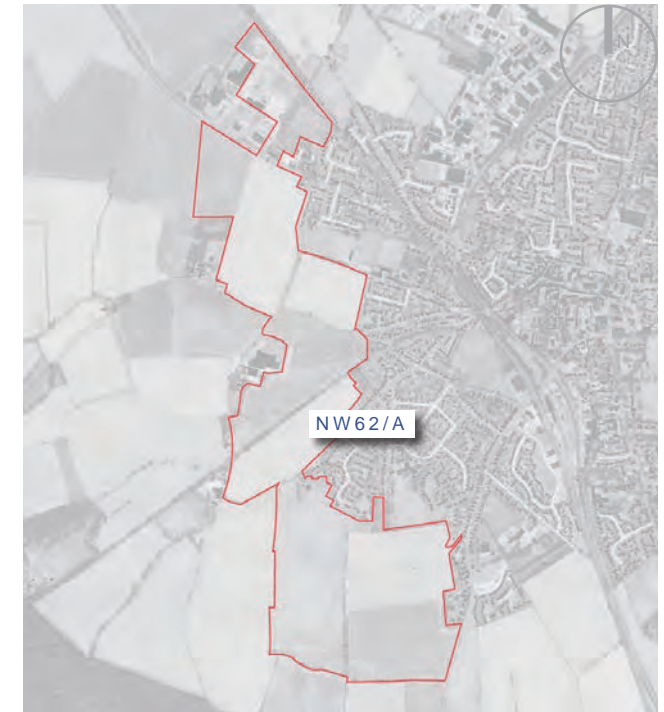


Figure 5.2: Map of Allocation NW62/A

Walsham Town Football Club should be considered in line with local and national standards and guidance from Sport England and other sports bodies, as part of the wider Green Infrastructure strategy for the site;

16. Delivery of approximately 7 hectares of employment land located to the north of the allocation site in the Cromer Road/Bradfield Road area, reflecting the prevailing character of the town and recent development provided with direct access from the new link road and major road network.

NEW HOMES

17. Delivery of approximately 1,800 homes built with a mix of dwelling types, sizes and tenures in accordance with Policy HOU2 of this Plan. A range of densities and layouts will provide variety within the scheme in line with the approved Design Code.

MINERAL SAFEGUARDING

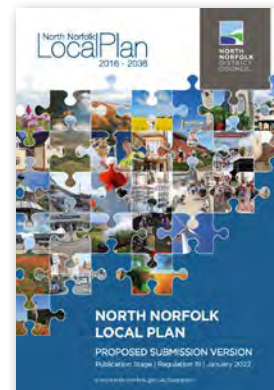
18. The site is underlain by a defined Mineral Safeguarding Area for sand and gravel. Any future development on this site will need to address the requirements of Norfolk Minerals and Waste Core Strategy Policy CS16 - 'safeguarding' (or any successor policy) in relation to mineral resources, to the satisfaction of the Mineral Planning Authority

In addition to the site specific allocation, the following strategic policies from the emerging Local Plan have also been considered in the further development of the Master Plan:

- Policy CC 1: Delivering Climate Resilient Sustainable Growth
- Policy CC 4: Water Efficiency
- Policy CC 7: Flood Risk & Surface Water Drainage
- Policy CC 8: Electric Vehicle Charging
- Policy CC 9: Sustainable Transport
- Policy CC 10: Biodiversity Net Gain
- Policy CC 11: Green Infrastructure
- Policy CC 12: Trees, Hedgerows & Woodland
- Policy CC 13: Protecting Environmental Quality

- Policy HC 1: Health & Wellbeing
- Policy HC 2: Provision & Retention of Open Spaces
- Policy HC 3: Provision & Retention of Local Facilities
- Policy HC 7: Parking Provision
- Policy HC 8: Safeguarding Land for Sustainable Transport
- Policy ENV 2: Protection & Enhancement of a Landscape & Settlement Character
- Policy ENV 4: Biodiversity & Geodiversity
- Policy ENV 6: Protection of Amenity
- Policy ENV 7: Protecting & Enhancing the Historic Environment
- **Policy ENV 8: High Quality Design**
- Policy HOU 2: Delivering the Right Mix of Homes
- Policy HOU 8: Accessible & Adaptable Homes
- Policy HOU 9: Minimum Space Standards

Policy ENV 8: High Quality Design will be considered throughout the Development Brief and be a key underpinning policy for the Land West of North Walsham Design Code

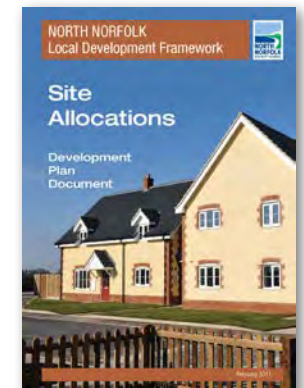


OTHER DOCUMENTATION CONSIDERED

- Norfolk Green Infrastructure and Recreational Impact Avoidance & Mitigation Strategy;
- Parking guidelines for new developments in Norfolk, July 2022; and
- NN Landscape Character Assessment SPD

Norfolk Minerals and Waste Development Framework, which comprises the following:

- Core Strategy and Minerals and Waste Development Management Policies Development Plan Document 2010-2036 (September 2011)
- Minerals Site Specific Allocations Development Plan Document (October 2013, with December 2017 amendments)
- Waste Site Specific Allocations Development Plan Document (October 2013)
- Associated Policies Maps



06. SITE CONTEXT

This section outlines the physical and social characteristics of the site and the area's wider context which have informed the evolution of the master plan, underpinning NNDC and The Consortium's shared vision for the development.

THE SITE

The site is located on the western boundary of North Walsham, North Norfolk, and is allocated under Policy NW62/A within the submission version (Regulation 19 Publication)* of the North Norfolk Local Plan 2016-2036. The Plan was submitted to the Secretary of State on 11th May 2023, with a number of proposed Main and Minor Modifications.

The site measures approximately 104 hectares and is currently predominantly within agricultural use. It is bounded by residential uses to the east that consist of a variety of leisure, commercial and industrial uses that are scattered throughout North Walsham.

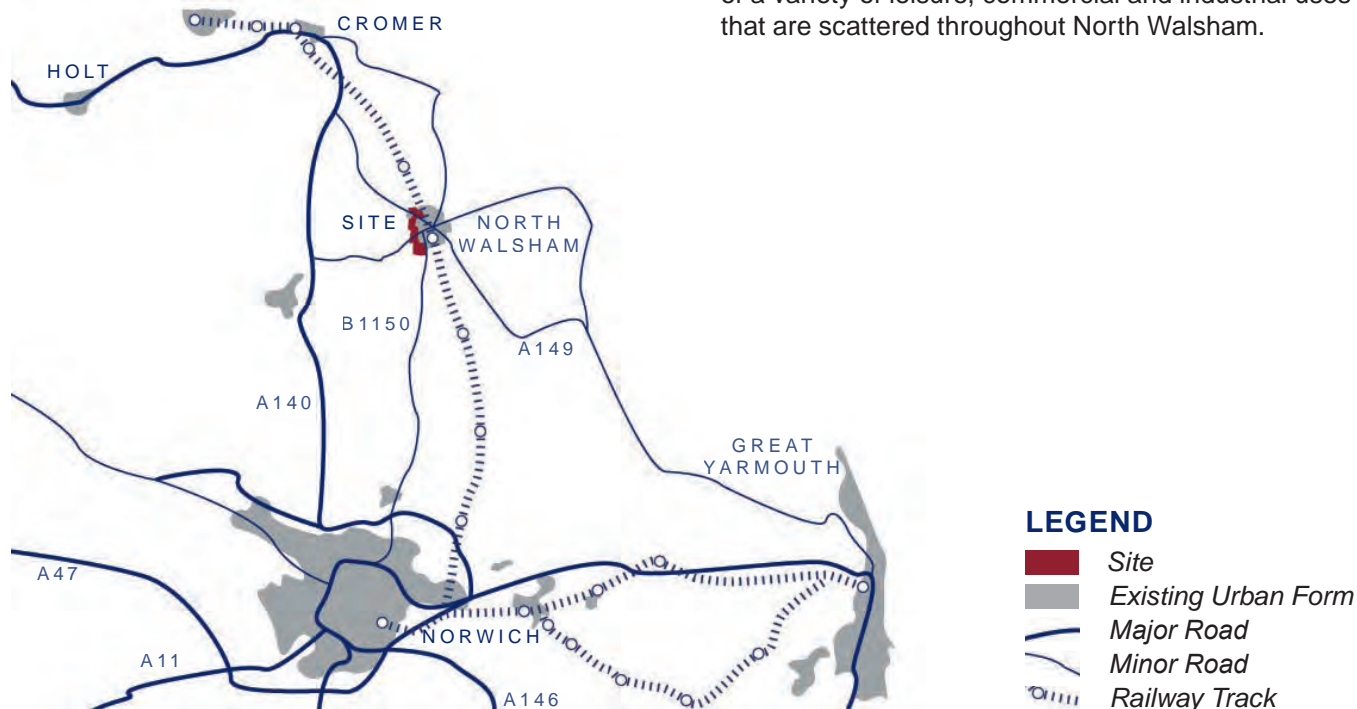


Figure 6.1; Wider site location

SITE LOCATION

North Walsham is a market town and civil parish in Norfolk, located within the North Norfolk District. North Walsham is the largest settlements within the district, and is located approximately 15 miles to the north of the county town and city of Norwich.

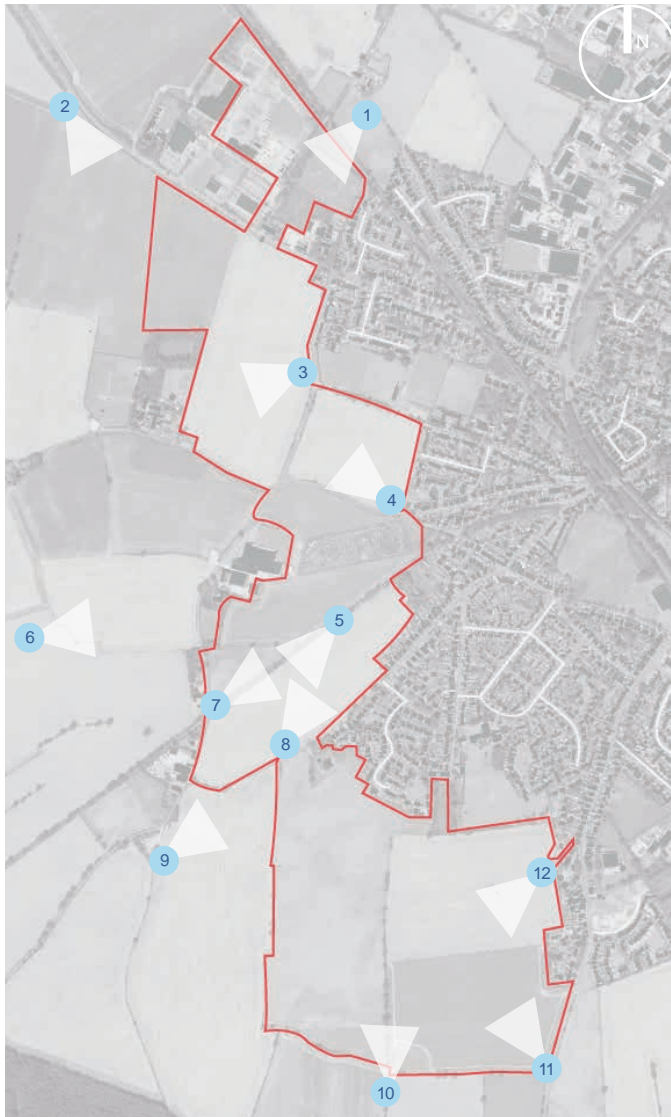
North Walsham offers a variety of existing facilities; including a collection of schools, a plethora of leisure, health and wellbeing centres and a number of community buildings. These local amenities are well-distributed throughout North Walsham. North Walsham also benefits from a train station, operated by Greater Anglia on the Bittern Line, a rural line linking Norwich and Sheringham, with services departing roughly hourly in each direction.

There are currently bus services which run along Cromer Road, servicing Waitrose, North Walsham centre and Paston College, and services along Aylsham Road servicing North Walsham and on to Mundesley on the coast.

DEMOGRAPHICS

North Norfolk District is identified as a 'large rural area,' in the NNLP Proposed Submission Version, with only half of the District settled in towns and large villages. North Norfolk has a 'reported resident population of 103,587' which is predicted to rise to '112,078 by 2036' (Office for National Statistics, 2016). By 2036 this population is predicted to consist of 40% over 65 years old, with a 'diminishing proportion of the total population remaining economically active'.

SITE VISUAL STUDY



A view into the northernmost proposed employment area, seen from the narrow Bradfield Road. The lane edge comprises of a gappy hedgerow bank with intermittent trees and brambles. The horizon to the south is formed by mature trees and scrub along the Norwich to Cromer railway cutting slope. Sense of neglect due to coarse grassland and fragmented boundary features.



A view across a large and expansive arable field. Hedgerows alongside the A149 Cromer Road and taller trees frame the view to the south east. The view towards the town is framed to the right by dense plantation within the grounds of Bradmoor Farm. Properties on the western margins of North Walsham are visible on the horizon due to the lack of intervening vegetation. Extensive plantations are prominent on the horizon.



The view west is across a large open arable field. Woodland within the grounds to Bradmoor Farm is prominent in the middle distance. Fragmented hedgerows alongside the B1145 provide some screening, although large sections of the road are open allowing unrestricted views across the adjoining fields.

Figure 6.2: Viewpoint locations map



A relatively bleak view across an open field. Trees formed in part by woodland at Bradmoor Farm, are prominent in the distance with more extensive woodland to the south. Large buildings at Rossis Leisure centre detract from the view to the south west. Pedestrians are visible on the public right of way that traverses the open arable field. The boundary fencing alongside the footpath is unattractive and detracts from the view.



The former railway corridor is a popular recreational route used by local walkers and visitors to the area. For much of its length the path is flanked by earth banks hedgerow / scrub and trees, although frequent gaps allow views out across gently undulating arable fields to the north and south. Views along the corridor are attractive, although glimpsed views of properties and traffic along Skeyton Road and the large buildings at Rossis Leisure centre detract from the rural character of the view. Traffic noise along nearby roads adversely affects perceptual quality.



A wide and expansive view across an open arable landscape. The distant and intermediate horizons are formed by trees and woodland, interspersed with retail and warehouse units off Cromer Road, along with larger buildings at Rossis Leisure, which are relatively prominent. Residential properties on the western edge of North Walsham are visible. An overhead electricity line on timber poles and the lighting masts at the football ground are visible on the skyline. Overall the view is visually disorderly with an eclectic mix of conifers, poplar trees, remnant hedgerow trees and scattered buildings on the horizon.



A view into the central northernmost part of the site immediately north of Weavers' Way. Large buildings at Rossis Leisure are visible to the north. Dense vegetation along Weavers Way forms a prominent visual barrier screening views into the central eastern part of the site. Compared to other areas, the landscape is relatively small scale and enclosed.



A view from Skeyton Road crossing through the central site area. The overhead electricity lines alongside the road are visually intrusive. Properties at Tungate to the south west of the town are partially screened by rising topography to the east. The earth banked road is a characteristic feature of the area. Extensive dense woodland forms a strong distant band on the southern horizon. Fragmented hedgerows and occasional hedgerow trees are poorly managed creating a sense of neglect.



View across an expansive arable field with a distinct fragmented former hedgerow trees to the east on the horizon. Rising, gently rolling topography forms a near visual horizon, screening ground level views to southern, residential edges of North Walsham. Overhead electricity lines and water towers are prominent on the skyline. Properties at Tungate to the west of Norwich Road are also seen on the skyline. Dense and extensive woodland plantations form a strong distant, southern horizon.



View across an arable field with a distinct line of fragmented former hedgerow scattered trees extending to the north forming the horizon. Rising, gently rolling topography forms a middle distance visual horizon, screening ground level views to the southern edges of North Walsham. Overhead electricity lines and water towers are prominent features on the skyline. The view is rural in character with topography and vegetation providing a sense of enclosure. The location is immediately north of the Peasants' Revolt ancient battle site between the forces of Spencer and the Rebels under John Lister 1381, giving some cultural association.



The view is across open agricultural land. Hedgerows with trees strongly define and enclose the busy road corridor. A break in the hedgerow allows a view into the southern site area. The view is across an arable field with a distinct line of fragmented former hedgerow trees extending to the north. Rising, gently rolling topography forms a middle distance visual horizon, screening ground level views to southern edges of North Walsham. Rooftops at Tungate, properties and recent residential development are seen on the southernmost edge of the town. Filtered views of tall water towers are seen in through the mature trees.



Open view across a large arable field from a regularly used footpath. Gently rolling topography forms a middle distant horizon with the far horizon formed by extensive woodland plantations to the south. A dense belt of conifers and hedgerow trees screens potential views to properties at Tungate. Filtered views through mature trees to residential properties to the south of North Walsham are possible. Remnant hedgerow trees are seen to the south and an overhead electricity line is seen in the distance to the west. The view is strongly rural with simple and uncluttered character.

MORPHOLOGY STUDY

The Morphology Study looks at the North Walsham's built form from a settlement wide perspective. This is in order to understand how it developed and the character which derives from those layers of settlement, and how the findings can be used to inform the proposals.

The figure ground map (figure 5.3 adjacent) is used to demonstrate the relationship between North Walsham's built and unbuilt space. This highlights the distinctive curvature of the main transport spine of the town, made up of the railway line and A149.

The visualised urban form also clearly illustrates the dense residential infill that occurred radiating from the historical town core, with the a more regular street pattern and standard block size maximising the space available and subsequently the number of proprietries within these areas.

Some larger blocks are found in edge of settlement locations, highlighting their more industrial uses.

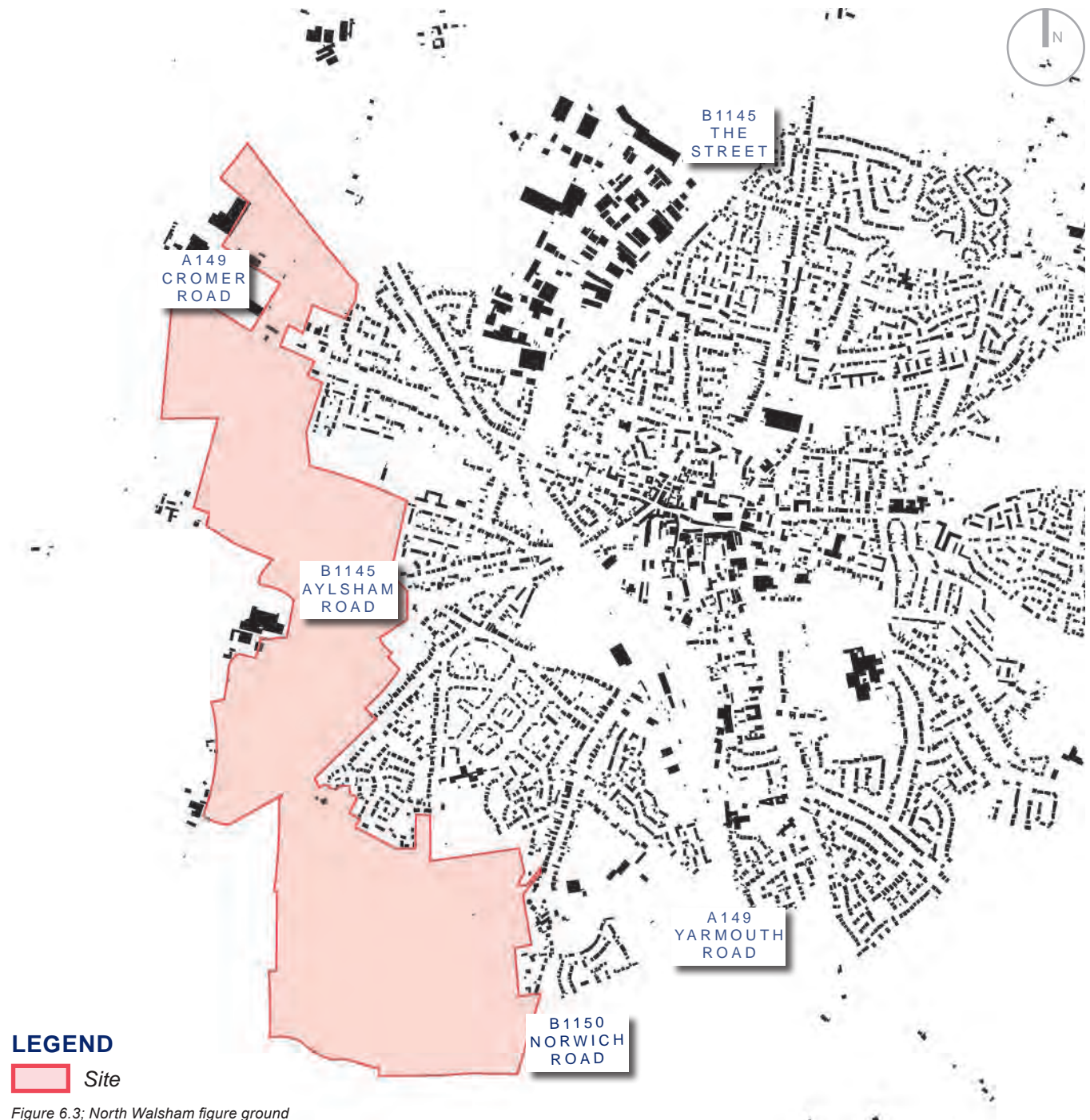


Figure 6.3; North Walsham figure ground

BUILT FORM ANALYSIS

The centre of North Walsham contains rendered, colour washed brick or plain brick, houses with an understated classical character. Some of the larger houses face the market and exhibit classical fronts from the 18th and early 19th centuries. The majority of surrounding settlements are villages of varying sizes, or dispersed farmsteads.

The local vernacular is typically red brick, alongside limited use of coursed flint stone with clay pantile pitched roofs. Brick and cobbles are also typical with brick buildings dating from the 18th century onwards. Stucco is a feature in the market towns, and thatch is present in some buildings particularly closer to the Broads. The figures adjacent show a variety of the housing styles evident in North Walsham, at a variety of locations.

Recent developments in North Walsham have reflected this historical material use, featuring facades dominated by red brick with occasional uses of instances of buff brick and render. These recent developments will not dictate the style of the wider character areas, but by emulating the materiality, density and design approach it allows for this new extension to North Walsham to appear integrated and become a succinct evolution of North Walsham's built form.



Figure 6.5; Aerial image of North Walsham, with further character areas

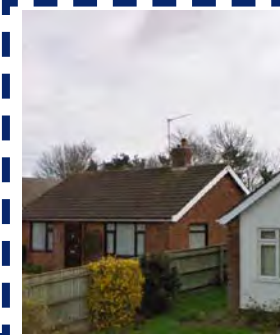


Figure 6.6; Bradfield Close



Figure 6.7; Bradfield Road



Figure 6.8; Station Road



Figure 6.9; Market Place



Figure 6.10; Bailey Road



Figure 6.11; Norwich Road

NORTH

This area has a regular layout, with a large proportion of dwellings in red and buff brick. Key principles evident in this area include:

- Predominant dwelling form is a detached bungalow, however there are some instances of 1.5 storey converted dwellings, 2 storey semi-detached dwellings along Greens Road, Kingsway, Cromer Road and Bradfield Road and limited 3 storey dwellings at Laundry Loke;
- Red brick facades dominate, with some instances of buff brick, render and hanging tiles;
- Varied roof lines, both in terms of alignment and pitch often broken by chimneys; and
- Boundary treatments vary, however these are usually marked by low brick walls or planted boundaries.



CENTRE

This area contains many cul-de-sacs, responding to the roughly triangular shapes created by Cromer Road and Aylsham Road. Key principles evident in this area include:

- Dwelling form varies, with bungalows, two storey dwellings in terrace form;
- The central area of this space is older, and benefits from mature vegetation softening the streetscape;
- Older roads tend to have inadequate provision for pedestrians, however newer streets tend to have pedestrian footways on at least one side of the road;
- Due to higher density, vehicles are more visually dominant, with a mix of on street and on plot parking (generally without garages);
- Red and buff brick predominate, however there are selected elements of render and pebble dash which provide some relief;
- Rooflines tend to be more regular, with some regularly disbursed chimneys, especially on terraced dwellings; and
- Boundary treatments vary, with timber or brick fences, and vegetated boundaries common.



SOUTH

This area has a varied layout, reflecting a variety of ages of dwellings. Key principles evident in this area include:

- Dwelling form varies, and includes many bungalows, detached houses, semi-detached houses, in a variety of forms;
- Red Brick facades dominate, however there are instances of buff brick, render and flint;
- Varied roof lines, both in terms of alignment and pitch often broken by chimneys;
- Height of dwellings vary, from 1 storey bungalows, through to 2.5 storey terraces;
- The existing concrete water towers are visually prominent within this area;
- Parking provision varies, however due to the character area density this tends to be visible, even in instances where this is on plot; and
- Boundaries vary, however where boundary demarcation exists, this is usually marked by low brick walls or planted boundaries.



07. SITE ANALYSIS

OPPORTUNITIES & CONSTRAINTS

Through a process of baseline investigation, site visits and engagement with stakeholders, a number of Opportunities and Constraints have been identified which provide a framework within which the proposed development will be brought forward. These contextual features significantly contribute to North Walsham's wider character and setting, as well as the lifestyles of existing residents, and it is vital that throughout the master planning process these features are improved, reflected, or enhanced. These include:

LAND USE



















- The site is currently made up of farmland and rural fields, with a number of publicly accessible routes crossing the site. This also includes employment land, which is currently used for material storage.
- Existing pedestrian access through the site consists of footpaths, recreational routes and bridleways. Many of these routes cut across areas of the proposed site, providing clear sightlines into the centre of North Walsham. These access routes can be reinforced and further integrated into the proposed master plan, improving pedestrian movement and allowing for a seamless pedestrian experience between the development, including new community facilities and local centre, and the current townscape.

- There are a number of easements which cross the site, associated with the alignment of known utility corridors. These will be protected and retained as the master plan detail develops.

SITE BOUNDARIES

- The eastern boundary of the site is shared with urban areas, predominantly residential estates. These boundaries should be respected, with an opportunity to develop a sense of community across the proposed and existing areas of North Walsham.
- There are a number of sensitive boundaries with residential properties, including both rear gardens and frontages. These will be considered and protected as appropriate in any scheme brought forward, needing to carefully respond to these areas to ensure safety, security and amenity.
- The southern and western boundaries are open to the countryside, therefore the resolution of these boundaries will need to be carefully considered.
- Additionally, parts of the site share a boundary with the A149, B1145 and B1150, which are the main roads into North Walsham. Opportunity exists to connect with these primary routes, and create a circular link where peripheral traffic can be diverted from the centre of North Walsham.
- There are a number of Listed Buildings and structures in proximity to the site, including Bradmoor Farmhouse to the west and Stump Cross to the south (figure 6.6). The settings of these heritage assets will be preserved.

LEGEND

	Site Boundary
	Green Links
	Opportunity for Green Corridors
	Existing Open Space and Woodland
	North Walsham Train Station / Line
	Bus Stops
	Travel Hub
	Significant Historical Landmark
	Key Sightline
	Water Tunnel
	Water Main Easement
	Surface Water Sewer
	High Voltage Overhead Cable
	County Wildlife Site
	High Bat Roost Potential Tree
	Employment Zone Influence
	Recreational Space Influence
	Conservation Area Influence

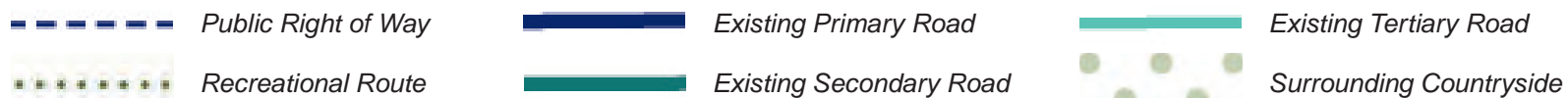
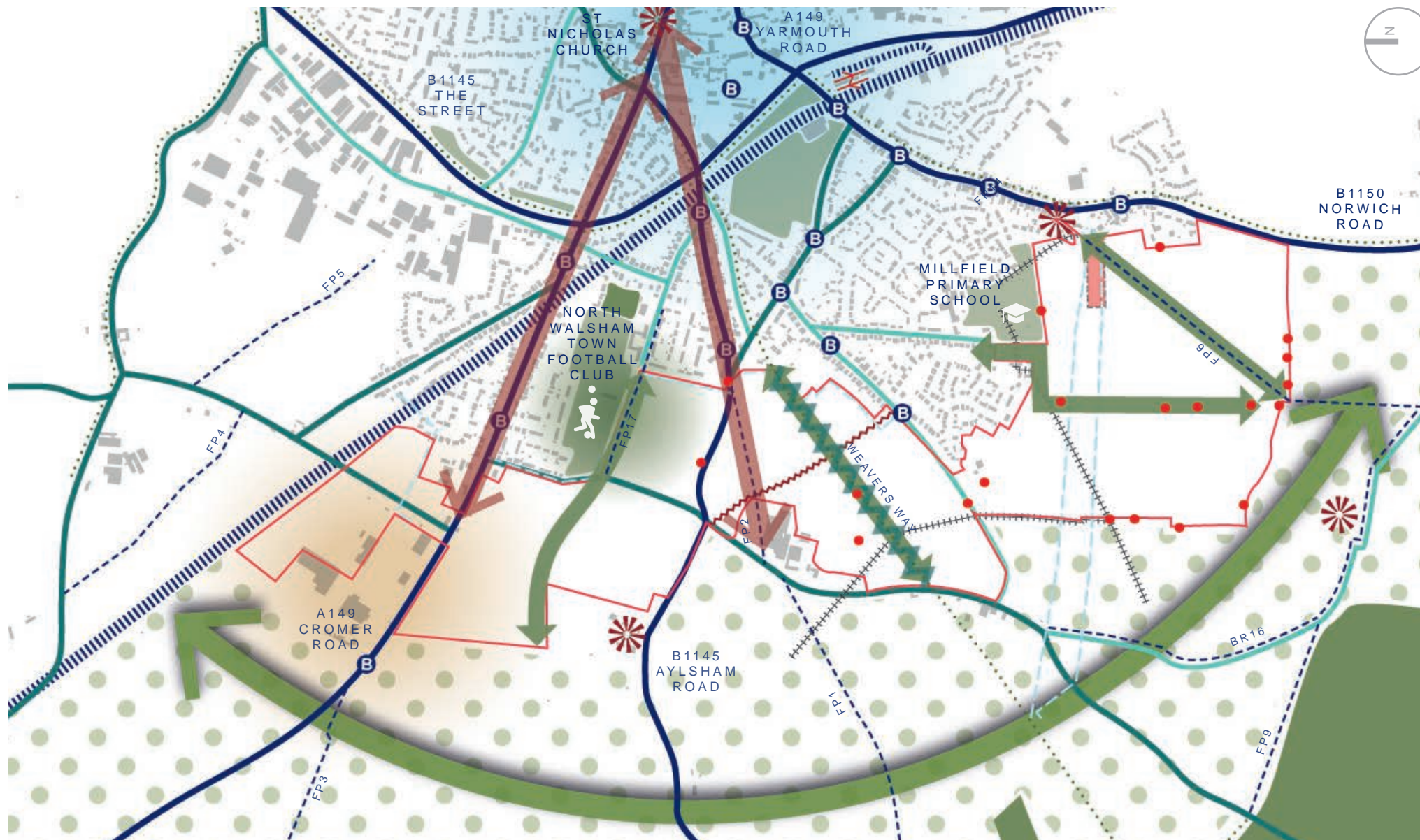


Figure 7.1; Opportunities and constraints diagram

- The North Walsham Town Football Club, and associated recreational space, is located prominently along the eastern boundary of the Site, and is of high social value for North Walsham. This provides opportunity for the Site to retain, and potentially expand, this valuable recreational space, considering the enhancement of facilities for the area. This can be co-located with the Football Club.
- The North Walsham Industrial Estate and the Building Supply Yards are a defining feature along the northern boundary. These existing employment areas are prominent in the surrounding landscape, with their design, layout and scale reflective of industrial and employment uses. This strong established area should inform the location of the employment land uses proposed as part of the allocation, minimising conflict between existing and proposed uses.
- A sensitive boundary occurs with Millfield Primary School, currently bounded by agricultural fields, there will be a need to consider and secure this boundary.



Figure 7.2; North Walsham Town Football Club

FLOOD RISK AND DRAINAGE

- The Site is generally at a low level of flood risk and contains no major watercourses therefore this should not form a constraint on the site.
- With regards to surface water drainage, desktop studies and initial ground investigations show the site is predominantly underlain by sands and gravel and is understood to be generally freely draining. Therefore this should allow the site to drain via infiltration. However Magic Maps provided by DEFRA indicate the site is underlain by Source Protection Zones (SPZ) 1, 2 and 3 associated with the drinking water abstraction borehole towards the south of the site. These SPZs may constrain the use of infiltration drainage within them subject to further discussions with the Environment Agency.
- With regards to foul water, there is insufficient foul water infrastructure in the immediate area to serve the site. Following discussions with Anglian Water the North Walsham water recycling centre to the north east of North Walsham has sufficient capacity to accept foul flows from the development. A new pumping station on site and a rising main to the North Walsham water recycling centre will be required to facilitate the connection.

LEGEND

- Site Boundary
- Source Protection Zone 1 - Inner Catchment
- Source Protection Zone 2 - Outer Catchment
- Source Protection Zone 3 - Total Catchment
- Drinking Water Abstraction Licences

- The site is located within the Surface Water Catchment of the River Bure, where there is a requirement to consider impacts of Nutrient Pollution on relevant Habitats Sites within the Norfolk Broads. However, water from North Walsham Water Recycling Centre does not drain into this catchment, so is not impacted by Nutrient Neutrality requirements.

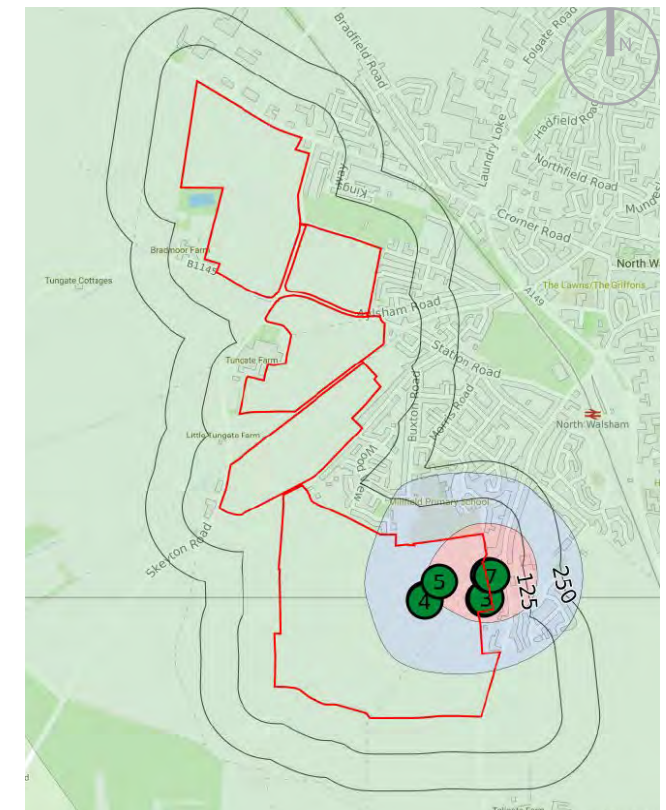


Figure 7.3; Source Protection Zones (SPZ) & drinking water abstractions

POSSIBLE CONTAMINATION & GROUND CONDITIONS

- Historic mapping regressions suggest the site has been in a mixture of agricultural and commercial usage dating back to the 1800s. It is believed that any possible contamination would therefore be expected to be isolated and localised.
- A preliminary Risk Assessment Report has been undertaken for The Consortium controlled land by 4D Geo Limited, and the overall risk from 'soil contamination aspects at the site is assessed to be low for human health/property and the wider environment due to absence of sources, except as identified.'



Figure 7.4: Map of current industrial land use, extracted from Groundsure Report

PLANNING DESIGNATIONS

- The area indicated within the Red Line Boundary of the site is the total area of the allocation NM62/A within the emerging North Norfolk Local Plan 2016-2036. This allocation sets out a variety of components to be delivered on the site, including approximately 1800 dwellings, serviced employment land, green infrastructure, and community facilities.

VIEWS

- The most significant key view found on the site is directly down the public footpath bisecting the site, looking towards North Walsham. This sight line provides views of St Nicholas Church. This reinforces the opportunity to integrate this path, and view, into the site. This would act to celebrate the prominent landmark within the site's landscape, becoming a key wayfinding point and a physical connection to North Walsham's heritage. This ability to view the church spire from within the site will be protected, with key aligning routes being prioritised within the site's access and movement network.
- There are pleasant views from the south end of the site looking south towards existing woodlands. There is potential to create woodland links within the boundary of the site, providing opportunity for habitat creation.



Figure 7.5: View of St Nicholas Church from PRoW within the site

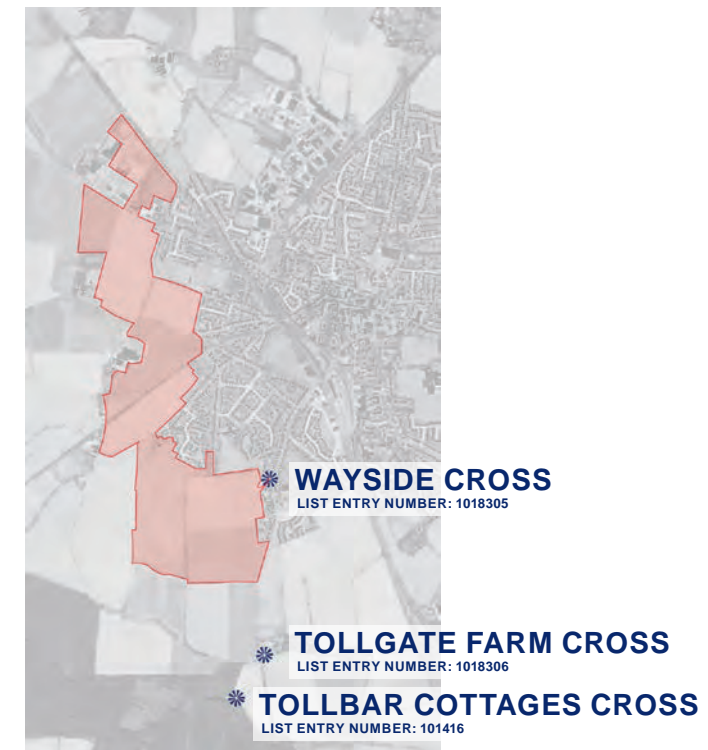


Figure 7.6: Scheduled monuments in proximity to the site

PUBLIC TRANSPORT

- There are a variety of bus stops in close proximity to the eastern boundary of the site, with existing bus routes to and from North Walsham town centre passing adjacent to or through the site along four radial routes. The site is near North Walsham rail station which is on the Bittern Line with hourly Greater Anglia services to Norwich and Sheringham.
- There is opportunity to provide new bus stops within the site boundary and along the access road, and to extend existing bus services into the site with an increased frequency. A bus interchange is being considered for the southern part of the site. There is also opportunity to improve pedestrian, cycle and bus access to the rail station from the site.

PEDESTRIAN AND CYCLE LINKS

- There are some existing pedestrian routes which cross the site, consisting of Public Right of Way footpaths and other recreational routes. Weavers Way's status as a bridleway creates some existing cycle links with the centre of North Walsham, but the availability of these cycle focused links are not widespread across the site. The site is not consistently accessible for all users and communities, with limited cycle facilities or traffic reduction measures.
- Public Rights of Way and Recreational Routes will be protected, and enhanced as green corridors - preserving access whilst simultaneously ensuring interaction with nature and promoting wellbeing.

- There needs to be a clear understanding of the current relationship between the existing settlement edge, roadways and designated footpath links. These character defining routes link the site to the natural landscape to the west and to neighbouring housing areas in the east. The gateways that form where these routes interact with the site need considering, with a number of the identified potential gateways (highlighted on figure 6.7 adjacent) having opportunity to be improved and promoted as part of the Site's active travel strategy. They are currently of poor design quality and not providing adequate infrastructure to encourage use. Improvements would focus on demonstrating the suitability and benefits of these routes, ensuring a suitable level of accessibility and legibility features that promote sustainable transport and healthy lifestyle choices for residents.

LEGEND

- Site Boundary
- Existing Road Network
- Rail Route
- Existing Vehicle Access
- Existing Pedestrian/Cyclist Access
- Access Gateway - Appropriate
- Access Gateway - Needs Improvement
- Public Rights of Way
- Recreational Routes

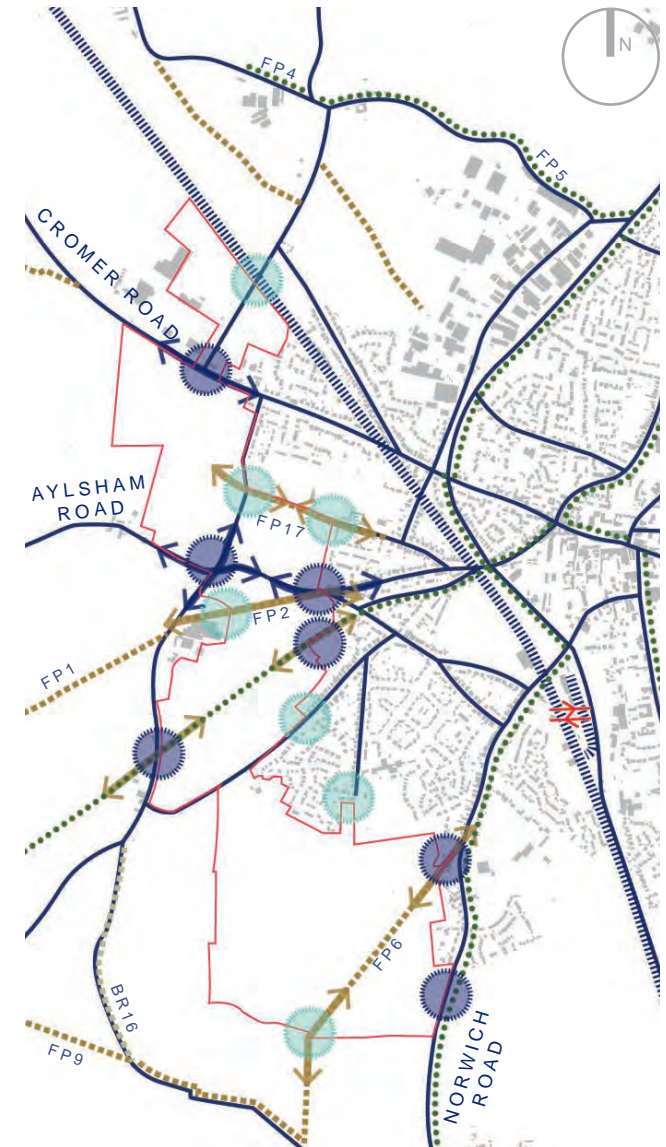


Figure 7.7: Identified potential Site access & gateways



Figure 7.8; Existing recreational routes across the site, providing the foundations for green corridors

- There is an opportunity, as part of the street design, to provide high quality, safe, and direct walking and cycling routes throughout the site, including along the access road and Weavers Way. On-site walking and cycling routes will be designed to be as convenient as possible for users. All cycling routes and junctions will be designed to the standards set in Cycle infrastructure design (LTN 1/20).
- There is also an opportunity to improve the pedestrian and cycle facilities on existing routes between the site and key destinations such as North Walsham town centre and railway station. There is an aim to enable a safe and well-designed off-road cycle route from anywhere within the site to north Walsham town centre with improvements to Weavers Way and Aylsham Road.

TOPOGRAPHY

- The sloping nature of the Site's landform replicates the gentle undulations of the surrounding landscape.
- This provides an opportunity to encourage further integration of walking and cycling routes, with the gentle topography ensuring that a diversity of users can access and benefit from these new travel links. This solidifies the position of the site as an accessible and integrated part of North Walsham.

SUSTAINABILITY

- Due to the scale of the allocation, there is significant opportunity to ensure sustainability principles are central to the development of the scheme for North Walsham West. This will include opportunities for promoting active travel, integrating vegetation into the scheme, delivering biodiversity net gain through a proactive approach to water, wellbeing and wildlife.
- This includes the opportunity to deliver on North Norfolk's Strategic Policies to deliver climate resilient sustainable growth.

VEGETATION

- The proximity to vegetation varies across the site, with the retained rural edge to the west of the development offering interaction with tree, hedgerow and woodland habitats.



Figure 7.9; View of Weavers Way

- There is opportunity to retain mature existing vegetation associated with field margins, Public Rights of Way and Recreational Routes to provide a mature structure to the development.
- Proximity to varied rural and woodland habitats can inform planting decisions and the layout of green spaces within the site, creating an opportunity to reinforce existing habitats and encourage local biodiversity and ecology into, and around the proposed urban extension.

ECOLOGY

- The North Walsham Urban Extension will deliver a minimum of 10% uplift to achieve Biodiversity Net Gain. The required technical work to inform this calculation will be undertaken during forthcoming stages of the master plan to ensure this is deliverable.
- The Urban Extension of North Walsham sits on an area identified by Buglife as part of the B-Line network, aiming to connect and expand fragmented habitats for pollinators. Opportunity should be taken as the master plan develops to ensure there is room for pollinators at all levels of detail.
- Trees identified as having a high potential for bat roosting (figure 6.10 adjacent) will be protected and incorporated into the site's Green Infrastructure strategy. They will form key points within green corridors and landscape buffers, ensuring local ecology is protected across the site.

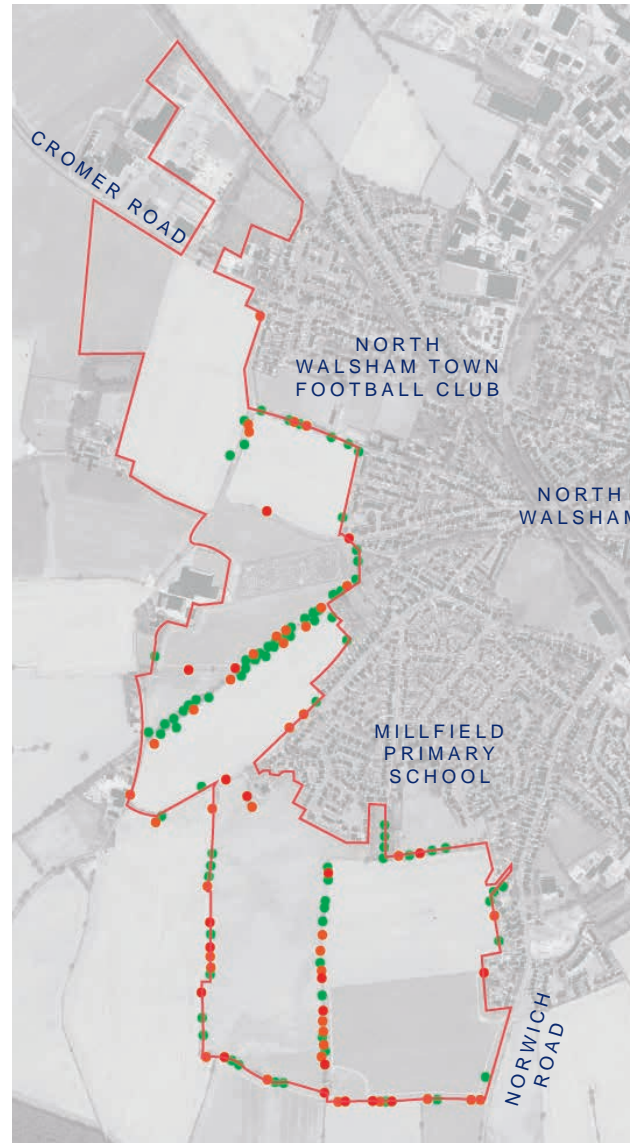


Figure 7.10; Bat Roost Potential Survey



Figure 7.11; View of mature trees associated with Weavers Way

LEGEND

- Site Boundary
- High Bat Roost Potential
- Moderate Bat Roost Potential
- Low Bat Roost Potential

ARBORICULTURE

- A tree survey has been obtained to underpin the development of the master plan, undertaken by James Blake Associates. This survey has identified a total of 121 trees on the site, the majority within Categories A + B, with the majority semi or early mature. A number of hedges have also been identified on site. These vegetative features are predominantly associated with historic field margins, and make a contribution to the maturity of the landscape, and views of the site.

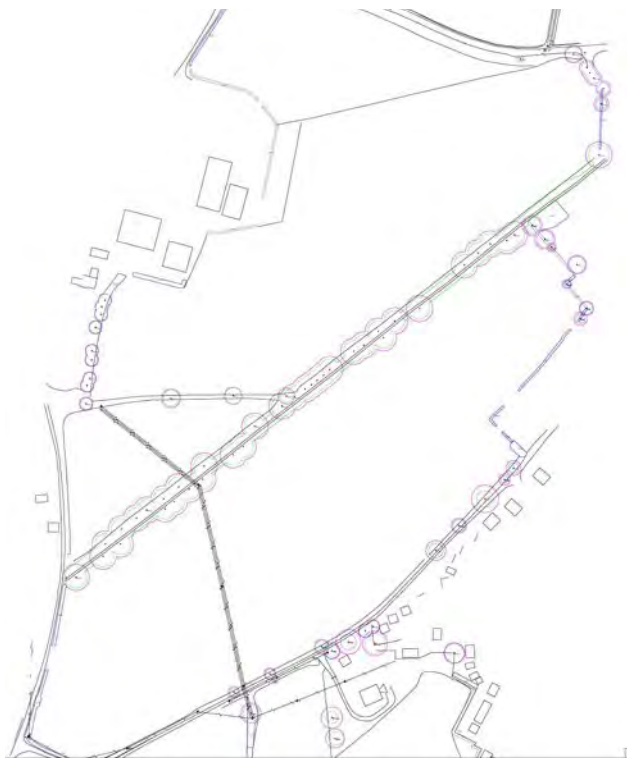


Figure 7.12; Tree constraints plan focused on Weavers Way



Figure 7.13; View of mature trees associated with Weavers Way

LEGEND

- Category A Tree- High Quality & Value
- Category B Tree- Moderate Quality & Value
- Category C Tree- Low Quality & Value
- Category U Tree- In Irreversible Decline/Dead
- Root Protection Area

SUMMARY OF OPPORTUNITIES

The proposed development site offers the opportunity to provide an integrated, connected and appropriate new community through the provision of a comprehensive, well designed, urban extension to North Walsham.

The development has the potential to deliver a wide range of house types and mixed tenure homes supported by a new local hub, a school, a variety of new green space; as well as new links to North Walsham's existing infrastructure and amenities. These will be designed to comply with ENV08.

The site's existing interaction with public footpaths and recreation routes should be reinforced as part of the development, ensuring that the site is accessible. The integration of these routes, along with the site's gentle topography, will ensure that walking and cycling continue to be priorities. This will enhance ease of movement and sustainability throughout the site. These routes can also act as a platform for the creation of green corridors, providing connections between North Walsham and the retained rural and woodland environments on the southern and western boundaries.

The development has the opportunity to create new sustainable travel and green links to connect North Walsham, whilst also retaining an appreciation for the town's rich historical core.

To conclude, the proposed development should adopt an accessible and appropriate approach, creating connections between North Walsham's existing communities, green spaces, historical core and the new development. This will ensure acceptance and integration, whilst maximising the potential for the future use and enjoyment of residents.

08. KEY PRINCIPLES

North Walsham West will be a sustainable extension to North Walsham, which integrates with, and positively contributes to the existing community, providing housing for a range of needs, within a strong Green Infrastructure network. Responding proactively to Climate Change, the extension should be held to high environmental standards, whilst acting as a catalyst for growth, helping to successfully shape the future of North Walsham.

SUSTAINABLE

The access and movement framework is pivotal to the site's sustainable approach. The main residential street through the urban extension will become a corridor facilitating the movement of water, wildlife, and people.

Swales, rain gardens, and street trees will be strategically placed to enhance the streetscape. Species selection will prioritise sensory qualities, adaptability to climate change, and support for wildlife habitats and foraging. This resilience to climate change will be further strengthened through the efficient use of natural resources and adaptable green and blue infrastructure.

The corridor will champion active design, establishing practical and meaningful connections within the site and towards North Walsham. Interconnected footpaths, built upon existing Public Rights of Way (PRoWs) and recreational routes, will ensure comprehensive and accessible links throughout the area.

Dedicated cycling routes, separated for less confident commuters, will complement footpaths, promoting an active transport approach. This encourages both children cycling to school and residents to actively use these routes, aligning with the site's sustainable vision.

The alignment of this residential street has been the subject of consultation with County Highways to ensure acceptability for the dual aims of removing HGV's from North Walsham (Para 11, Policy NW62/A), and creating a human scale, pedestrian and cycle oriented street at the heart of the development.

There is a need to hold further discussion with NCC throughout the preparation of the application concerning energy efficiency.

EMPLOYMENT GENERATING

In addition to the proposed 1800 new dwellings, the master plan allocates up to 7 hectares of employment land. These areas have been selected to coalesce with surrounding existing employment land, aiming to encourage the creation of key employment opportunities within clear accessible hubs.

The envisioned employment areas will prioritise sustainability, promoting the use of low carbon and renewable energy technologies and controls to minimise their overall environmental impact.

LEGEND

	<i>Residential</i>
	<i>Employment</i>
	<i>Local Centre</i>
	<i>School</i>
	<i>Link Road</i>
	<i>Proposed Vegetation</i>
	<i>Proposed Open Space</i>
	<i>Proposed Infiltration Basins</i>
	<i>Proposed Footpath link</i>
	<i>Public Right of Way</i>
	<i>Recreational Route</i>
	<i>Bridleway</i>
	<i>Existing Road</i>
	<i>Surrounding Countryside</i>
	<i>Urban Area</i>
	<i>North Walsham Train Station</i>
	<i>Existing Green or Open Space</i>
	<i>LEAP</i>
	<i>NEAP</i>
	<i>Allotments</i>
	<i>Sport Provision</i>

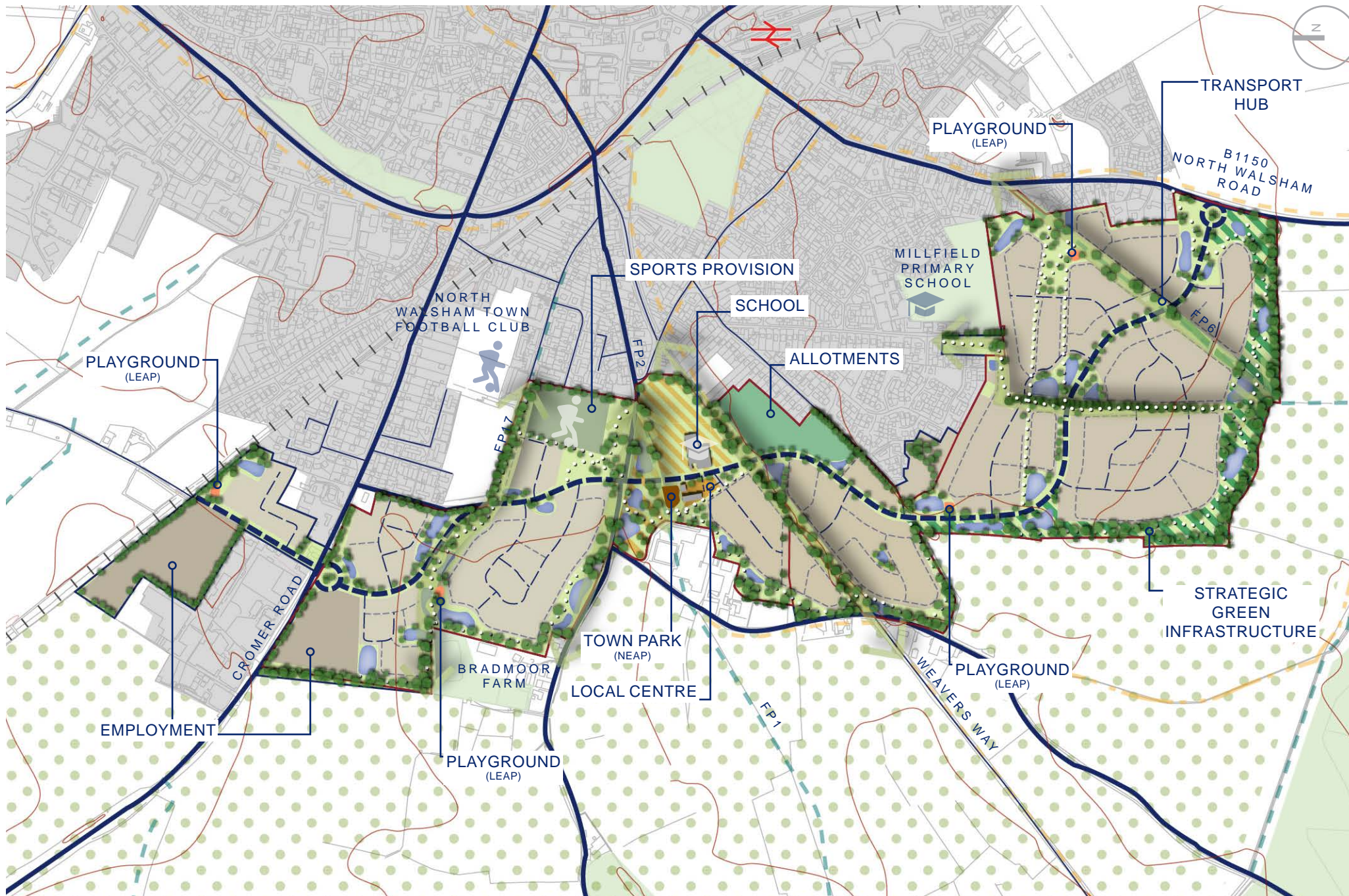


Figure 8.1; Framework masterplan

These areas play a vital role in realising the site's overall vision, signifying a substantial investment in North Walsham's economy and job market. They will diversify the site's uses and contribute to job creation, fostering economic opportunities for North Walsham.

COMMUNITY FOCUSED

The proposed Local Centre and Primary School is at the centre of the site, co-located between the PRow North Walsham FP2 and Weavers Way, linked by the main residential street. This puts these community facilities at the strategic and physical heart of the new community. As such this location provides the Local Centre and town plaza the opportunity to support varied activities, enjoyment and growth, having the potential to become a destination in its own right. The trigger points for additional design and construction matters will be dictated by third parties and agreed through the determination of the planning application. In addition, the provision of the School will be dependent on educational need, and if there is not a need there is ability to allow this area to be altered to another use dependant upon demand.

These areas will prioritise accessibility and permeability, embracing connectivity through various sustainable transport methods to cater to all users. The proximity to existing PRow's offers excellent access for the current North Walsham community.

The proposal includes high-quality public and open spaces, with dedicated areas for allotments, a town park, and additional sports facilities near

North Walsham Town Football Club. This diverse environment promotes community access to leisure opportunities in a safe, visually appealing, and sustainable location. The new town park, located north of the proposed local centre, will be linked to a Neighbourhood Equipped Area for Play, offering views over SuDS features and providing excellent access to the proposed extension of North Walsham Town Football Club. The design incorporates Secured by Design measures to reduce opportunities for crime and antisocial behaviour.

LANDSCAPE-LED

A robust Green Infrastructure network will serve as a framework for the proposed developable areas, establishing distinct character zones aligned with the existing settlement pattern and neighbourhood densities. The development optimises land use with context-informed, suitable housing densities, guided by the development's character areas and the surrounding landscape. This approach facilitates smooth transitions between built and unbuilt spaces, allowing for comprehensive natural landscape buffering.

The Green Infrastructure Network is integral to achieving Biodiversity Net Gain, offering recreational opportunities for both new and existing communities while promoting engagement with the natural environment for all North Walsham residents. The site will deliver a minimum of 10% Biodiversity Net Gain, emphasising green corridors along existing linear features like hedgerows and tree belts. This approach enhances and safeguards these natural

LEGEND







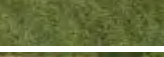



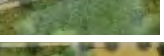



	<i>Northern Character Area Residential</i>
	<i>Central Character Area Residential</i>
	<i>Southern Character Area Residential</i>
	<i>Employment</i>
	<i>Local Centre</i>
	<i>School</i>
	<i>Allotments</i>
	<i>Main Residential Street</i>
	<i>Sports Pitches</i>
	<i>Proposed Buffer Planting</i>
	<i>Infiltration</i>
	<i>Neighbourhood Equipped Area of Play</i>
	<i>Local Equipped Area Of Play</i>
	<i>Transport Hub</i>



Figure 8.2; Illustrative masterplan



features, accommodating wildlife links alongside active transport and green functions. These corridors facilitate safe wildlife movement for foraging and dwelling, bolstering local ecology. Nature-friendly infrastructure, including bird boxes, bee bricks, bughouses, swift bricks, and SUDs-formed wetland habitats, will further support local flora and fauna throughout the development.

In addition, the landscape will dictate appropriate positions for mitigation and buffer planting, ensuring that the development blends into its surroundings and provides appropriate transitional areas between the wider rural landscape, the site and North Walsham.

New buffer planting has been proposed to the western boundaries of the site, to replicate existing woodland habitats beyond the site at Bryant's Heath, North Walsham Heath, Lord Anson's Wood and North Walsham Wood. This additional planting will sit within a new 10ha area of open space along the southern and western boundaries, safeguarded to provide an appropriate edge to the countryside beyond, especially the adjacent historic Battlefield Site. This area will be part of an extensive Green Infrastructure network which propose a soft, ecologically sensitive edge alongside a rich recreational landscape for the strategic extension of North Walsham. Additional consideration will also be given to the shared boundary with Bradmoor Farm (Grade II). There will be a need to ensure that the design of frontage and density of the development is appropriate to preserve the setting of these heritage assets.

QUALITY OF LIFE FOCUSED

Establishing inclusive and distinct neighbourhoods that enhance North Walsham's character is crucial for a shared high quality of life across the site. The housing has the ability to address local community needs, incorporating affordable housing for a diverse range of tenures and lifestyles. All dwellings will prioritise energy-efficient design, integrating efficient construction, appliances, and lighting, along with commercially available renewable energy systems like solar water heating and solar electricity. These properties, and the wider development, will comply with Policy ENV08.

Dwellings and public spaces will adapt to future changes in use, lifestyle, and demography, prioritising the evolving needs and physical abilities of residents over their lifetimes. This future proofed approach extends to innovative transportation solutions, traffic management, and parking adjustments as needed.

Provision for self-build plots will respond to demand, and will be delivered in locations throughout the masterplan delivery. Likewise, care provision will be provided throughout the development, to ensure this comes forward in a way which is responsive to local demand, with a proportion of this reserved for delivery in proximity to the Local Centre.

Enhancements to quality of life will come through safe and appropriate active transport routes. These will strengthen the east-west PRoW and recreational route corridors, transforming them into integral

Figure 9.3; Sustainable land uses

elements that draw boundary vegetation into the site and welcome the surrounding community. The alignment and reinforcement of these paths will preserve key views towards St Nicholas Church, contributing to site-specific placemaking and fostering a sense of connection with the wider environment. The clear vision, design, and layout of the proposed development aim to make a generous and positive addition to North Walsham and its surrounding landscape.

DEVELOPMENT FRAMEWORK SCHEDULE

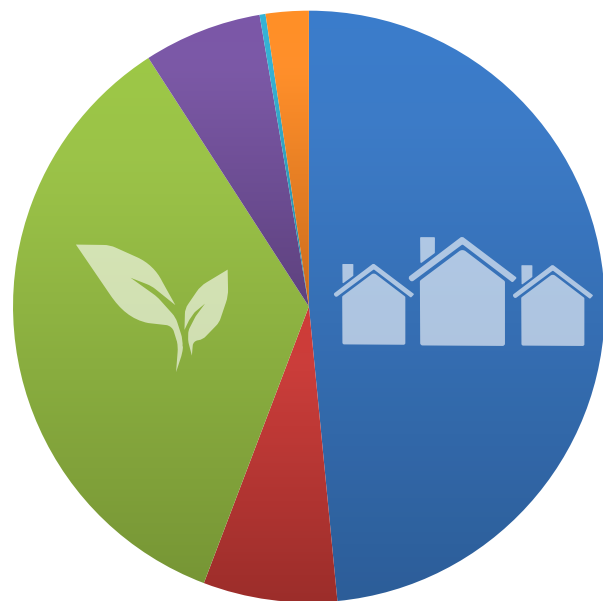
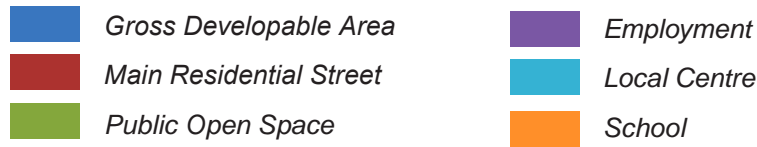


Figure 8.4; Development area breakdown chart



Total Site Area	104.8 Ha			
DEVELOPMENT TYPE	Total Area (Hectares)	Total Area (m²)	Area % of Total Site	No. of Dwellings @ 34.3 DPH
Gross Residential Developable Area (inc Care or Retirement provision)	51.27	512,700	49.17%	1,800
Main Residential Street (inc roundabouts & Aylsham Road realignment)	7.92	79,200	7.31%	
Public Open Space Provision	35.72	357,200	34.39%	
Employment	7	70,000	6.46%	
Local Centre	0.35	3,500	0.32%	
School	2.54	25,400	2.34%	
	108.30	1,083,000	100%	
OPEN SPACE POLICY REQUIREMENT (North Norfolk Local Plan 2016-2036)	No. of hectares required per 1000 people	Indicative No. People (1,800 x 2.4)	Open Space (Ha)	
			Requirement	Provided
Play Space (Children)	0.1	4,320	0.43	33.32
Play Space (Youth)	0.06	4,320	0.26	
Parks & Recreation	1.1	4,320	4.75	
Natural Green Space	1.5	4,320	6.48	
Amenity Green Space	1.0	4,320	4.32	
Allotments	0.6	4,320	2.59	2.4
Total Open Space Provision (Hectares)			18.83	37.15

09. DEVELOPMENT FRAMEWORK

The following sets out the framework for North Walsham West. A series of site wide principles will be set out, which will be followed by Character Area specific principles which will guide the future development of the scheme.

DESIGN QUALITY

The National Design Guide emphasizes the enduring beauty of well-designed places, contributing to users' quality of life and sense of ownership. Due to this, proposed housing will adhere to Part L and the Future Homes Standard (FHS), incorporating considerations for zero-carbon and modern methods of construction. The consortium will assess renewable technologies for North Walsham West, prioritising technical robustness for future residents. This brief sets out the parameters of spatial expectations and development character. Future reserved matters applications will need to consider these prescriptive considerations to develop proposals that reflect the identified parameters, and reflect the best of North Norfolk generally, and North Walsham specifically.

POLICY ENV 8 - HIGH QUALITY DESIGN

'1. All development proposals will seek to achieve an integrated design approach that reflects the characteristics of the site, respects the distinctive local character in terms of layout, landscaping, density, mix, scale, massing, materials, finish and architectural details and delivers an energy efficient and low carbon development.

2. All development proposals should be in conformity with the North Norfolk Design Guide SPD or provide justification for a departure and be informed by the Planning in Health Protocol.

3. All proposals will be expected to demonstrate a high quality of design that:

- a. contributes positively to the public realm and public open spaces, incorporating public art into schemes, where appropriate, to create high quality, sustainably designed places and spaces that supports a mix of uses and activities that promotes a healthy lifestyle;*
- b. retains existing important landscaping and natural features, and includes landscape enhancement schemes that are compatible with the Landscape Character Assessment and the creation, restoration or enhancement of ecological networks;*
- c. provides and enhances the green infrastructure network across the District, which maximises connectivity, creating a movement hierarchy which is legible, permeable and well connected through incorporating footpaths, cycle paths, green links and networks to the surrounding area, respecting important approach routes;*
- d. preserves and, where possible, enhances the special character of the historic environment;*
- e. reduces opportunities for crime and antisocial behaviour, creating safe, secure and accessible environments;*
- f. provides appropriate private amenity space;*



Figure 9.1; Positive urban forms

- g. provides appropriate facilities for refuse, recycling and servicing;*
- h. ensures that development is designed in accordance with minimum space standards and Accessible & Adaptable Homes policies;*
- i. maximises the opportunities for the provision of Sustainable Drainage Systems (SuDS) taking into account the multi-functional benefits of compatible land uses and materials; and,*
- j. provides adequate parking provision that incorporates appropriate Electric Vehicle Charging Points, which are discreet and accessible.*

SAFETY & SECURITY

The development aims to prioritise safety and accessibility for all residents and users, fostering a vision of built and natural environments free from crime, disorder, and the fear of crime, enhancing overall quality of life and community cohesion. This aligns with NPPF (2019), emphasising attractive, well-designed pedestrian and cycle routes, along with high-quality public spaces to encourage active and continual use of public areas (Paragraph 92b).



Figure 9.2; Encouraging safe and secure living

The crucial footpaths and public rights of way (PRoWs) integral to the site's vision will seamlessly blend into the development's access and movement network. This integration guarantees that pedestrian and recreation routes are visually open, direct, and actively utilized, strategically placed for natural surveillance. Prioritizing safety along these routes will establish them as reliable resources, offering secure and sustainable access to properties, community facilities, businesses, and open spaces.

Additional natural and passive surveillance opportunities will be utilised, strategically placing open spaces and recreation areas within constant activity zones or overlooked by properties to enhance definition and security.

Emphasising a clear division between public and private spaces, residential design will prioritise materials, surfaces, and street furniture to distinctly define each area, ensuring residents have identifiable 'defensible spaces'. This approach promotes a heightened sense of control and ownership within these spaces, fostering connections among neighbors in residential cores and enhancing community harmony across the development.

Further opportunities to increase community spirit, and in turn the development's general safety and security, will be created by having properties face each other across streets or greens. This allows for relationships to form alongside the use of passive surveillance and promotion of placemaking principles. Parking will be focused in locations with overlooking properties and high levels of activity, ensuring passive surveillance is prominent.

SAFER PLACES: THE PLANNING SYSTEM AND CRIME PREVENTION

The response to this challenge of development safety will align with the policy set out in the document 'Safer Places: The Planning System and Crime Prevention' (February 2004, ODPM and the Home Office).

The seven attributes of sustainable communities that are able to contribute to both crime prevention, whilst still ensuring good design principles, include;

- **Access & Movement** - Places with well-defined routes, spaces and entrances that provide for convenient movement without compromising security
- **Structure** - Places that are structured so that different uses do not cause conflict
- **Surveillance** - Places where all publicly accessible spaces are overlooked
- **Ownership** - Places that promote a sense of ownership, respect, territorial responsibility and community
- **Physical Protection** - Places that include necessary, well-designed security features
- **Activity** - Places where the level of human activity is appropriate to the location and creates a reduced risk of crime and a sense of safety at all times
- **Management & Maintenance** - Places that are designed with management and maintenance in mind, to discourage crime in the present and the future

GREEN INFRASTRUCTURE

DEVELOPMENT & CHARACTER

Within the emerging master plan for North Walsham West, a strong Green Infrastructure network will encircle development, creating circular, linked recreational routes which build off the existing Public Rights of Way, and provide extensive benefits to both the existing and proposed communities.

Of a total site area of 104.80ha, approximately 35.72ha of the proposals for the urban extension of North Walsham have been proposed for public open space, a total of 34.39 % of the total site area.

The current level of open space provision represents a clear site-wide focus to ensure Biodiversity Net Gain (BNG) can be delivered as part of the proposals. This ensures that these spaces across the Site will be valued as both attractive and functional spaces for residents and local ecology.

LEGEND

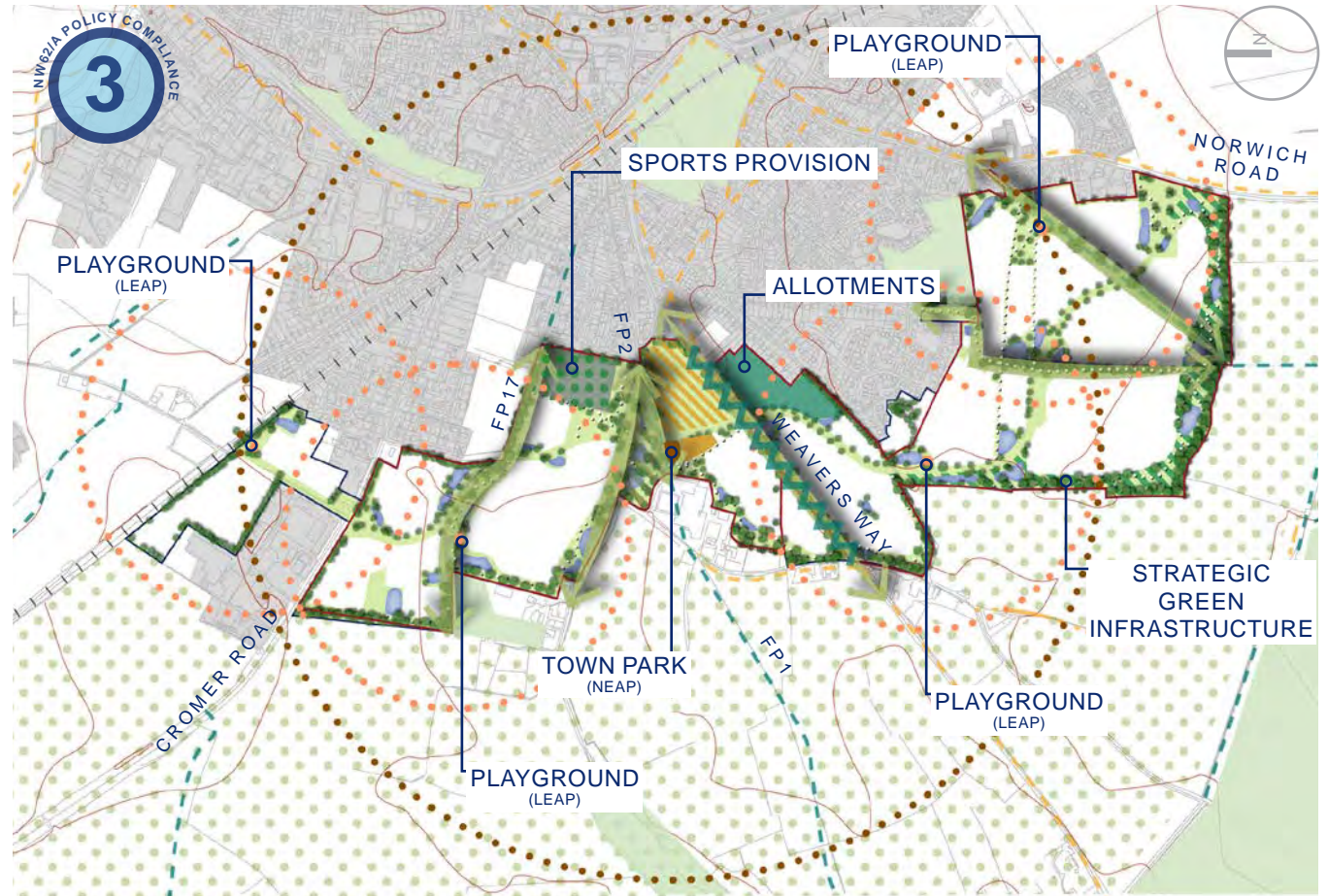
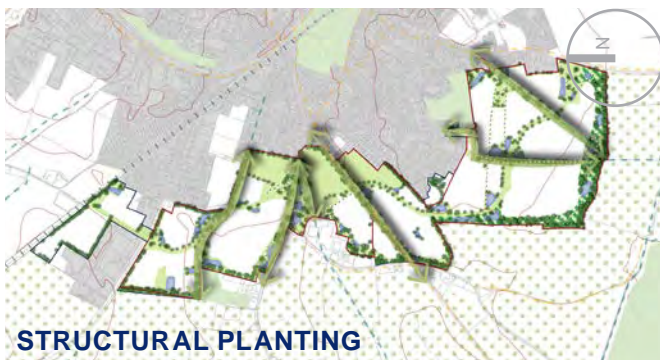
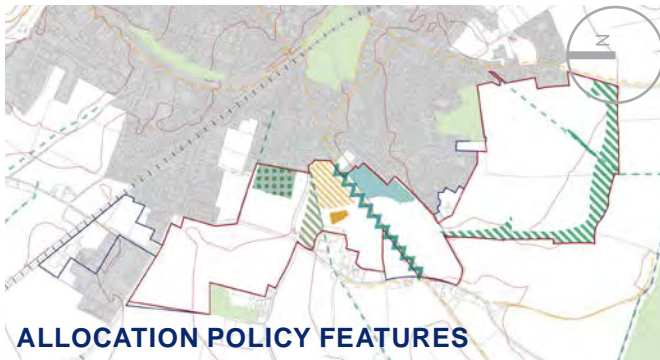
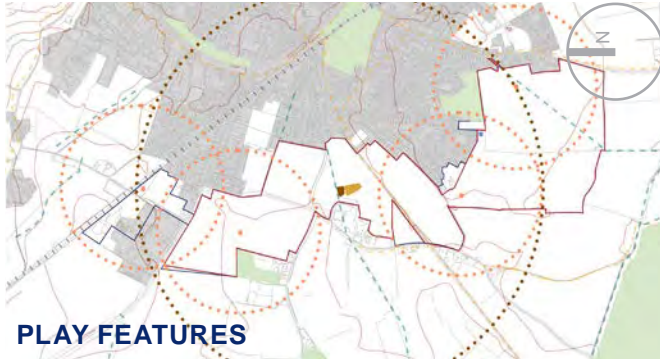



Figure 9.3; Green Infrastructure (GI) strategy



The definition for each of the open space typologies are set out in the table below. These have been obtained from the North Norfolk Open Space Assessment, 2019, prepared by Ethos Environmental Practice.

TYPE	DEFINITION	
Play Space (Children)	Areas of play that cater for the needs of children up to and around 12 years of age.	
Play Space (Youth)	Recreation opportunities for, broadly, the 13 to 16/17 age group, and which might include facilities like skateboard parks, basketball courts, BMX ramps and 'free access' Multi Use Games Areas (MUGAs).	
Parks and Recreation	<p>A Park and Recreation Ground is defined:</p> <ul style="list-style-type: none"> • As an open space that has at least two facilities e.g. a Children's Play Area and tennis courts; or; • Has provision for formal sports pitches e.g. football or cricket pitch (excluding informal pitches; and • Is owned / managed by the Council (or Town/Parish Council) for general public access. 	
Natural Green Space	Natural and semi natural space covers a variety of spaces including meadows, woodland, copses, river valleys and lakes all of which share a trait of having natural characteristics and biodiversity value and are also partly or wholly accessible for informal recreation.	
Amenity Green Space	Those spaces open to free and spontaneous use by the public, but neither laid out nor managed for a specific function such as a park, public playing field or recreation ground; nor managed as a natural or semi-natural habitat.	
Allotments	An allotment not exceeding 40 plots in extent which is wholly or mainly cultivated by the occupier for the production of vegetable or fruit crops for consumption by themselves or their family.	

PLAY PROVISION

Formal play opportunities have been created in conformity with policy, and their detailed design should be considered in support of Play England's 10 Principles of Play.

THE 10 PRINCIPLES OF PLAY

The ten principles of play identify successful play spaces as:

- 'bespoke'
- 'well located'
- 'make use of natural elements'
- 'provide a wide range of play experiences'
- 'are accessible to both disabled and non-disabled children'
- 'meet community needs'
- 'allow children of various ages to play together'
- 'build in opportunities to experience risk and challenge'
- 'are sustainable and appropriately maintained'
- 'allow for change and evolution'

Preliminarily LEAP and NEAP locations have been identified, however doorstep play opportunities should be integrated into the scheme, along with appropriately placed Local Area for Play (LAPs) within parcels. Doorstop play is considered as play that can occur without the need for a dedicated play space, allowing it to also function as informal interaction opportunities between age groups and residents.



Figure 9.4; Natural Play features sitting alongside equipped play, enhancing play experiences



Figure 9.5; Interactive Play Opportunities



Figure 9.6; Natural Play



Figure 9.7; Natural play equipment alongside trees and natural play for an enhanced play experience

HOW CAN THIS APPLY?

The play facilities are located in strategic positions across the master plan including a central NEAP adjacent to the local centre and opposite, an area for sports provision.

The areas for play including both equipped and informal areas for play, are proposed adjacent to local parks and amenity green space. They should draw from these characteristics through the use of natural play equipment and provide a range of experiences.

They should be flexible, and ensure the setting of the equipment is as important as the equipment itself, with integrated seating opportunities, vegetation, and non-programmed play encouraged alongside equipped play. Seating alongside play areas should move beyond provision of benches to allow for flexibility for use by all members of the community, and different configurations of users.

APPROACH TO PLAY

Play provision should be as flexible as possible, encouraging and rewarding imagination, and providing experiences to serve multiple functions. This could be in the form of natural play or play trails which provide play journeys and experiences through the landscape, especially within the proposed green corridors.

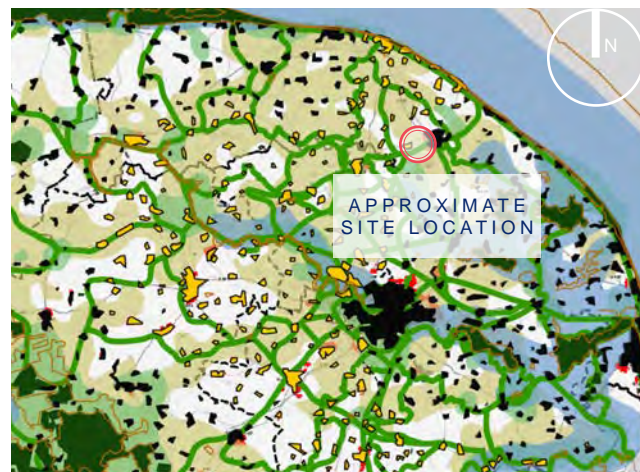
INCLUSIVE PLAY

Allowance should be made for play spaces which are suitable for a range of abilities. With this in mind, some accessible play features should be included.

NORFOLK GREEN INFRASTRUCTURE AND RECREATIONAL IMPACT AVOIDANCE AND MITIGATION STRATEGY (GI RAMS)

This document was undertaken by Place Services, with the final draft dated March 2021, and seeks to approach mitigation at a strategic level, where ‘residential growth, combined with an increase in tourist accommodation, will result in more people visiting and possibly harming Habitats Sites.’

The Site, located approximately on Figure 9.8 below, is located on a strategic GI Corridor, within a Woodland Habitat Core Area.



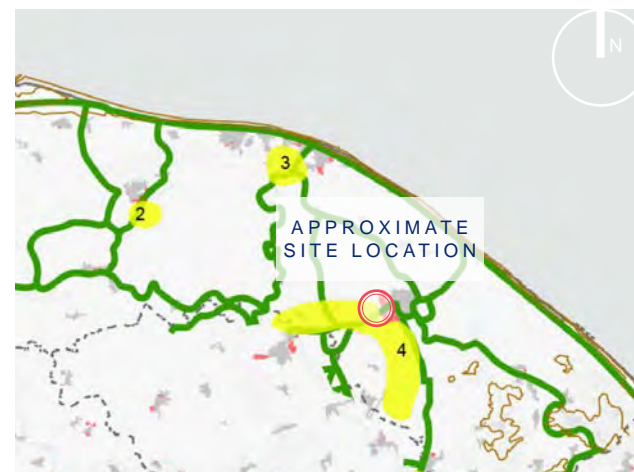
LEGEND

Urban Areas	Habitat Sites
Site Allocations	Wetland
Strategic GI Corridors	Woodland
Negative Urban Areas	Grassland

Figure 9.8; GI Corridors & Core Habitats (Norfolk GI RAMS)

The Site is within an area identified as a Strategic Opportunity Area for North Norfolk, with details of this area following:

‘SOA 4 - North Walsham is well served by the Norfolk Trail network with 2 Trails providing three routes out of town. The 61-mile Weavers Way is a long-distance route that connects Cromer to Great Yarmouth via North Walsham. The Weavers Way also connects with The Norfolk Coast Path, Angles Way, Wherryman’s Way and the Paston Way. There is also a connection to the Bure Valley Way and Marriot’s Way at Aylsham.’



LEGEND

Urban Areas	Habitat Sites
Site Allocations	
Strategic GI Corridors	
Opportunity Areas	

Figure 9.9; Opportunity Areas (Norfolk GI RAMS)

Additionally, North Walsham is proposed to have the largest influx of development across North Norfolk in the form of a Sustainable Urban Extension (SUE) known as ‘The North Walsham Western Extension’. The site is expected to deliver a range of infrastructure and community facilities including a new western link road, employment land, a primary school and other key infrastructure. The site covers some 95ha of open countryside on the west of the town and would envelop a number of public rights of way and The Weavers Way. Towns and Village to the west and south west of North Walsham currently do not meet the ‘within 5km of a 100Ha greenspace’ ANGSt. Therefore, with this large expansion expected, enhancements are needed to existing Public Rights of Way (PRoW) access, such as Weaver’s Way and Paston Way, as well as enhancements to recreational opportunities in the local area to attract residents and local visitors. For this reason, the land south-west of North Walsham has been determined as an Opportunity Area; specifically, North Walsham Wood, Lord Anson’s Wood, Bacton Wood and Perch Lake Plantation and the surrounding area. Collectively these areas could become a new Country Park/SANG (or equivalent) and enable access into surrounding PRoW and long-distance trails. Currently Lord Anson’s Wood is an allocated site in Norfolk Waste and Minerals Local Plan for sand and gravel extraction. However, it is recommended it be restored to heathland with public access, which could be incorporated into any future project.’

B-LINES

A series of 'insect pathways' have been proposed by Buglife, in an attempt to connect fragmented habitat, ensuring corridors for insects to move across the landscape as it, and our climate, changes.

B-Lines 'are a series of 'insect pathways' running through our countryside and towns, along which we are restoring and creating a series of wildflower-rich habitat stepping stones. They link existing wildlife areas together, creating a network, like a railway, that will weave across the British landscape. This will provide large areas of brand new habitat benefiting bees and butterflies– but also a host of other wildlife.'

The settlement of North Walsham, and the proposed western extension, sit comfortably within the extents of the B-Line, therefore consideration will be given to ensuring that pollinator friendly details are included within the project, and that the design of Public Open Spaces cater not just for the needs of humans, but also of pollinators.

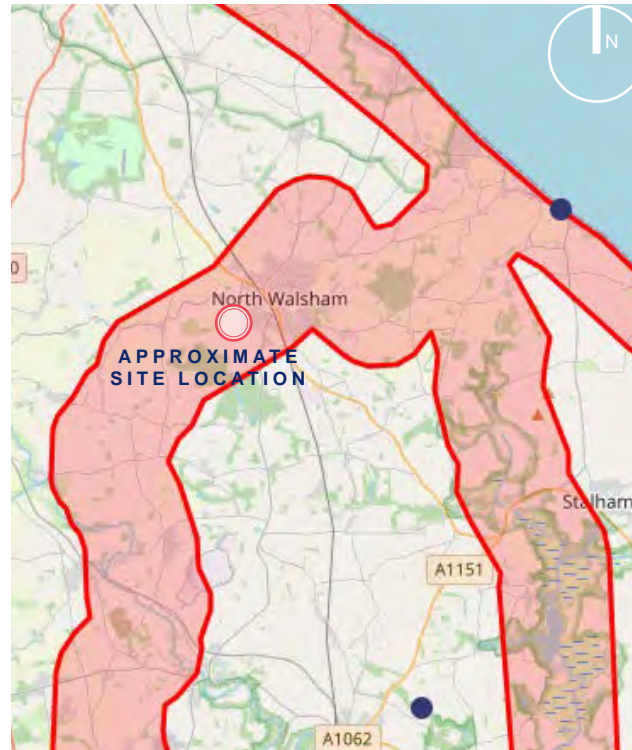


Figure 9.10; Extract from the Buglife B-Line Website, showing areas identified as B-Lines in red, saved 15.02.2022



Figure 9.11; Opportunities for recreation in the landscape, alongside pollinators



Figure 9.12; Opportunities for pollinators in the landscape, alongside SuDS



Figure 9.13; Opportunities for informal play

SUSTAINABLE DRAINAGE SYSTEMS STRATEGY

Proposed public open space should be multifunctional - allowing biodiversity, Sustainable Drainage Solutions (SuDS), Water-Sensitive Urban Design (WSUDs), recreational opportunities and play to coexist within the same spaces.

This has the potential to deliver opportunity for existing residents of North Walsham, alongside the future residents of the proposed Urban Extension, to partake in the wellbeing and health benefits of improved access to nature and public open space, supporting the 4 pillars of SuDS.

Due to the favourable ground conditions on site, the surface water drainage design will utilise infiltration as the primary method of discharge. Surface water from roads and development plots will discharge into the ground via a series of infiltration basins spread across the site, which will enable surface water to be treated close to source.

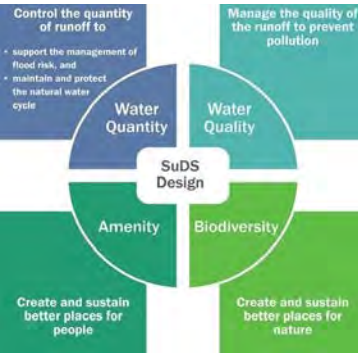


Figure 9.14; Four pillars of SuDS

By having a series of infiltration basins throughout the site this will also enable the drainage to be fully integrated with the site masterplan's green spaces.



Figure 9.15; Open space & SuDS



Figure 9.16; SuDS Framework Plan

ACCESS & MOVEMENT

TRANSPORT STRATEGY AIMS

The identified transport strategy for Land West of North Walsham will:

- Enable safe, direct and accessible movement for people throughout, to and from, the development site.
- Provide options for travel in line with the urban transport hierarchy, with an emphasis on providing for active modes of transport over providing for the private car.
- Design of all proposed infrastructure to correspond with the latest policy and guidance documents (e.g. Manual for Streets, LTN 1/20).

The transport hierarchy will be respected in the transport strategy, to ensure safe, direct and accessible connectivity for current and future residents.



Figure 9.17; Preferred hierarchy of movement

The 2011 Census Journey to Work data for North Walsham Middle Super Output Area (MSOA) shows that 64% of existing journeys to work are to a destination outside of North Walsham, with 36% remaining within North Walsham.

Within North Walsham there is a need to ensure safe, direct and high quality walking and cycling routes, especially for new employment zones created as part of the Urban Extension. Therefore, the Local Centre and proposed facilities will ensure that pedestrian and cyclist movement is prioritised within the site, and in creating connections with the wider area.

LEGEND

-  Main Access Point
-  Cycle/Footpath Access
-  Potential Cycle/Footpath Access
-  Main Residential Street
-  Existing Footpaths
-  Proposed Footpaths
-  Existing Recreation Routes
-  Proposed Internal Primary Roads
-  Proposed Internal Secondary Roads
-  Proposed Local Centre
-  1km Walk Radius

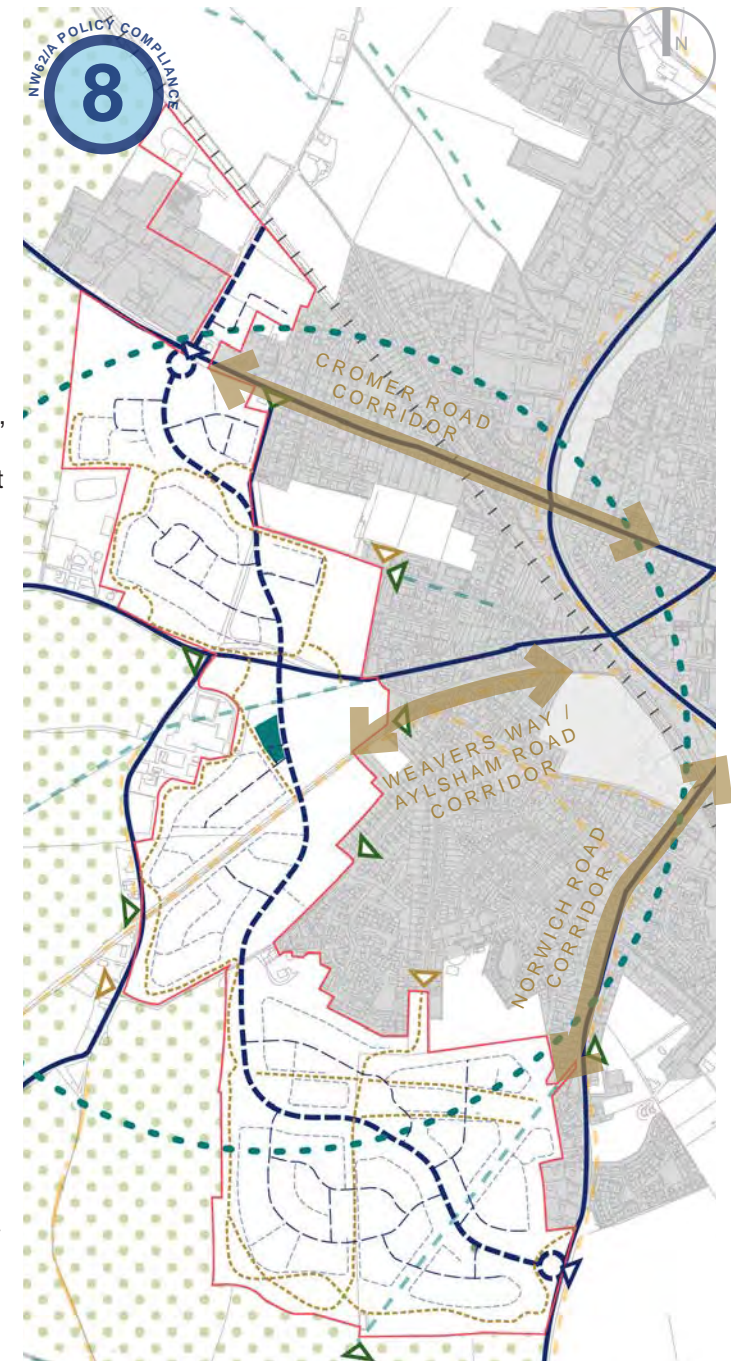


Figure 9.18; Access & circulation diagram

Bus travel shall be promoted, connecting with pedestrian and cyclist facilities. The street hierarchy should ensure that the location of roads are not a barrier to permeability.

Safe, active travel routes to North Walsham's Railway Station are a priority, for longer distance, sustainable journeys.

Three external routes have been identified as the most suitable for active travel routes connecting the urban extension with the existing centre of North Walsham, and the train station. These are:

- A2. Cromer Road Corridor
- A5. Weavers Way / Aylsham Road Corridor
- A8. Norwich Road Corridor.

PUBLIC TRANSPORT

Bus stops are proposed to be created on the access road between Cromer Road and Norwich Road. The number and spacing of stops would enable all parts of the development to be 400m walking distance of a stop.















These stops would be served by a new routing of the existing 33A bus service. The 33A bus is a 4x daily North Walsham only service and would be increased in frequency. The 6A service could also call at the stops in the northern part of the site.

A bus interchange is proposed on the access road in the southern section of the site. This stop would

serve the 20 minute frequency x55 service, with a short diversion into the site from Norwich Road.

New on-site bus stops are proposed on Aylsham Road and Skeyton Road to serve the 18 & 210 services.

LEGEND

	Link Road
	Existing Bus Stops
	Proposed Bus Stops
	Proposed 33A Extension
	Proposed X55 Extension
	Rail Line & Station
	X55
	210
	18
	33A
	6A
	Bus Interchange
	Junction Improvements
	500m Walking Radius

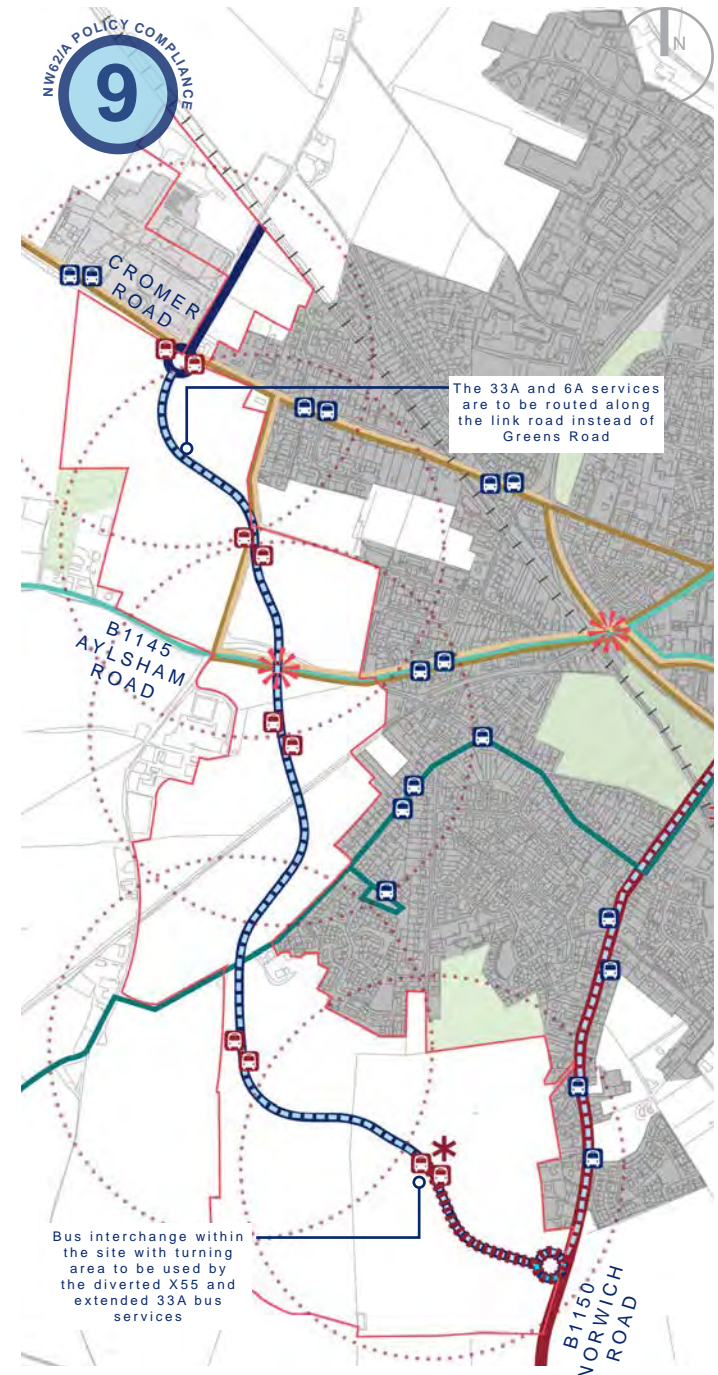


Figure 9.19: North Walsham West public transport plan

LINK ROAD

The North Walsham western urban extension will deliver a new access road to the west of North Walsham connecting B1150 Norwich Road, the B1145 Aylsham Road the A149 Cromer Road. This road will continue north of Cromer Road through the allocation to meet Bradfield Road at the edge of the allocation boundary.

The proposed road will be subject to a 30 miles per hour (mph) limit, with high quality pedestrian and cycling facilities, accommodating urban roundabouts and traffic signals and providing access to the development plots. It will be designed to accommodate all vehicle types, and to accommodate through traffic. The road will not only allow for efficient use of the highway network to access the proposed development area, but will ensure the area is attractive to pedestrians and cyclists.

The existing section of Bradfield Road between Cromer Road and the edge of the allocation boundary will be upgraded to provide suitable access for the site and the development area will be designed to accommodate a future northern extension to the North Walsham Industrial Area in line with the allocation aspiration. The proposed route will bring greater resilience to the highway network in North Walsham.

Where the proposed link road intersects with existing roads, reference will be made to Historic England's Street's for All: East of England as appropriate.

TRANSPORT HUB



A Transport Hub is proposed to be located off the link road, to facilitate the turning of the diverted X55 service, and extended 33A service.

To maximise accessibility, this is located adjacent to the proposed main residential street, which has excellent active travel provision, and along the green corridor alignment of the existing Public Right of Way North Walsham FP6.

To provide a turning loop for the interchange, residential roads will be used, to minimise the required land take and visual impact of the Transport Hub.

To promote sustainable travel, bike stands will be provided, alongside the upgraded FP6 corridor.

LEGEND

-  *Link Road*
-  *Diverted & Extended Bus Routes*
-  *Proposed Transport Hub*
-  *Public Footpath*
-  *Proposed Footpath Crossing*

Figure 9.20; Proposed bus interchange location



Figure 9.21; Cringleford Bus Interchange



PUBLIC REALM FURNITURE

Any street or public realm furniture proposed within the master plan should be simple in form, and feature natural materials where practicable.

Within the central character zone, it would be appropriate for metal finishes to predominate, and this should be in either a powder coated black or grey. Some natural timber should still be used, with a preference for natural, untreated timbers which will silver over time.

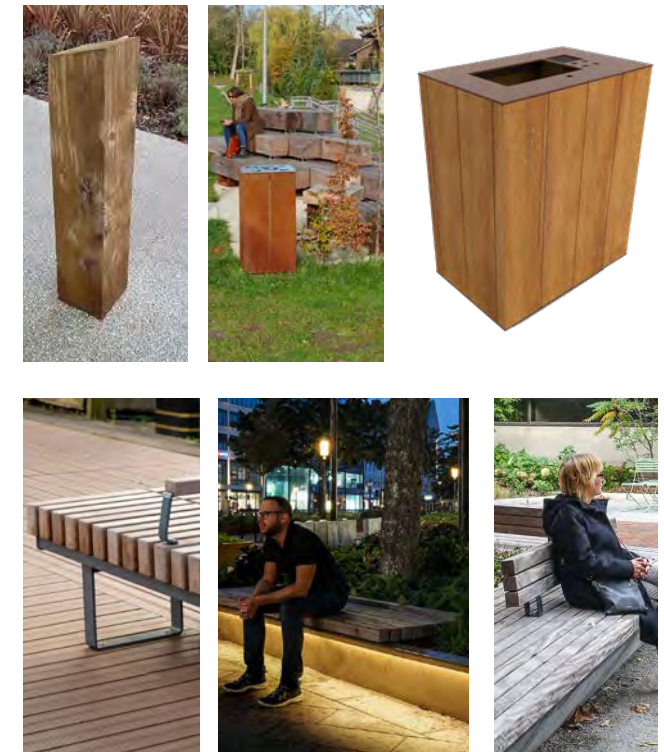


Figure 9.22; Indicative street furniture inspiration

MOVEMENT AND STREETS

The following outlines the approach to the link road through the site.

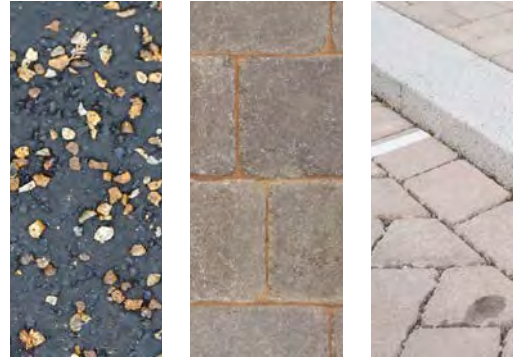
The final materials and palettes should be suitable for the anticipated traffic volumes, and should satisfy guidance within the Manual for Streets 2 and LTN 1/20. Suitable consideration should be given to users who are visually impaired. Potential material specifications are set out adjacent, and include:

- Block Paving (standard or permeable)
- Permeable Resin Bound Paving
- Natural Paving Slabs
- Granite Setts
- Conservation Kerb
- Hot Rolled Asphalt with Chippings
- Tactile Paving

LINK ROAD

The proposed link road section features an allowance for two swales to run either side of the link road alignment. These allow sufficient space to be converted into bus stops, and it is anticipated that trees will be included at appropriate points along the road alignments. Segregated pedestrian and cycle routes promote active travel, and opportunities for points to linger along the link road alignment will be encouraged. Other approaches to the link road design will be explored dependent on location and context, such as variation when interacting with the Local Centre.

DOMINANT MATERIALS



ACCENT MATERIALS



Figure 9.23; Indicative materials palette



Figure 9.24; Typical road section; local centre

A corridor for utilities has been identified outside of the vehicular route, to minimise future disturbance.

This alignment will become more urban through the local centre, to allow for the likely increased foot traffic through this area. Space used for swales may be repurposed as rain gardens or similar to accommodate surface water flows.



Figure 9.26; Example of development fronting a link road with footpath/ cycleway, Eddington, Cambridge

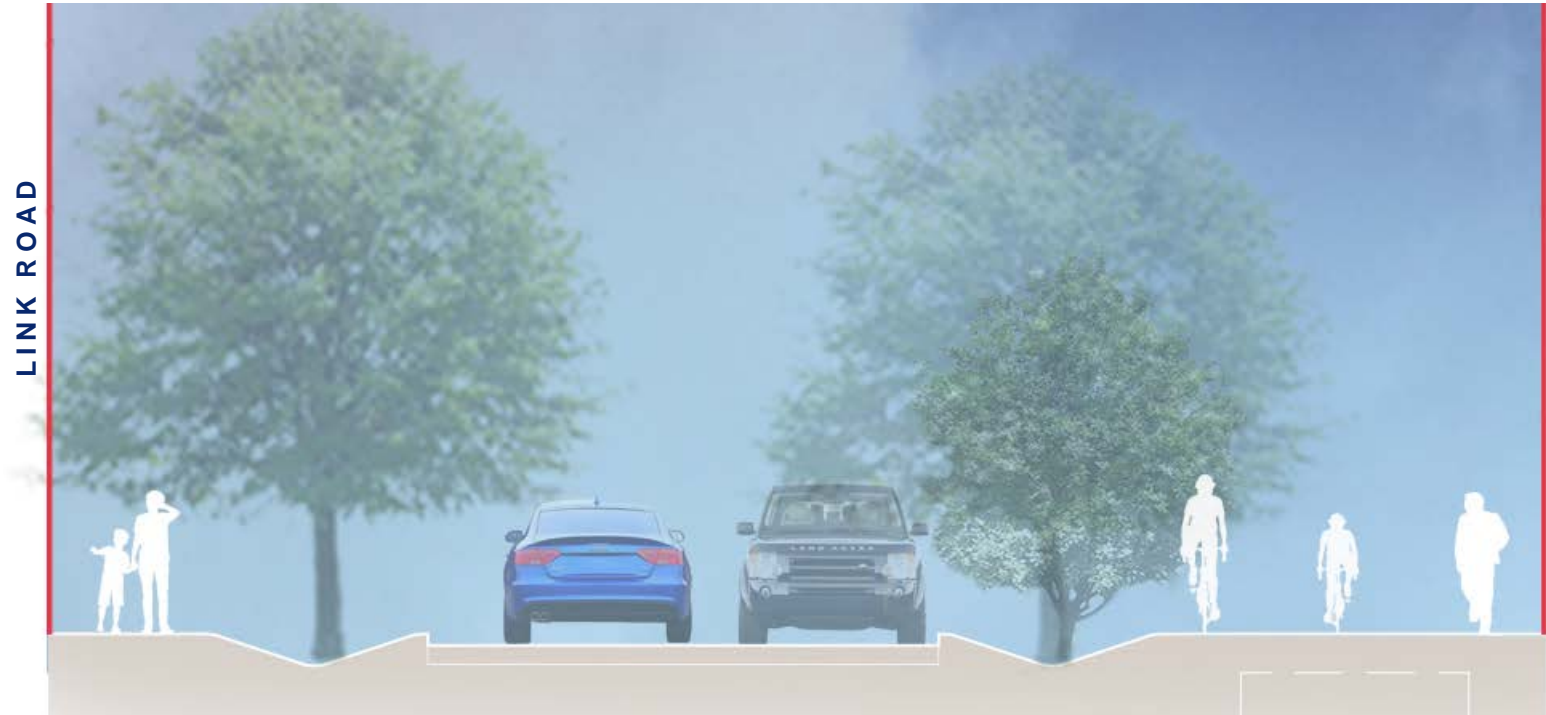


Figure 9.25; Typical road section



Figure 9.27; Tree planting alongside a link road

INTERNAL CONNECTIVITY

Sport England has developed ten principles to underpin health and wellbeing through sport and physical activity, which can be used to underpin the design and layout to enable active lifestyles for all.

These principles of active design include:



Figure 9.27: The Ten principles of Active Design, Sports England, 2015.

PRINCIPLES OF ACTIVE DESIGN	MASTER PLAN RESPONSE
<p>1. Activity for All</p> <p>NW62/A POLICY COMPLIANCE 3</p>	<p>A network of pedestrian and cycle routes, that consolidate the existing presence of public footpaths and recreation routes, have been provided within the master plan. There are links and connections to all parts of the development and North Walsham, demonstrating that active, sustainable transport is the easiest, and most effective, method of transport.</p>
<p>2. Walkable Communities</p> <p>NW62/A POLICY COMPLIANCE 8</p> <p>NW62/A POLICY COMPLIANCE 9</p>	<p>The central alignment of both the primary community hub and the school ensures that these areas are accessible; best reached on foot or by bike. This promotion of active lifestyles continues with the variety of high quality footpaths that link the two other character areas with these central facilities and the centre of North Walsham. These routes will be attractive, direct and well landscaped and maintained to ensure their long term attractiveness to active transport users.</p> <p>The link road is proposed to feature active routes segregated from the highways, due to the stated aim for this route to accommodate high sided HGVs.</p>
<p>3. Connected Walking & Cycling Routes</p> <p>NW62/A POLICY COMPLIANCE 10</p>	<p>The design of the main residential street within the scheme has been planned to create walkable and cycleable streets, with ease of access to North Walsham and the main roads through the site.</p> <p>This consideration continues through secondary and tertiary street design.</p> <p>These corridors connect with existing routes into North Walsham.</p>
<p>4. Colocation of Community Facilities</p> <p>NW62/A POLICY COMPLIANCE 3</p>	<p>The local centre and facilities is envisaged to become a hub for activity, interaction and community management, with the proposed local centre, school and allotments colocated at the heart of the Site. The position of the largest play area, along with the proximity to existing facilities such as North Walsham Town Football Club and the Gravity Skate park, maximises the opportunity for the development to integrate and engage with the wider community.</p>


PRINCIPLES OF ACTIVE DESIGN	MASTER PLAN RESPONSE
<p>5. Network of Multifunctional Open Space</p> 	<p>A generous area of Strategic Green Infrastructure has been provided at the south of the site, as required under the emerging allocation policy. This acts as a buffer zone to the surrounding rural and woodland environments, whilst also providing connected, circular and biodiverse routes through the development. Opportunities for the meaningful inclusion of biodiverse planting in the streetscape and smaller parks will be harnessed, to encourage a multifunctional development.</p> <p>Several local public open spaces or greens have been provided as part of the development of the scheme. These spaces will include provision of local areas of play, in addition to their wellbeing and biodiversity opportunities.</p>
6. High Quality Streets & Spaces	Ensuring lit, even and spacious streets and public spaces will be a key determinant of success, ensuring residents feel comfortable and safe moving around the development. The primary route through the site aim to provide safe, and where possible separate, routes for pedestrians and cyclists from vehicles.
7. Appropriate Infrastructure	The detail of infrastructure will enable all members of society to have access to, and be able to participate in, sport and/or physical activity. The availability of access should ensure that all levels of ability are catered for, reinforcing the interconnected nature of these facilities which encourages equitable access.
8. Active Buildings	The community hub and local school, along with play and sport provisions, have been distributed to ensure critical mass for the establishment of a community. The designs of these buildings should prioritise the community function, with surrounding built areas having open and active frontages to encourage opportunities for interaction. Open space will be overlooked, with active residential frontages to the link road wherever possible.
9. Management, Maintenance, Monitoring & Evaluation	It is envisaged that the areas of Strategic Green Infrastructure, School and Community Hub will be separate entities managed independently.
10. Activity Promotion & Local Champions	The development will provide the facilities and well-designed routes to encourage active travel for future residents. This will promote sustainable transport, whilst also contributing to the resident wellbeing and local biodiversity.



Figure 9.28; Segregated routes

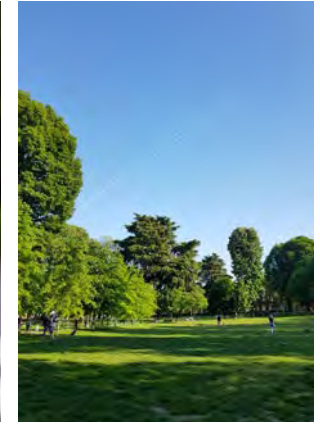


Figure 9.29; Accessible parks



Figure 9.30; Example of accessible paths and safe interaction between users

EMPLOYMENT

DEVELOPMENT & CHARACTER

Close to existing spread of employment uses and built form, as well as in proximity to the primary road network which provides links across North Walsham and North Norfolk via the A149 and A140. The northern employment area allows for the expansion of a defined area which will contribute to the economic base of North Walsham.

This allows for the extension of the existing employment character of the surrounding land, with the shared northern boundary allowing for the creation of a more established employment hub within North Walsham.

The employment areas will be well connected by sustainable transport means to the urban extension, and to existing residential areas of North Walsham, this will allow for sustainable transport methods to become easily incorporated into commuter routines within North Walsham.

The built form and uses of this area will reflect the current configuration of bordering sites, comprising of small to medium sized buildings and warehouses which will contain businesses, general industry or small scale storage, distribution and logistic operations.

Detailed design of the employment sites, including their character, particular uses and materiality will be led by the final uses of the plots, which are to be determined.

MATERIALS

Materials selection for the employment areas should be functional, robust, and appropriate for the final uses of the plots, whilst reflecting the wider vision for the development. Materials which may be appropriate include:

- Metal Cladding, selected to reference existing adjacent commercial space, with colour and form referencing agricultural buildings.
- New Bricks in small quantities: Generally, smooth soft red bricks with rich orangery-red colours. Should offer some variation in colour and texture, potentially to define plot accesses.
- Smooth Soft Render: Normally lime-based with a float finish and rounded edges.
- Hard or Roughcast Render: Normally cement based with sharp angles and drips.
- PV Cells (On Appropriate Elevations): On rear elevations, screened behind parapets etc.

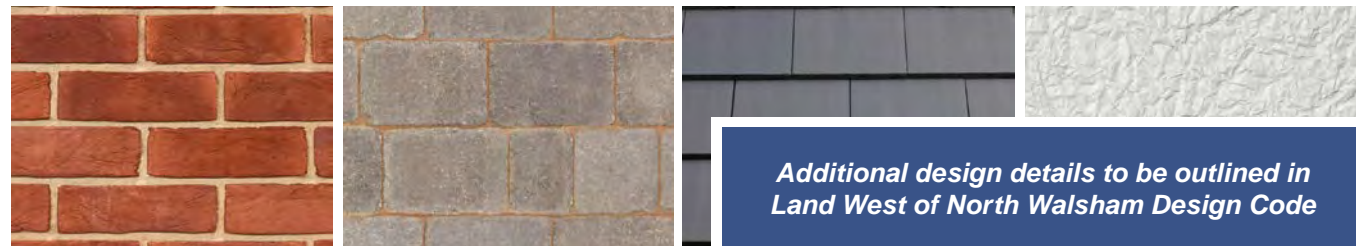


Figure 9.31; Potential materials selection

KEY PRINCIPLES

Key principles to be considered when considering the employment zone include:

- Activity generating functions within a building, such as entrances, reception areas, cafeterias and offices, should be located so that they can enliven the principal elevation, overlooking the street and the approach to the building. This can provide windows and natural surveillance to the street and communal areas of a development, and bring interest and variety to the building frontage.
- Sensitive landscaping should soften the appearance of units, and provide space for the staff of the plots.
- The siting of large buildings and industrial units should reflect the context and topography of the surroundings wherever possible.
- Opportunity to improve sustainability and climate resilience, with the option to explore rainwater harvesting as part of any outline applications which come forward.

RESIDENTIAL

DEVELOPMENT & CHARACTER

The Proposed Urban Extension of North Walsham will be separated into three varied, but interconnected, character areas. These areas will be tailored to respond to, the built form which they are sited next to.

The Northern Character Area will look to develop in keeping with the existing residential footprint and style, retaining the open sightlines and connection to rural land through lower-density residential spaces.

The Central Character Area will contain the majority of facilities, ensuring interaction and engagement throughout new and existing North Walsham; including a primary community hub, school and care home. The surrounding higher-density residential buildings will reflect this more intensive use, with a higher density urban fabric, demonstrating the opportunity for growth and development for North Walsham.

The Southern Character Area will contain the largest proportion of residential space, with the reflection of existing character allowing it to have the most varied and diverse density and building type. But this is balanced by a clear connection to the bordering rural and woodland environments, containing a large expanse of Strategic Green Infrastructure and green links throughout the area.

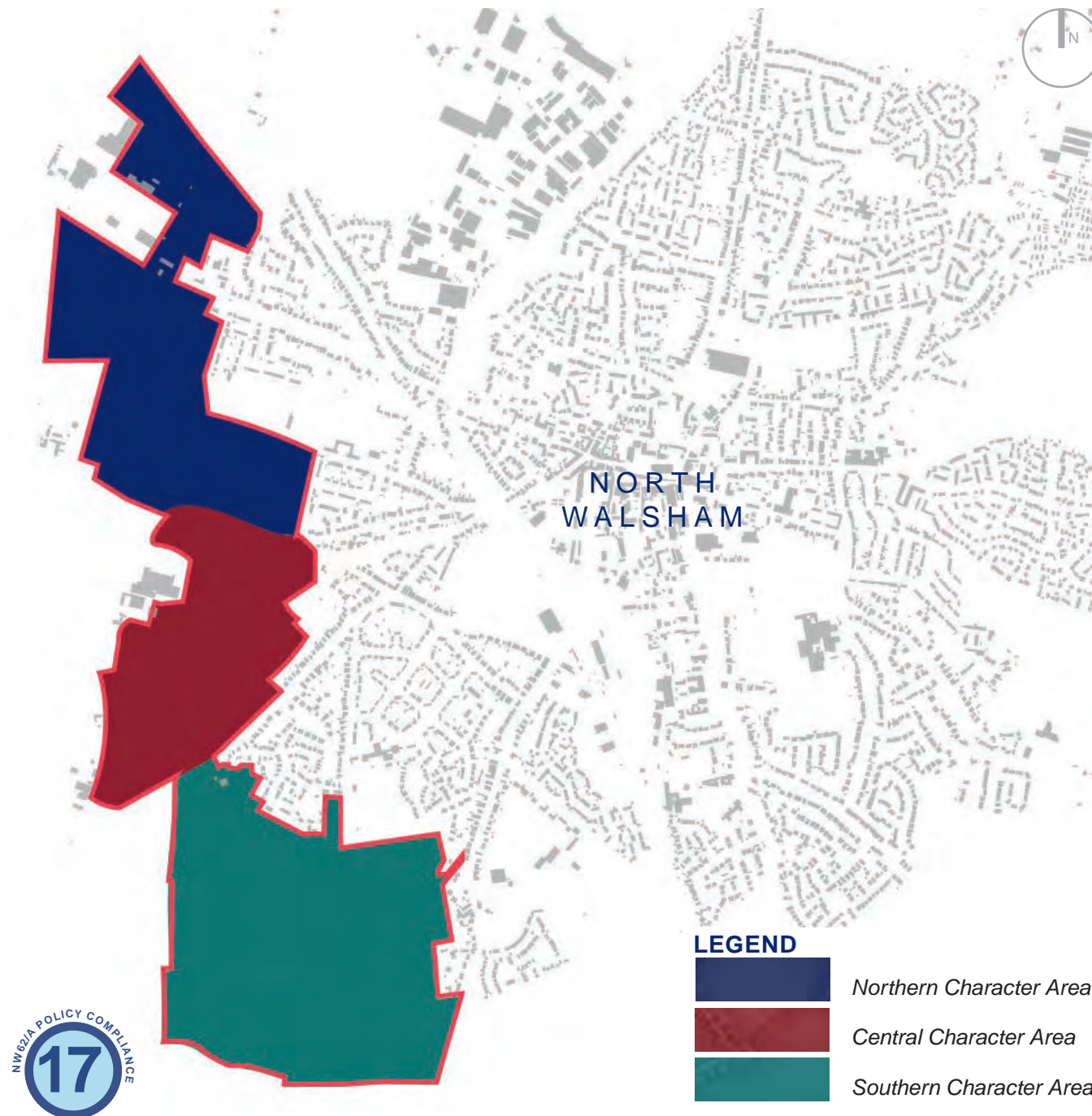


Figure 9.32; Character area key plan

NORTHERN CHARACTER AREA

The Northern Character Area will be a mid to lower density neighbourhood which will integrate itself into the existing relaxed, open character of the surroundings.

Residential development will preserve links to green space and open skylines, with lower-rise and lower density buildings, and opportunities for self-built plots.

This area will be forward looking, with financial opportunities generated by the inclusion of employment zones. This increased activity creates local potential for economic and commercial growth, whilst connecting with existing employment areas locally.

LEGEND



Train Line



Proposed Employment Use



Proposed Residential Use



Primary Frontage



Secondary Frontage



Proposed Open Space



Proposed Sports Pitches



Main Residential Street



Primary Street Alignment



Secondary Street Alignment



Proposed Infiltration Basin



LEAP



Proposed Pedestrian Link

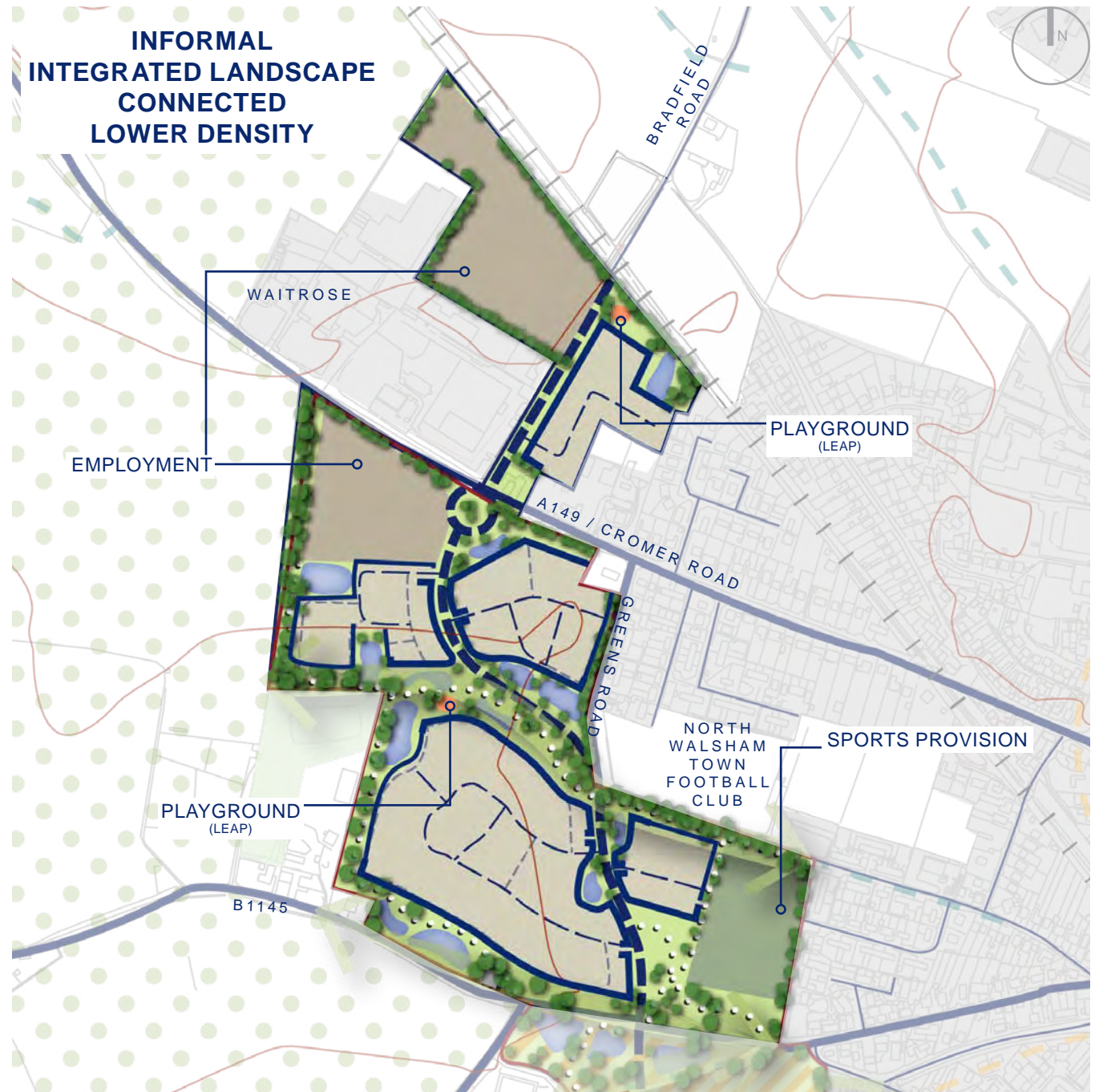
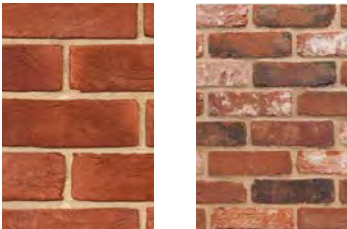


Figure 9.33; Northern character area framework master plan

	CHARACTER AREA RESPONSE
Character	<p>The Northern Character Area will seek to replicate the surrounding open feel, with properties at lower overall heights, as appropriate for the rural edge. Closer to the local centre, development will intensify, with a higher density built form reflecting the built form of the adjacent Greens Road / Kingsway Area. This intensification of residential density will also be present adjacent to the employment areas, looking to encourage people to use and benefit from the active travel links.</p> <p>These areas will be more traditional in style, and building form, however the built form should be varied, with inconsistent roof lines, and some more modern detailing to reflect the age range of dwellings adjacent.</p>
Density	Density varies, within the range of 20-40 dwellings per hectare.
Building Rhythm	The building rhythm should be designed to be regular in layout, with the use of feature properties and streetscape variation in roof lines (see below) referencing the pattern of properties that are directly bordering the site, breaking up the streetscape where necessary.
Setbacks	<p>To further reflect the area's built context, front garden allowance should be considered, with a setback of 2m, however this may be greater in locations. This will allow a green streetscape, as with the surrounding built form, but will not be sufficient to be converted to car parking spaces.</p> <p>Building lines should be consistent, forming perimeter blocks, as with the adjacent residential areas, however this may vary to create a local composition in the built form.</p>
Roof line	Varied roof lines will reflect the existing context. The irregular forms of these roof lines will contribute towards the development not appearing monolithic in the long distance views of this character area.
Materiality	Red brick will be predominately used, reflecting the surroundings and ensuring a sense of continuity, alongside accented use of beige/white render. Secondary materials include creamy-yellow Gault and 'Costessey White' bricks.

DOMINANT MATERIALS



ACCENT MATERIALS



ROOF MATERIALS

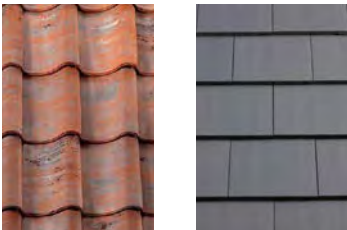


Figure 9.34; North character area precedent imagery

LEGEND

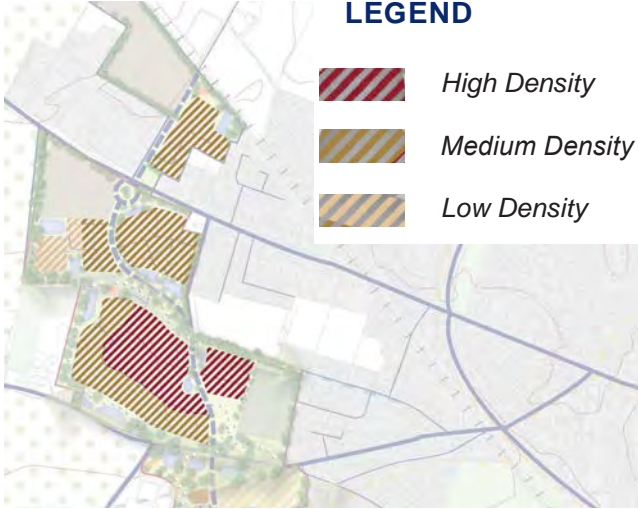


Figure 9.35; Density study



STREET TYPOLOGIES

The primary road will feature a shallow landscape swale, reinforcing a natural character, and demonstrating the integration of landscape within the built form. The primary route will also feature a dedicated segregated cycle route, in addition to two separate footpaths to promote the active travel credentials within the streets.

The remaining streetscapes will allow active travel through a mixture of segregated, and shared footpaths and routes. To ensure integrated landscapes are retained, space has been included for planting within each level of the hierarchy. These are sized to allow for visitor parking to be included within these alignments.

An assumed alignment for utilities has been included underneath footpaths, or shared routes.



Figure 9.36; Tree planting, with a swale

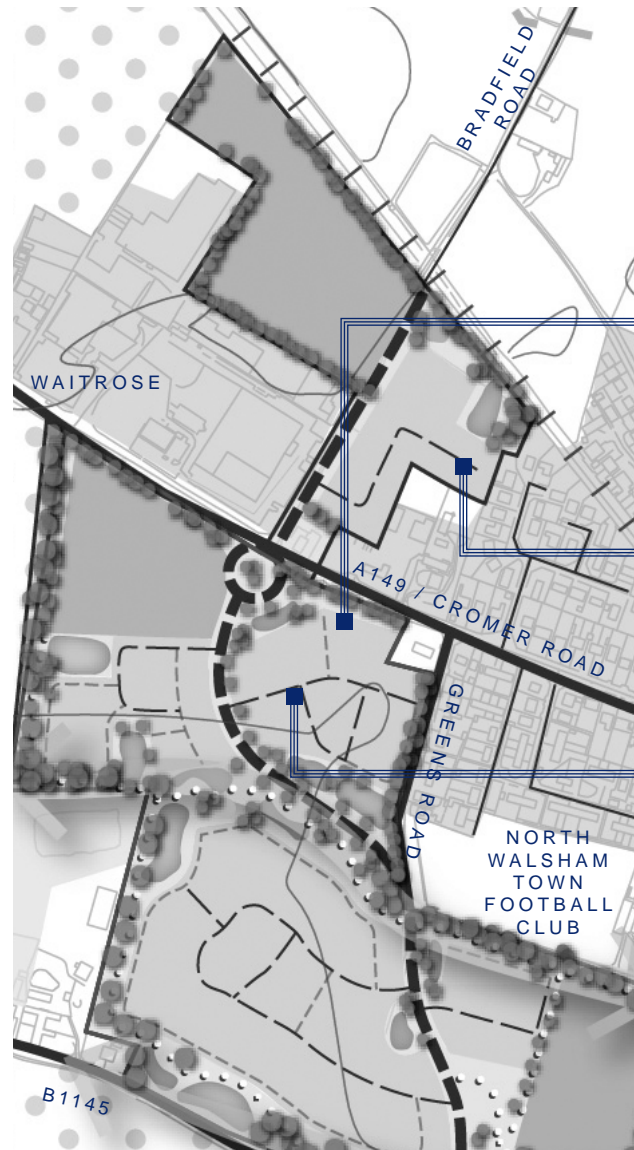
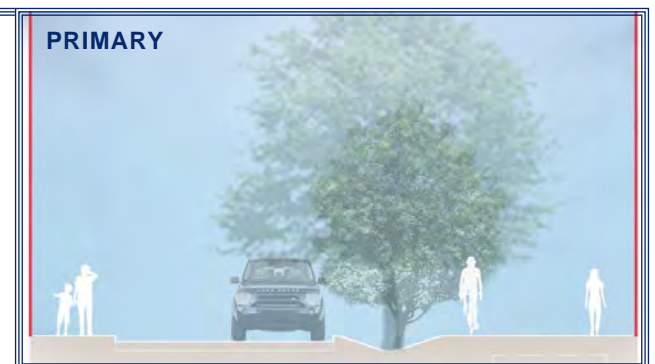
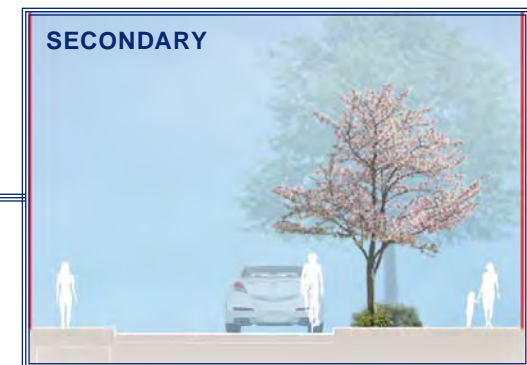


Figure 9.37; Typical road sections



OPEN SPACES

Within the Northern Character Area green spaces are largely informal in nature, creating the first of the east-west green links across the site, forging connection between the North Walsham Town Football Club and the wider landscape.

These spaces will be defined by the edge of built form, and will be overlooked by adjacent residences to maximise passive surveillance.

In addition to tree planting throughout the area, it is expected there would be areas of close mown grass, wildflowers, bulb planting and hedgerows.

Where possible play areas should be defined by hedges (in addition to fencing) to further soften harder elements.

Furniture and materials should be simple, hard wearing, located in logical and accessible locations. This should be guided by the surrounding uses, and be clustered according to adjacent built form or parkland uses, with a higher intensity surrounding play locations or designated recreational points.

Open spaces along boundaries offer an opportunity to deliver further enhanced biodiversity, with a focus on native tree and understorey species, including hedgerows, for a naturalistic feel.

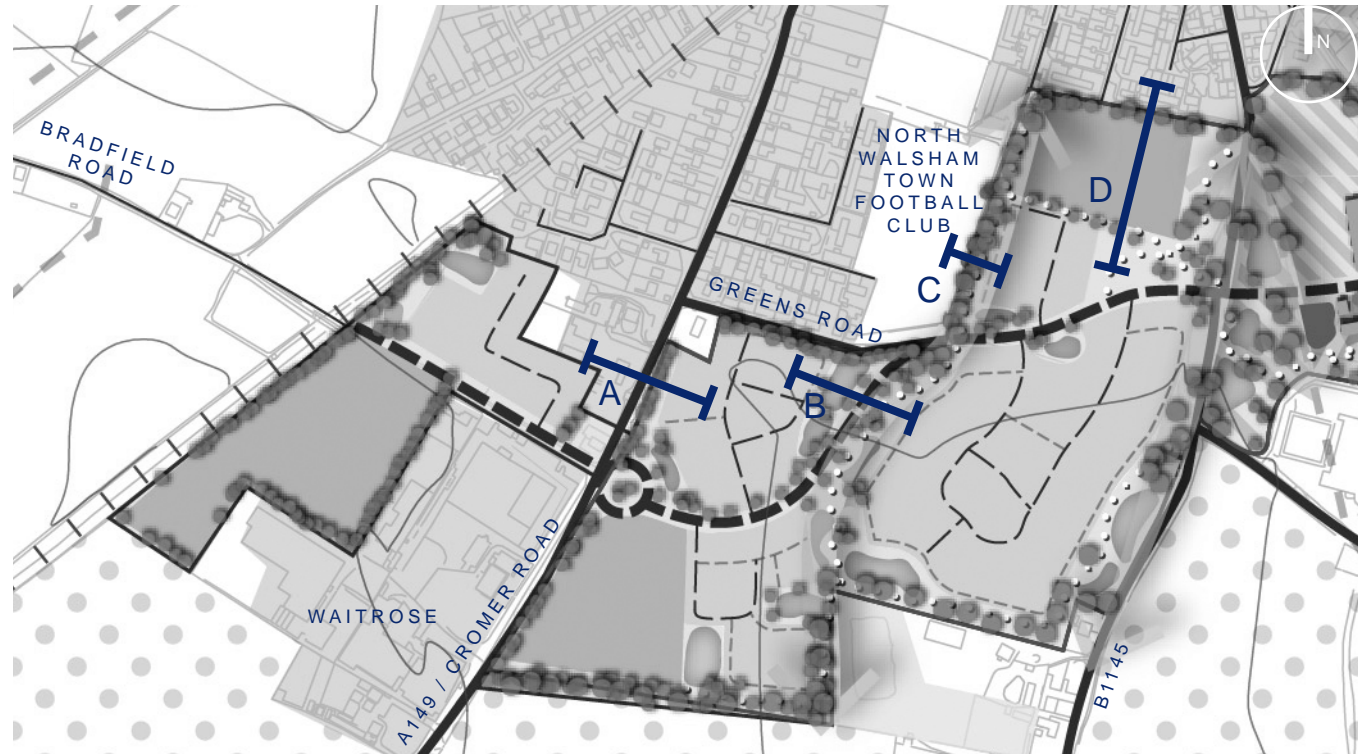


Figure 9.38; Northern character area development edges key plan

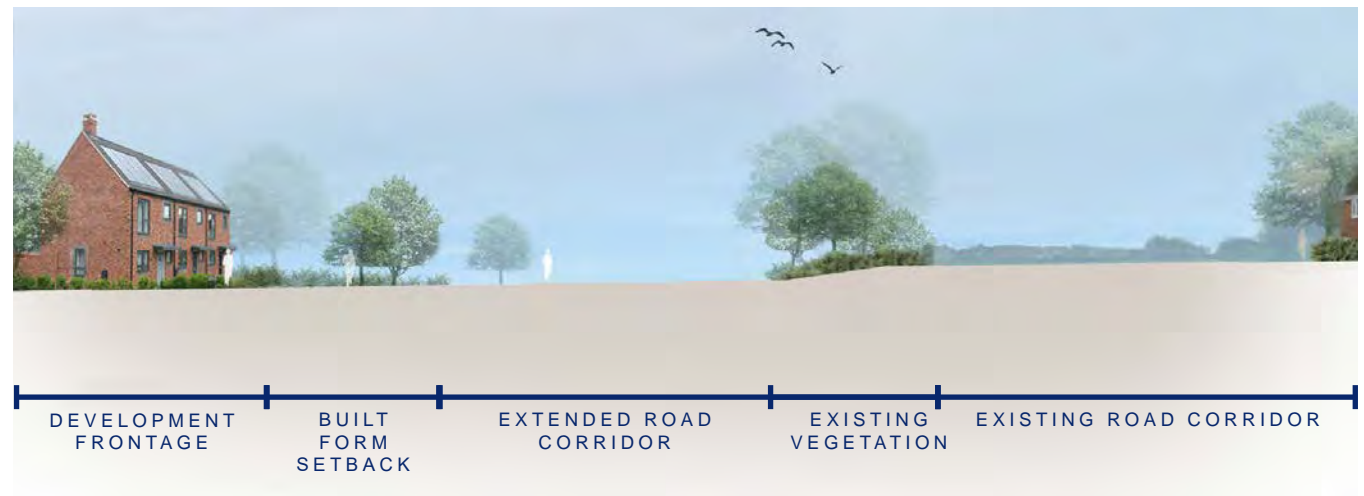


Figure 9.39; Section A through Cromer Road frontage

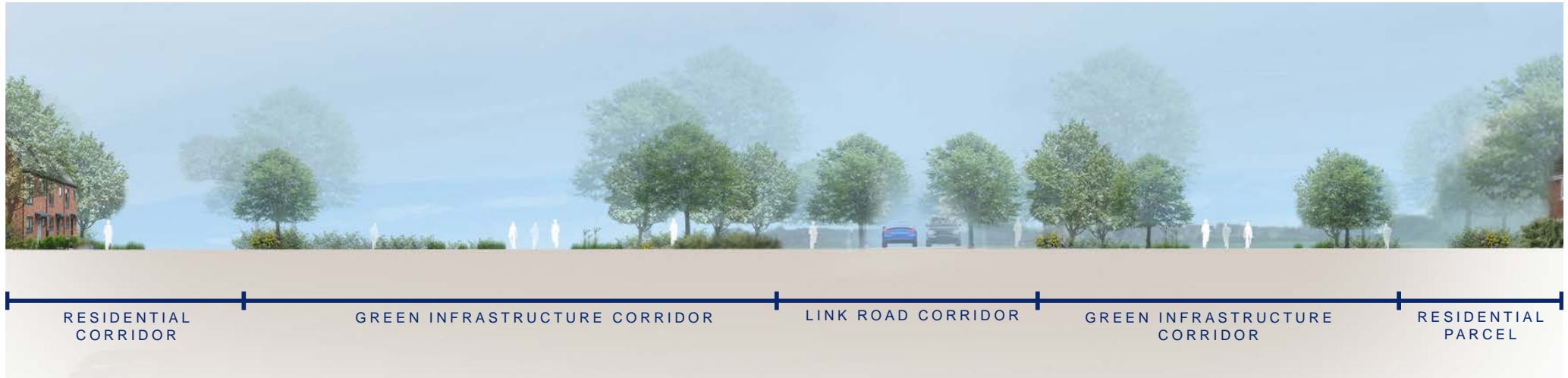


Figure 9.40; Section B through link road corridor



Figure 9.41; Section C through North Walsham FC boundary



Figure 9.42; Section D through proposed sport provision

TREE SPECIES SELECTION

Tree canopies in the Northern Character Area will be visible reinforcing the integration of the natural environment within the character zone. Species selection should have a wide season of interest, habitat benefits and demonstrate resilience to climate change.

Tree species selected for this area will compliment a mixture of native species, and should fulfil the following characteristics

- Trees should exhibit a wider variety of forms, with less dense crowns in areas of lower density.
- Include more delicate crown shapes, flower colours and forms as a means of wayfinding within parcels.



Figure 9.43; Examples of proposed tree species














SPECIES	SPREAD (M)	HEIGHT (M)	ATTRACTIVE TO WILDLIFE	DROUGHT TOLERANT	SEASONAL FEATURES											
					FL - FLOWERS FR - FRUIT FO - FOLIAGE (AUTUMN COLOUR) B - BARK											
					J	F	M	A	M	J	J	A	S	O	N	D
Prunus Cerasifera (Cherry Plum)	10	10	Y	Y			FL	FL			Fr	Fr	Fr			
Prunus Serrula (Birchbark Cherry)	10	10	Y	Y	B	B	B; FL	B; FL	B	B	Fr; B	Fr; B	Fo; B	Fo; B	Fo; B	B
Tilia Cordata 'Greenspire' (Small-Leaved Lime)	10	5	Y	Y						Fl	Fl			Fo	Fo	

CENTRAL CHARACTER AREA

This character area acts as the nexus for the development, containing multiple interlinking roads and footpaths, as well as the site's primary community hub, town plaza and educational facilities. Due to this, the area needs to be accessible for a diversity of users, with safety and security in its design and built form.

The area will have a higher density layout, with urban influences, delivering a local critical mass to support activity around the local centre. The green spaces, and adjacent NEAP should reflect this energy and promotion of social interaction, reinforcing the central hub as the heart of North Walsham West.

LEGEND

	Existing Urban Area
	Proposed Residential Use
	Primary Frontage
	Secondary Frontage
	Proposed Open Space
	Main Residential Street
	Primary Street Alignment
	Secondary Street Alignment
	Proposed Infiltration Basin
	LEAP
	Proposed Pedestrian Link
	Proposed Local Centre
	Proposed School

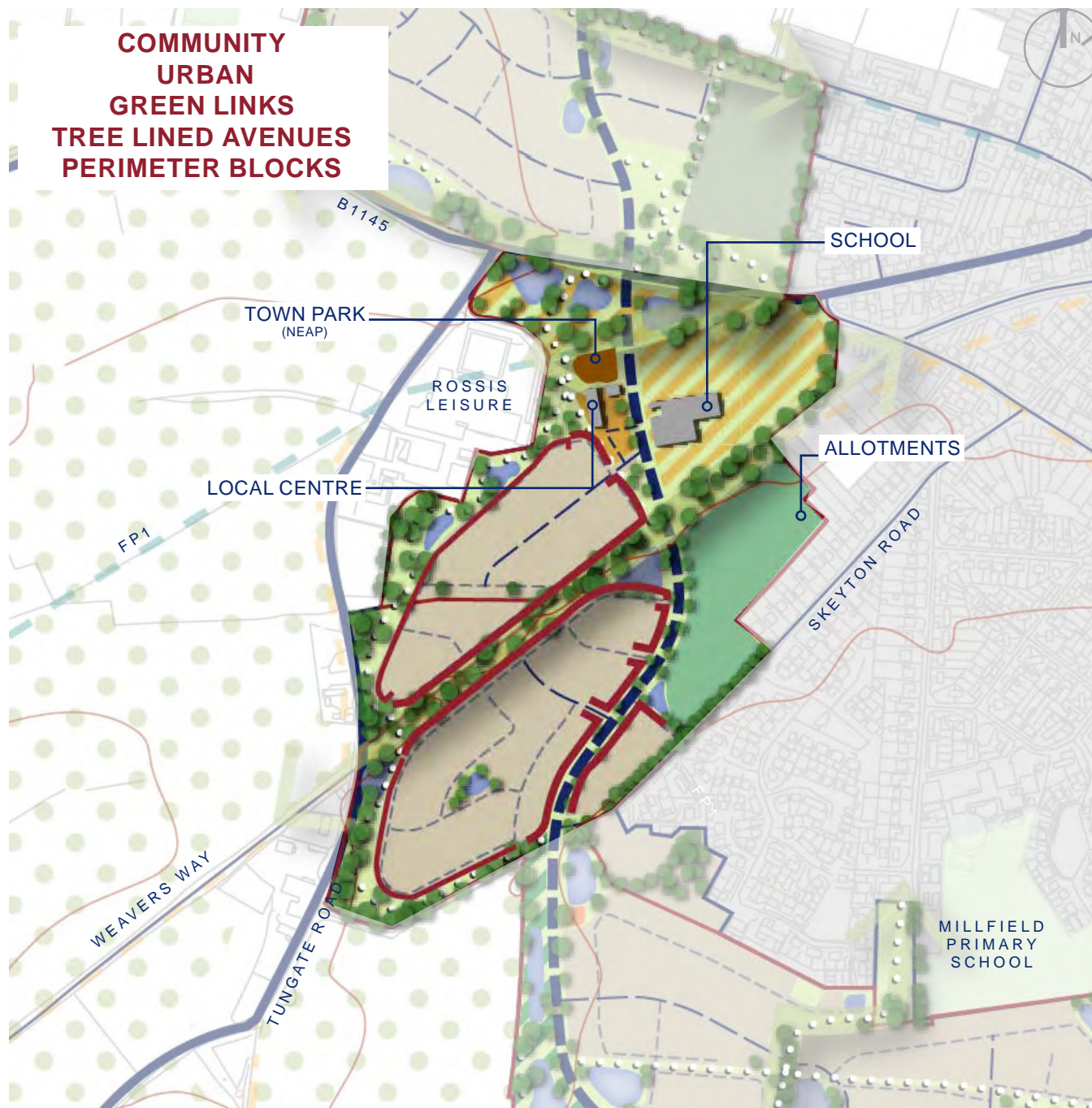


Figure 9.44; Central character area framework master plan

	CHARACTER AREA RESPONSE
Character	The Central Character Area has the opportunity to be more contemporary in nature, creating opportunities to reinforce the social, interactive nature of the site. This will be achieved through creative re-imagining of the materiality of the surrounding context and the expansion of an accessible and safe public realm.
Density	Density varies, 35-45 dwellings per hectare.
Building Rhythm	Due to proximity to the town centre, the building rhythm should respond to a requirement for density. This density should include for an allowance to respond to the predominance of 1 to 2 storey dwellings located to the west of the site, however there may be an argument to create pockets of height at up to 3 storeys, introducing an urban influence closest to the local centre. Due to its more urban nature, parking may be at the front of dwellings, well integrated with planting and trees, as appropriate.
Setbacks	Setbacks should vary, dependant upon the dwelling's location within the development, however these should be considered, with boundary definition important to the more urban nature of the area.
Roof line	Roof lines should have diverse angles and profiles to reflect the differing architecture and built form within the adjacent existing development.
Materiality	Predominantly red brick, using contemporary patterns and the other materials such as timber or metal to uplift and modernise the recognisable palette.



Figure 9.45; Central character area precedent imagery

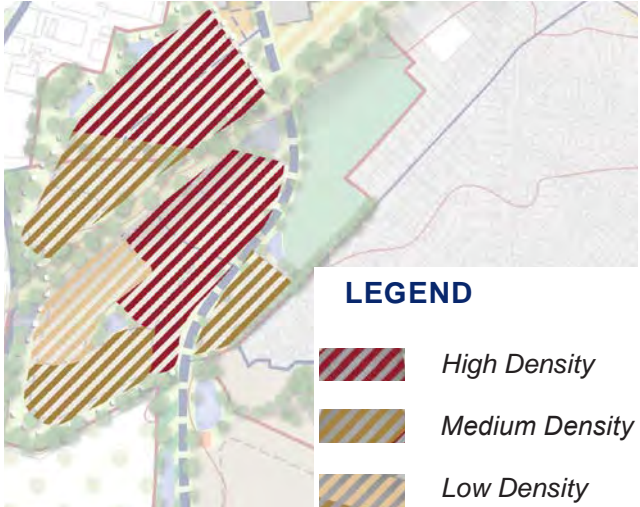


Figure 9.46; Density study

LOCAL CENTRE

The proposed local centre is designed to create a flexible, commercially-led space, which has the ability to act as the heart of the proposed development. This facility has the potential to deliver a small local shop, alongside two other units with the ability to deliver local health or community use, and a small coffee shop.

The proposed Neighbourhood Equipped Area of Play (NEAP) is located immediately to the north of the local centre, and it is envisaged that a small cafe facility could be provided in the stand alone building, linking the NEAP and local centre. Space within the NEAP will be designed for lingering, intending to respond to the needs of harder to reach demographics, such as teenage girls. The location provides clear passive surveillance, from the local centre and proposed cafe, with further passive surveillance provided by FP2 immediately to the north, linking Rossi's Leisure and the existing edge of North Walsham at Aylsham Road. This will ensure that users feel safe whilst providing excellent connections to the new play space for existing residents, encouraging the creation of community for all. Equipment choices should be guided by survey responses, coordinated by Make Space for Girls, in addition to guidance provided by Fields in Trust.

Views over the adjacent Public Right of Way, North Walsham FP2, will be open, to create views to the proposed drainage features to the north overlooking the proposed NEAP. Lighting should be carefully considered within this space, to maximise safety and accessibility.

A new community plaza will be created within the square, relating to the proposed entry to the proposed 2FE School, to promote social interaction. This plaza has the opportunity to become the heart of the development, with clear pedestrian and

cycle routes providing access, to promote healthy placemaking.

By concentrating the community uses, facilities and users in one designated area, it ensures that the plaza will be populated and enjoyed consistently throughout the day. The central position, and clear pedestrian links with the school, will ensure that the use of the area becomes part of resident's daily routines. This will create opportunities for continual interaction, activity and investment, both socially and economically.

Accessibility, and a clear design choice to ensure pedestrian safety, will be demonstrated as the link road moves through the local centre. The use of varied raised surfaces and material finishes alongside the introduction of a 20 mile per hour speed limit will aim to extend the safe pedestrian landscape across the area. This will ensure safe links between the local centre and the school, creating opportunities for motorists to recognise the need for vigilance and care through changes in the built landscape.

There is potential for this plaza to host markets, a christmas tree focal piece and food stalls, with the ability to revert to a green if required. Planting will surround this, with potential for in built seating to act as an informal bus stop or meeting place.

A variety of robust, high-quality materials should be used, with the local centre able to support the social development of North Walsham West by creating a welcoming third space for residents to gather.

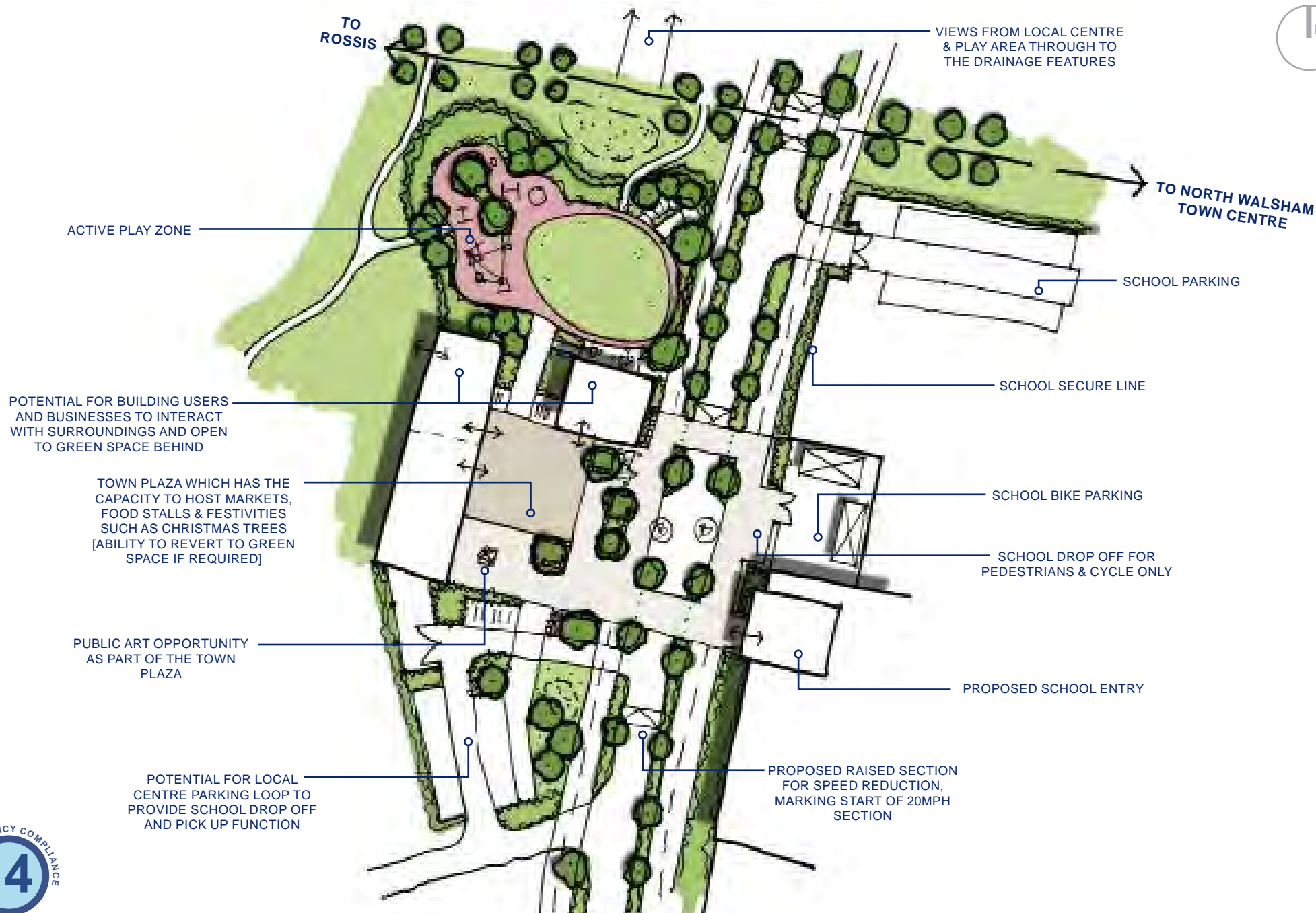


Figure 9.47; Example of proposed public space & seating



**Additional design details to be outlined in
Land West of North Walsham Design Code**

Figure 9.48; Examples of local centres & hubs



STREET TYPOLOGIES

The Secondary Street typology will accommodate lower volumes of traffic, allowing for an informal planting corridor providing links to the surrounding landscape, to create tree lined avenues within the urban area.

The Tertiary Street alignment features a pedestrian zone, shared vehicular and cycle route, and boulevard tree planting with space for dedicated visitor parking. An assumed alignment for utilities has been included underneath footpaths, or shared routes.

OPEN SPACES

The Central Character Area features structural green spaces and new green corridors along existing Public Rights of Way and Weavers Way, enhancing active travel connections to North Walsham's existing built form. These green corridors frame the school and local centre, creating excellent landscape-led connections between existing and new communities, with further links to Rossis Leisure.



Figure 9.50; Tertiary street inspiration, featuring planting and parking within an urban context

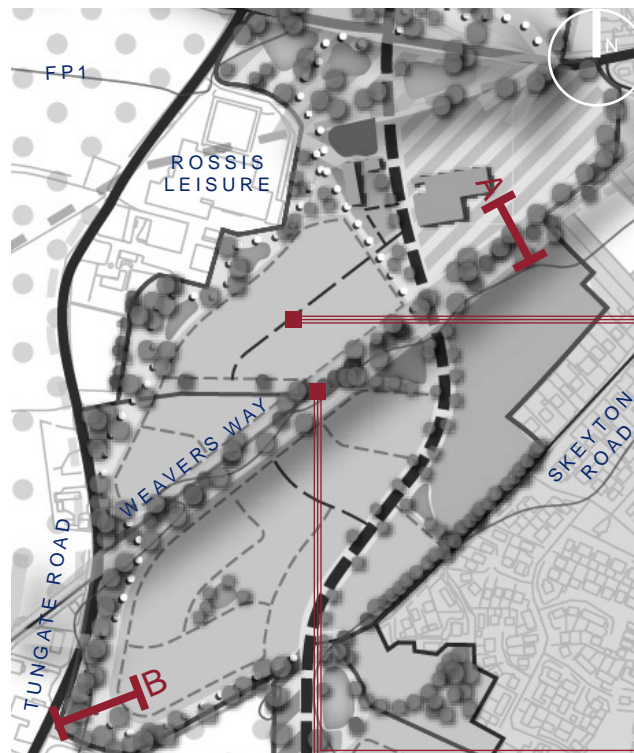


Figure 9.51; Typical road sections

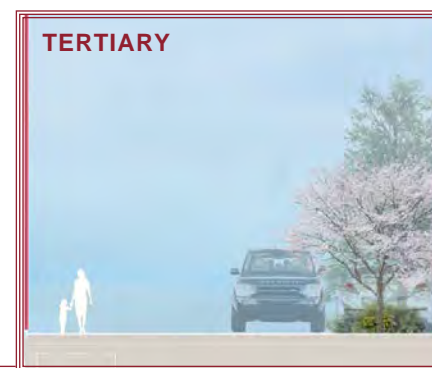


Figure 9.52; Section A through Weavers Way Corridor

A new town park will be located around the link road and the new alignment of Aylsham Road, with a proposed Neighbourhood Equipped Area for Play forming part of the local centre design. This area will in turn provide good green links to the proposed area provided for the extension of the North Walsham Town Football Club.

Close to the Local Centre, open spaces should have formal or semi-formal designs with well-defined boundaries. Inspired by nearby infiltration features, the play space has the potential to incorporate water elements. A consistent palette of high-quality materials, sealed paths for primary routes, and firmly compacted materials for secondary routes are recommended. Furniture and materials should be simple, durable, and logically located.

TREE SPECIES SELECTION

Tree canopies within the Central Character Area will break a built form which is defined by higher density development. Due to this higher density, specimens which have a proven track record in urban environments will be preferred, but should provide a wide season of interest, habitat benefits and demonstrate resilience to climate change.



Figure 9.53; Section B through parcel edge

Tree species selected for this area will compliment a mixture of native species, and should fulfil the following characteristics

- Maples as feature species
- White flowers
- Tight and regularly shaped canopies within urban form

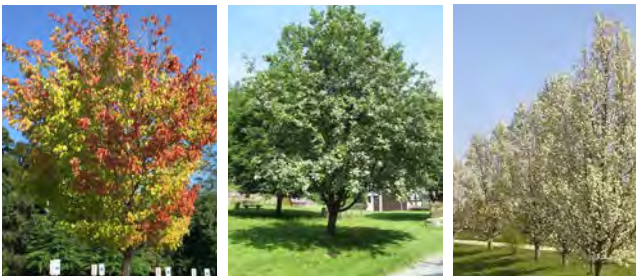


Figure 9.54; Examples of proposed tree species










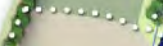
SPECIES	SPREAD (M)	HEIGHT (M)	ATTRACTIVE TO WILDLIFE	DROUGHT TOLERANT	SEASONAL FEATURES											
					FL - FLOWERS FR - FRUIT FO - FOLIAGE (AUTUMN COLOUR) B - BARK											
					J	F	M	A	M	J	J	A	S	O	N	D
Acer Buergerianum (Trident Maple)	12	6	Y	Y		Fo	Fo						Fo	Fo	Fo	
Pyrus Calleryana 'Chanticleer' (Callery Pear)	12	4	Y	Y			Fl	Fl					Fo	Fo	Fo	
Sorbus Aria 'Majestica' (Whitebeam)	7	5	Y	Y					Fl							
Tilia Cordata 'Greenspire' (Small-Leaved Lime)	10	5	Y	Y						Fl	Fl			Fo	Fo	

SOUTHERN CHARACTER AREA

This character area will benefit from the unique landmarks and character already present in the surroundings, allowing for the most variation in building styles and designs.

The varied density southern edge will respect the Site's connection to nature, blending the development into the rural context and woodland beyond. This natural influence and presence of green corridors will compliment the variety of built form, ensuring the area feels balanced, permeable and environmentally integrated.

LEGEND

	Existing Urban Area
	Proposed Residential Use
	Primary Frontage
	Secondary Frontage
	Proposed Open Space
	Main Residential Street
	Primary Street Alignment
	Secondary Street Alignment
	Proposed Infiltration Basin
	LEAP
	Proposed Pedestrian Link
	Strategic Green Infrastructure

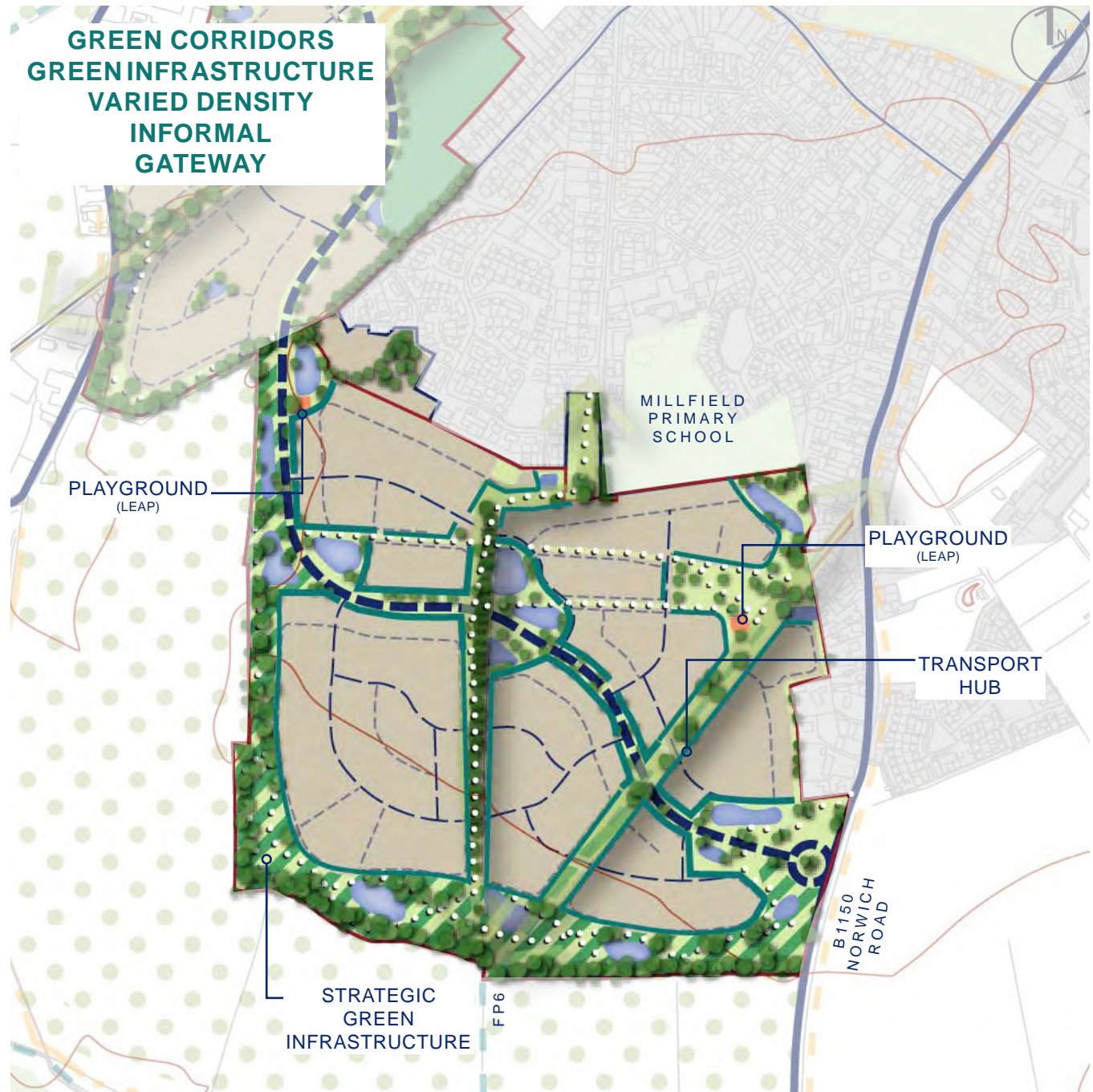


Figure 9.55; Southern character area framework master plan

	CHARACTER AREA RESPONSE
Character	The Southern Character Area should reflect the southern approach to North Walsham, achieving a balance between the natural environment and the existing urban form through careful consideration of density, building and green space arrangements.
Density	Density varies, between 30-40 dwellings per hectare.
Building Rhythm	The building rhythm should be designed to be irregular when viewed from a distance, referencing the existing surrounding built form.
Setbacks	Setbacks should vary, dependant upon the dwelling's location within the development. Setbacks for dwellings located along the main residential street should be minimal to encourage passive surveillance. Vehicular crossovers should be minimised along the main residential street, with rear access parking preferred along at least one side of the main residential street, for the safety of cyclists.
Roof line	Varied roof lines will reflect the existing context. The irregular forms of these roof lines will contribute towards the development not appearing monolithic in the long distance views of this character area.
Materiality	Materiality should be a mixture of predominantly red brick, beige/white render, with a small proportion of secondary materials including creamy-yellow Gault and 'Costessey White' bricks. This will reflect the context of this area of North Walsham.

DOMINANT MATERIALS




ACCENT MATERIALS





ROOF MATERIALS




LEGEND



Figure 9.56; Southern character area precedent imagery

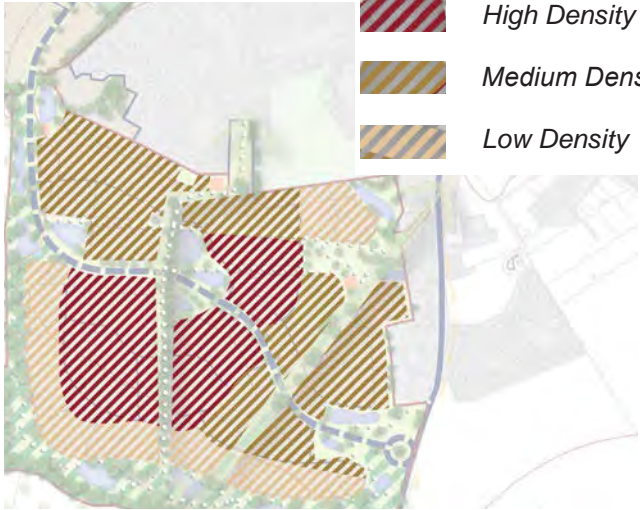


Figure 9.57; Density study

STREET TYPOLOGIES

The primary road will feature a shallow landscape swale, reinforcing a natural character, and demonstrating the integration of landscape within the built form. The primary route will also feature a dedicated segregated cycle route, in addition to two separate footpaths to promote the active travel credentials within the streets.

The remaining streetscapes will allow active travel through a mixture of segregated, and shared footpaths and routes. To ensure integrated landscapes are retained, space has been included for planting within each level of the hierarchy. These are sized to allow for visitor parking to be included within these alignments.

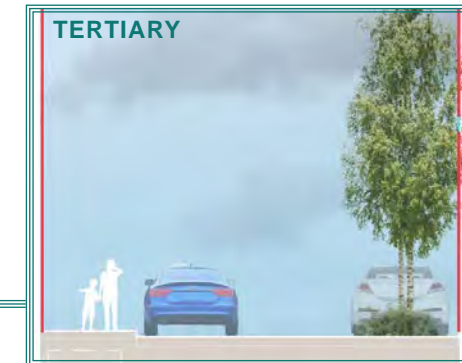
An assumed alignment for utilities has been included underneath footpaths, or shared routes.



Figure 9.58; Tree planting within the streetscape



Figure 9.59; Typical road sections



OPEN SPACES

The Southern Character Area will define a new gateway into North Walsham along North Walsham Road. A proposed area of Strategic Green Infrastructure will wrap up and around this boundary, creating a transition between the urban form of North Walsham, and the rural landscape beyond. This park will encircle the Southern Character area, linking to the extensive Green Corridors created around existing Public Rights of Way and retained hedgerows.

These links will create excellent, connected green spaces throughout this character area, and are supported by a number of smaller east-west corridors, terminating in parklands featuring infiltration basins.

These spaces will be defined by the edge of built form, and will be overlooked by adjacent residences to maximise passive surveillance.

Furniture and materials should be simple, hard wearing, located in logical and accessible locations. This should be guided by the surrounding uses, and be clustered according to adjacent built form or parkland uses, with a higher intensity surrounding play locations or designated recreational points.

Open spaces along boundaries offer an opportunity to deliver further enhanced biodiversity, with a focus on native tree and understorey species, including hedgerows, for a naturalistic feel.

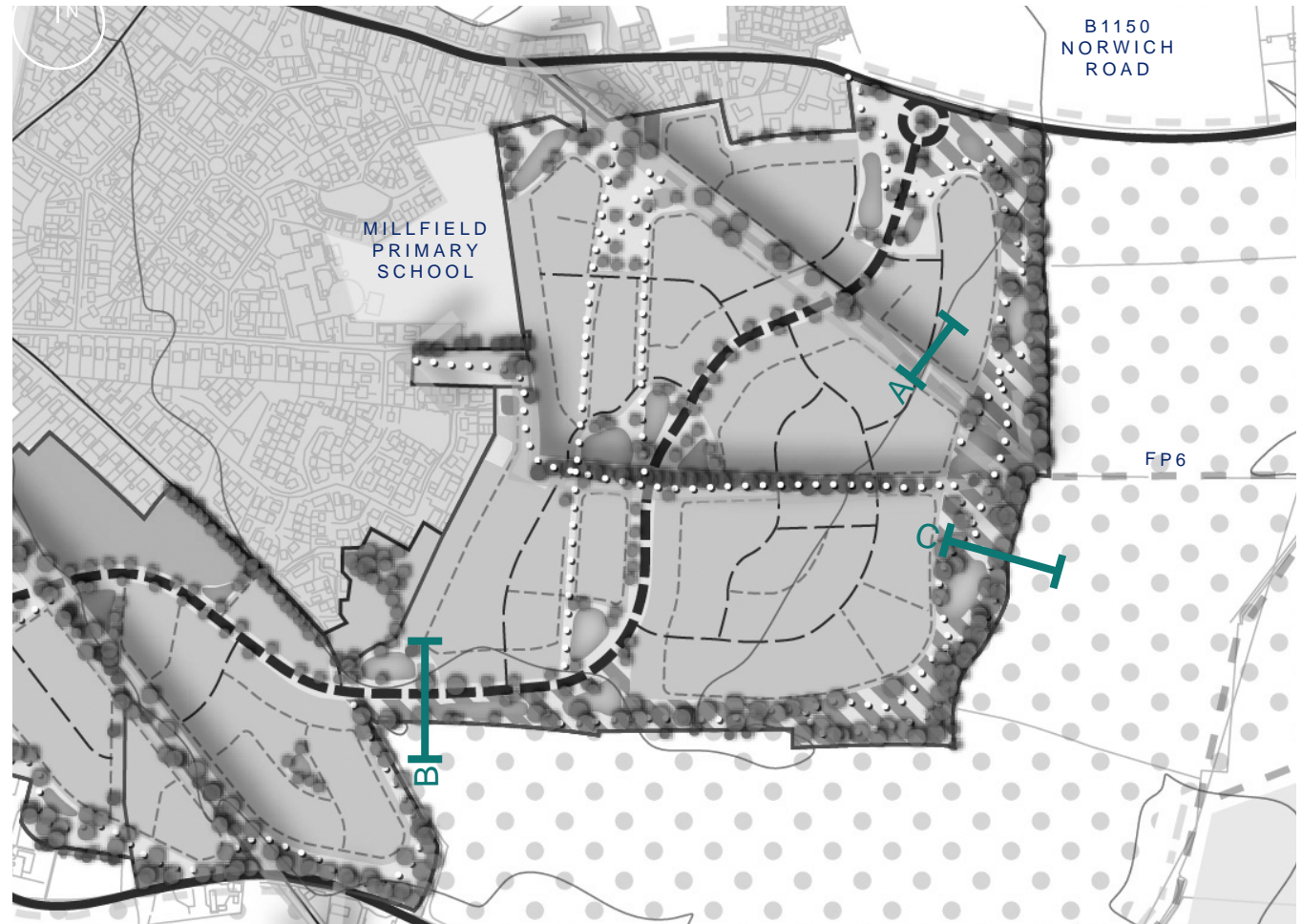


Figure 9.60; Southern character area development edges key plan



Figure 9.61: Section A through Green Corridor



Figure 9.62; Section B through public open space and infiltration feature

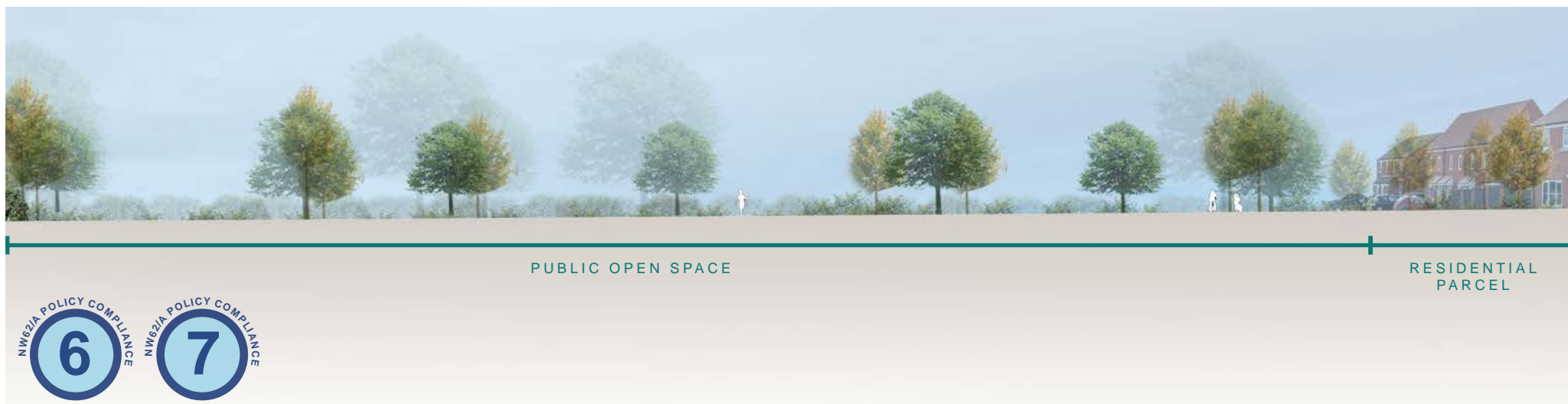


Figure 9.63; Section C through southern public open space

TREE SPECIES SELECTION

Tree canopies in the Southern Character Area will be vital in integrating the natural environment with the built form. Tree canopies will provide an important visual mitigation function in breaking the roofline of the built form as they mature. Species selection should have a wide season of interest, habitat benefits and demonstrate resilience to climate change.

Tree species selected for this area will compliment a mixture of native species, and should fulfil the following characteristics:

- Cherries and birches should reflect the greater number of tertiary streets, with species selected to act as a wayfinding technique within the character area.

- Larger scale parkland species should be provided for within the open space, outside of the necessary easements.
- Feature tree TBC.



Figure 9.64; Examples of proposed tree species

SPECIES	SPREAD (M)	HEIGHT (M)	ATTRACTIVE TO WILDLIFE	DROUGHT TOLERANT	SEASONAL FEATURES											
					FL - FLOWERS FR - FRUIT FO - FOLIAGE (AUTUMN COLOUR) B - BARK											
					J	F	M	A	M	J	J	A	S	O	N	D
Acer Campestre 'Elsrijk' (Field Maple)	12	6	Y	Y			L	L					L	L	L	
Amelanchier Arborea 'Robin Hill' (Juneberry)	8	2.5	Y	Y			Fl	Fl	L				L	L	L	
Betula Pendula (European White Birch)	15	12	Y		B	B	B	B	B	B	B	B	B	B	B	B

10. INFRASTRUCTURE DELIVERY

PHASING AND INFRASTRUCTURE

The delivery of all elements of the Urban Extension will be logically phased, with exact numbers and delivery years to be agreed. The delivery of infrastructure and community facilities, including the school will be delivered at key thresholds to be agreed with North Norfolk District Council, based on housing delivery and occupation.

LOCAL CENTRE

Delivery of the local centre will be determined based on the ability of the development site to deliver necessary funding, and ensure the critical mass required to support the viability of the commercial spaces, to deliver a vibrant community resource.

RESIDENTIAL DEVELOPMENT

Construction of the residential development parcels will likely begin adjacent to Norwich Road and Cromer Road, moving north and south respectively.

GREEN INFRASTRUCTURE

Green Infrastructure will be delivered in a phased approach, alongside residential development. This includes appropriate extents of Sustainable Drainage Systems, and upgrades to Public Rights of Way.

EMPLOYMENT LAND

The employment land can be bought forward subject to market demand. Appropriate triggers for this will be agreed at outline application stage.

The exact timing of phasing of the allocation will be agreed at outline application stage, and will ensure a continuous supply of housing and employment land for North Walsham and North Norfolk District Council.

AFFORDABLE HOUSING

Affordable housing will be developed alongside market housing in accordance with delivery requirements.

SCHOOL

The exact delivery of the school will be prepared in coordination with the education authority, to coordinate with the delivery of residential units.

GOVERNANCE

It is anticipated that a management company will oversee the long term maintenance of all open space areas and any other non-adoptable areas.

Affordable dwellings and dedicated housing for the elderly, or retirement communities may be managed by public or private companies.

Additional design details to be outlined in Land West of North Walsham Design Code

PLANNING APPLICATIONS

This Development Brief sets out the requirements of North Norfolk District Council in regards to allocation NW62/A.

It is expected that this allocation will be delivered in a number of discrete outline applications, based on land ownership and control. Following the endorsement of this Development Brief, a more detailed Design Code will be drafted quantifying the relevant design principles to be respected in regards to future outline and reserve matters applications.

11. CONCLUSION

This Development Brief for the Land West of North Walsham highlights how the allocation requirements set out in Policy NW62/A of North Norfolk's emerging local plan will be achieved.

This document demonstrates how a development can be brought forward which integrates well with North Walsham, delivering a sustainable, mixed use development which positively connects with and actively contributes to North Walsham. The strategy identified in this brief demonstrates how housing can be provided for a wide range of needs, set within a strong Green Infrastructure network, that responds proactively to climate change.

Development of the site in accordance with this Brief will bring forward a range of new housing, in a range of types and tenures, set within clear character zones. Housing will be provided for a range of ages, from starter homes through to retirement provision, responding to the expected demographic profile of North Norfolk, while aiming to attract and retain young families in the area.

A proposed 2 form entry primary school will prove attractive to young families, and create a focus for the proposed local centre, located between the proposed school and the existing Rossis Leisure facility.

The proposed Local Centre will cater for the immediate needs of new residents, with space for potential community facilities, including healthcare,

local shops and a potential cafe. Active travel will be encouraged through built form, allowing for safe, accessible and direct routes across the Site and into North Walsham. Segregated active travel corridors along the link road and new bus routes along with generous routes through the public open space and into North Walsham will ensure the development of a new community with sustainable, healthy transport options at the development's heart.

Proposed employment land within the master plan will act as a catalyst for growth for North Walsham, providing long term local employment opportunities alongside those generated within the school and local centre.

Proposed allotments and enhanced sports provisions will provide valuable opportunities for future and existing residents to mix, strengthening the vitality of North Walsham, integrating old and new. Carefully considered character areas will blend the character of existing and new housing, reinforcing and developing North Walsham's sense of place.

To conclude, Land West of North Walsham will be a sustainable extension to North Walsham, which integrates with, and positively contributes to the existing community, providing housing for a range of needs, within a strong Green Infrastructure network.

Responding proactively to Climate Change, the extension should be held to high environmental standards, whilst acting as a catalyst for growth, helping to successfully shape the future of North Walsham.



Figure 11.1; Contextual masterplan

POLICY COMPLIANCE TABLE - ALLOCATION

POLICY RESPONSE TABLE	
POLICY	RESPONSE
DEVELOPMENT BRIEF AND DESIGN CODE	
1. Prior approval and adoption of a comprehensive Development Brief incorporating a site wide Vision and Master Plan demonstrating how the development will respond to the particular characteristics of the site and detailing the delivery of all of the uses and infrastructure required in this policy.	This document is part of the delivery of this element of the Policy.
2. Prior approval of a site wide Design Code to compliment the Development Brief detailing the design principles for all development and land uses	A Design Code is in progress. This document follows on from the Development Brief, given its more detailed nature.
GREEN INFRASTRUCTURE	
3. Prior approval a Green Infrastructure Strategy detailing the delivery of the green infrastructure including new areas of open spaces, play areas, sports pitches, strategic landscaping and green corridors. The Green Infrastructure Strategy should complement principles in the Design Code and Drainage Strategy. Delivery of on-site green infrastructure should provide the opportunity to contribute towards mitigation measures identified in the Norfolk Green Infrastructure and Recreational Impact Avoidance & Mitigation Strategy (GIRAMS);	<p>The Green Infrastructure Strategy is outlined within this document. This includes elements of strategic landscaping, green corridors, play, sports pitches, and new open space.</p> <p>Opportunities for contribution towards the mitigation measures identified in the Norfolk Green Infrastructure and Recreational Impact Avoidance & Mitigation Strategy (GIRAMS).</p>
<p>4. Development proposals will provide the following specific green infrastructure:</p> <ul style="list-style-type: none"> i. at least 17.47ha of new public open space including a new 'town park' of at least 2ha, new sports pitches of 2ha and a minimum of 2.4ha of allotments; ii. a substantial area of strategic green infrastructure at a minimum of 10ha to the south and western countryside edge of the development to create a new green edge of the town; iii. enhancement of the Weavers Way corridor acting as a green access spine through the development including improving biodiversity along the corridor. It will provide a pedestrian & cycle crossing point across the link road that prioritises these uses over vehicle traffic; iv. a new green corridor which will traverse north to south through the development providing an access and biodiversity corridor; 	<p>The proposed framework master plan delivers 38.38ha, totaling 35.44% of the site area. This includes:</p> <ul style="list-style-type: none"> Provision of a new 'town park' of at least 2ha. A minimum of 2.4ha of allotments. New sport pitches at minimum 2ha. A substantial area of Strategic Green Infrastructure of minimum 10ha to south and western countryside edge of the development. Enhancement of the Weavers Way corridor, in addition to other PRowWs which cross the site, to act as a biodiversity and active travel corridor. This includes a crossing point which prioritises these uses over vehicular traffic. A green corridor is aligned north-south through the site, alongside the proposed link road, with supplementary east-west corridors to create discrete character areas throughout the site. <p>Please refer to Figure 46 for the Development Brief Schedule, and Figure 49 for open space strategy and locations.</p>

POLICY RESPONSE TABLE

POLICY	RESPONSE
ENVIRONMENTAL MITIGATION	
5. Prior approval of a Drainage Strategy detailing the delivery of sustainable drainage and flood mitigation & storage measures that will be integral to the urban development and green infrastructure, including using surface water runoff as a resource that contributes to water sensitive urban design (WSUD) and integrating the water cycle within the built and green environment;	<p>Please refer to Figure 62 for the proposed drainage strategy.</p> <p>Due to the favourable ground conditions on site, the surface water drainage design will utilise infiltration as the primary method of discharge. Surface water from roads and development plots will discharge into the ground via a series of separate infiltration basins spread across the site, which will enable surface water to be treated close to source. By having a series of infiltration basins throughout the site this will also enable the drainage to be fully integrated with the site masterplan's green spaces.</p>
6. Proposals should protect and enhance heritage assets and their settings including designated and non-designated heritage assets including the 'Battlefield Site'. This should include a design, layout and landscaping that protects and enhances the listed buildings at Bradmoor Farm;	<p>The proposed scheme respects the setting of the cluster of listed structures at Bradmoor Farm, located to the west of the site along Aylsham Road by proposing a structural landscape corridor along the site boundary. This will also benefit the amenity of Bradmoor Farm cottages.</p> <p>The 'Battlefield Site' to the south of the site will be protected by the proposed southern landscape buffer. This buffer is designed to create an appropriate, rural edge for the proposals, but will also provide an element of open space protection to the 'Battlefield Site.'</p>
7. Landscape buffers and/or green corridors will be provided along the existing urban edge of the town to protect the amenity of existing residential areas;	<p>Adjacent to the existing urban edge, there are areas of public open space to protect residential amenity. There are areas where the proposal seeks to deliver residential developable area adjacent to the allocation boundary, and backing onto adjacent properties. This occurs where boundary security is a priority - such as adjacent to the playing fields of Millfield Primary School, or where rear gardens define the boundary. In this instance recommended back-to-back distances will be respected, and additional security will be provided by the provision of dwellings, and their rear gardens.</p>
SUSTAINABLE TRANSPORT	
8. Provision of a network of interconnected streets, squares, green corridors and public spaces which prioritise moving around on foot and by cycle over the use of private motor vehicles;	<p>Opportunity has been taken to identify interconnected routes which create opportunities for interconnected routes for all users. These will be clarified as the master plan develops.</p>

POLICY RESPONSE TABLE

POLICY	RESPONSE
9. Delivery of appropriate public transport measures on site providing facilities and regular services to/from the town and key services;	<p>Appropriate public transport measures have been identified as part of the technical work which underpins this document. This includes the potential for re-routing of existing routes to serve the Site.</p> <p>To facilitate this approach, locations have been identified along the link road through the scheme, to serve the new North Walsham residents. In addition, a Transport Hub has been identified in the south of the site, along with an appropriate turning route to enable the proposed new route of the X55.</p>
10. Provision of off-site pedestrian and cycle route improvements to the town centre, key services and railway station;	<p>Off-site improvements to cycle and pedestrian routes have been identified to underpin the development of the masterplan. Safe, active travel routes to North Walsham's Railway Station are a priority, for longer distance, sustainable journeys. Three external routes have been identified as the most suitable for active travel routes connecting the urban extension with the existing centre of North Walsham, and the train station. These are:</p> <ul style="list-style-type: none"> • A2. Cromer Road Corridor • A5. Weavers Way / Aylsham Road Corridor • A8. Norwich Road Corridor. <p>As part of these routes, potential off-site improvements have been identified, and this will form part of forthcoming engagement at outline application stage.</p>
11. Off-site improvements to the highways and transport network including key junctions that require intervention and mitigation;	<p>A number of off-site targeted improvements have been identified as requiring intervention and mitigation. The detail of these will be progressed proportionally to any applications which come forward.</p>

POLICY RESPONSE TABLE

POLICY	RESPONSE
12. Delivery of appropriate restrictions on the amount of private traffic (including HGV vehicles) that can travel along the Aylsham Road and Skeyton Road;	A combination of measures have been identified to discourage through traffic on Aylsham Rd and Skeyton Rd including the new access Road between Norwich Rd and Cromer Rd, a signalised junction from the development access road with Aylsham Rd, traffic management measures on Aylsham Rd and Skeyton Rd to reduce capacity for traffic, supporting pedestrian improvements. Furthermore planned improvements on the direct desirelines between the development and the Town centre for pedestrians and cyclists, helping to discourage car trips to the town centre.
COMMUNITY FACILITIES AND EMPLOYMENT	
13. Provision of community facilities including a new 2 form entry primary school focused in a broadly central location within the development, a local centre providing options for local convenience retail and health services and other community uses;	A new 2 form entry primary school has been identified as a core component of the master plan (dependent on educational need, and if there is not a need there is ability to allow this area to be altered to another use dependant upon demand). The school is broadly located at the centre of the site, alongside the local centre and allotments to create a hub for North Walsham West. This will be well connected for the proposed residents, serviced by the active travel options along the proposed link road. Existing residents of North Walsham will also experience ease of access, with the school, local centre and allotments located between Weavers Way and PrOW North Walsham FP2.
14. Options for the enhancement of facilities at North Walsham Town Football Club should be considered in line with local and national standards and guidance from Sport England and other sports bodies;	Proposed sports provision has been located adjacent to the existing North Walsham Town Football Club, in line with the site allocation policy.
15. Delivery of approximately 7 hectares of employment land located to the north of the allocation site in the Cromer Road/Bradfield Road area, reflecting the prevailing character of the town and recent development provided with direct access from the new link road and major road network.	Employment land has been identified as part of the revised master planning works. This employment land is focused on the northern section of the site, with a small provision along Norwich Road at the south of the site for the provision of a petrol station and drive through facility.
NEW HOMES	
16. Delivery of approximately 1,800 homes built with a mix of dwelling types, sizes and tenures in accordance with Policy HOU2 of this Plan. A range of densities and layouts will provide variety within the scheme in line with the approved Design Code.	This Development Brief details the broad principles which could underpin the delivery of up to 1800 new dwellings on the allocation site to the West of North Walsham. This document broadly outlines the way in which the mix and density of these dwellings may come forward, and this detail will be developed in the forthcoming design code.

APPENDIX A

REFERENCE DOCUMENTS

Department for Leveling Up, Housing & Communities - National Planning Policy Framework (2023)

Ministry of Housing, Communities & Local Government - National Design Guide (2021)

Department for Leveling Up, Housing & Communities - National Planning Policy Framework (2023)

Department for Transport - Cycle Infrastructure Design (2020)

Ministry of Housing, Communities & Local Government - The Future Homes Standard 2019 Consultation (2021)

ODPM & Home Office - Safer Places: The Planning System and Crime Prevention (2004)

Historic England - Streets for All: East of England (2018)

The Chartered Institution of Highways & Transportation - Manual for Streets 2 (2010)

Sport England - Active Design (2023)

Buglife - B-Lines Insect Superhighways (2021)

North Norfolk District Council - North Norfolk Local Plan 2016-2036 (Regulation 19 Version) (with proposed minor modifications) (2023)

North Norfolk District Council - Draft Design Guide (2019)

Places Services - Norfolk Green Infrastructure and Recreational Impact Avoidance and Mitigation Strategy (2021)

Ethos & North Norfolk District Council - North Norfolk Open Space Assessment (2020)

Norfolk County Council - Parking Guidelines for new developments in Norfolk (2022)

Land Use Consultants & North Norfolk District Council - North Norfolk Landscape Character Assessment (2021)

Norfolk County Council - Norfolk Minerals and Waste Development Framework (2021)

4D Geo Limited - Preliminary Risk Assessment Report (2022)

James Blake Associates - Tree Inspection Report (2023)

James Blake Associates - Great Crested Newt eDNA Survey (2023)

James Blake Associates - Tree & Vegetation Survey (2022)

James Blake Associates - Breeding Bird Survey (2022)

James Blake Associates - Botanical Survey (2022)

James Blake Associates - Invertebrate Survey (2022)

James Blake Associates - Reptile Survey (2022)

James Blake Associates - Hedgerow Survey (2022)

James Blake Associates - PEA (2022)

James Blake Associates - Indicative Biodiversity Net Gain Calculation for North Walsham Sustainable Urban Extension, Norfolk (2023)

AECOM - Composite Utilities Plan (2023)

Groundsure - Source Protection Zones and Drinking Water Abstraction (2022)

AECOM - Sustainable Transport Strategy (2023)

GHC Archaeology & Heritage - Heritage Statement Land West Of North Walsham Norfolk (2023)

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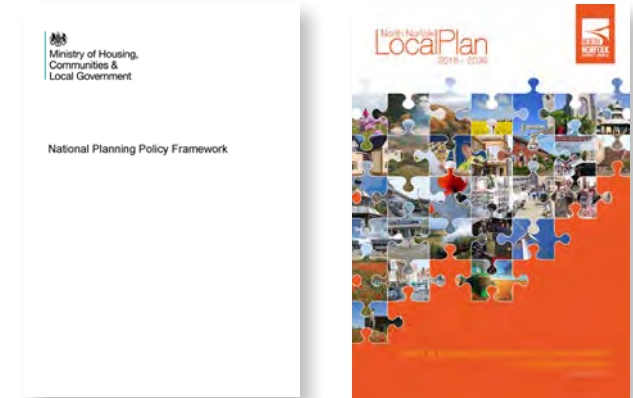
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APPENDIX C

SUSTAINABILITY POLICY CONTEXT

The development will embrace the need for sustainability, introducing a development-wide strategy which ensures the Site *'meet the needs of the present without compromising the ability of future generations to meet their own needs'* (World Commission on Environment and United Nations). This need for sustainability to be at the forefront of the development is amplified by North Norfolk District Council's declaration of 'Climate Emergency' in 2019. This recognised the need to deliver a range of actions which will ensure the safeguarding of North Norfolk's environmental assets alongside the wellbeing of communities and residents from the effects of climate change.

This sustainability strategy builds upon the approach of both the NPPF and North Norfolk District Council, with both focusing on the contributions of economic, social and environmental perspectives in informing sustainability principles.



The NPPF (2021) sets out the Government's view; recognising that *'there are three dimensions to sustainable development: economic, social and environmental'*

- **'An Economic Role** - to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure'
- **'A Social Role** - to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering well-designed beautiful and safe places, with accessible services and open spaces that reflect current and future needs and support communities' health, social and cultural well-being'
- **'An Environmental Role** - to protect and enhance our natural, built and historic environment; including making effective use of land, improving biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy'

The North Norfolk Local Plan Sustainability Appraisal sets out NNDC's approach to sustainability:

- **Achieve Economic Sustainability** - through the encouragement of employment and educational opportunities, which aims to expand the current narrow economic base and low wage economy. These opportunities also need to consider the rural character of the District, addressing car dependency when accessing current employment, services and facilities through the provision of sustainable transport.
- **Achieve Social Sustainability** - through the provision of accessible opportunities to live in good quality and affordable homes which meet resident's needs. This will improve the quality of life of the population. Additionally there is a need to consider the long term impacts of the District's ageing population, needing adaptable housing which can match the increased demand for health and social support.
- **Achieve Environmental Sustainability** - through the promotion of sustainable use of natural resources to achieve efficient growth. There is also the need to consider both mitigation and adaptation techniques in response to the interrelated impacts of climate change on the area. The conservation of nature is seen as a key factor in ensuring sustainability, protecting and enhancing key species, habitats, landscapes and the District's historic environment.

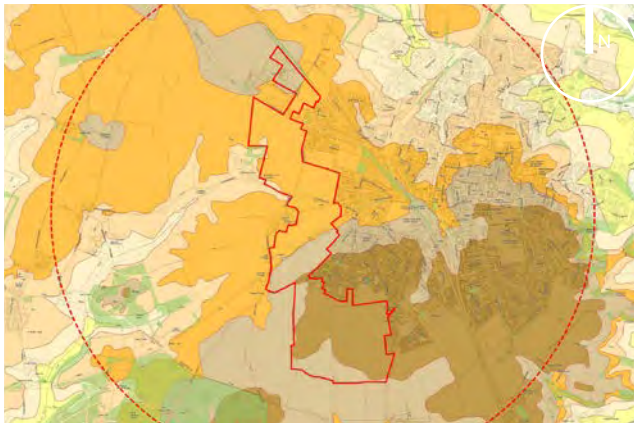
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SITE CONTEXT & ANALYSIS

TOPOGRAPHY

The proposed development site is located along the western edge of North Walsham, following a downward slope from its highest point in the south, of 35m-40m Above Ordinance Datum (AOD), before reaching an even plateau of 30-35m AOD which the majority of the site sits on.

The gentle undulation of the site, and absence of extreme variation, ensures that the topography of the site is open and accessible.



LEGEND

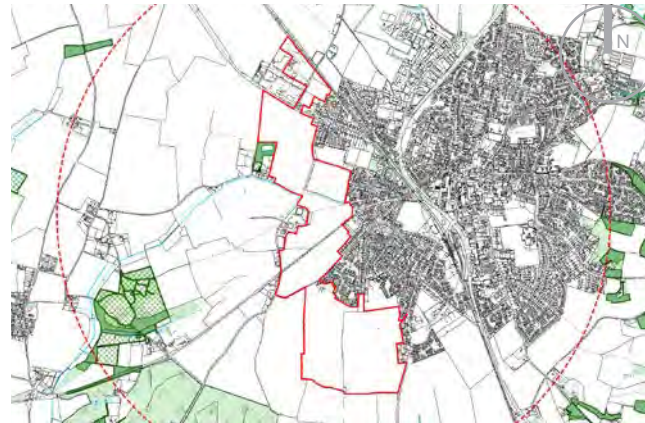
	Site Boundary		25m-30m AOD
	2km Study Radius		30m-35m AOD
	10m-15m AOD		35m-40m AOD
	15m-20m AOD		40m-45m AOD
	20m-25m AOD		Woodland Cover

Figure D.1; Topographic map

SIGNIFICANT VEGETATION & HABITATS

The site itself lacks areas of significant vegetation, but it has proximity to a high concentration of woodland habitats, deciduous woodland and woodland cover to the west and south.

There is a small area of woodland habitat on the western boundary of the site, which presents an opportunity to expand this existing habitat into the site, benefiting from its established nature. Furthermore, the length of Weavers Way is a County Wildlife Site. These will act to link aspects of significant vegetation throughout the site and North Walsham.



LEGEND

	Site Boundary		Woodland Cover
	2km Study Radius		Deciduous Woodland
	Traditional Orchard		Woodland Habitats

Figure D.2; Significant vegetation map

FLOOD RISK & DRAINAGE

The site is at a low level of flood risk and contains no major watercourses. The GOV.UK flood map for planning shows the site is wholly within flood zone 1. This means in any year land has a less than 0.1% chance of flooding from rivers or the sea. The GOV. UK surface water flood map also shows the majority of the site is very low risk means that this area has a chance of surface water flooding of less than 0.1% each year. With regards to drainage of the existing site, desktop studies and initial ground investigations show the site is predominantly underlain by sands and gravel and is understood to be generally freely draining.

FORMAL PROTECTIONS & DESIGNATIONS

The site's 2km radius contains a number of designations, including a variety of recreational routes, footpaths and bridleways that surround and bisect the proposed development site; connecting the site to the centre of North Walsham and surrounding countryside.

There is also a high concentration of heritage assets located within a Conservation Area in the centre of North Walsham. The majority of these listed buildings were constructed after North Walsham's Great Fire in 1600 which destroyed many of the original buildings within the Market. The reconstructed town now has examples of the area's rich medieval history, found alongside Georgian architecture and associations with Nelson and the Paston family.

Additional heritage assets are found in close proximity to the south and west of the site. These include Bradmoor Farmhouse (Grade II) and the Two Barns (Grade II), which are located in proximity to the western boundary of the site. The barns range from the 17th to 18th century, and use Flemish bond red brick coupled with hewn roof trusses and thatched roofs.

To the east of the southern section of the site is the Stump Cross (Grade II). This is a medieval stone marker which marks the traditional site of the 1381 battle. This highlights the diverse historical character of North Walsham, which needs to be considered and protected through the further design of the site.

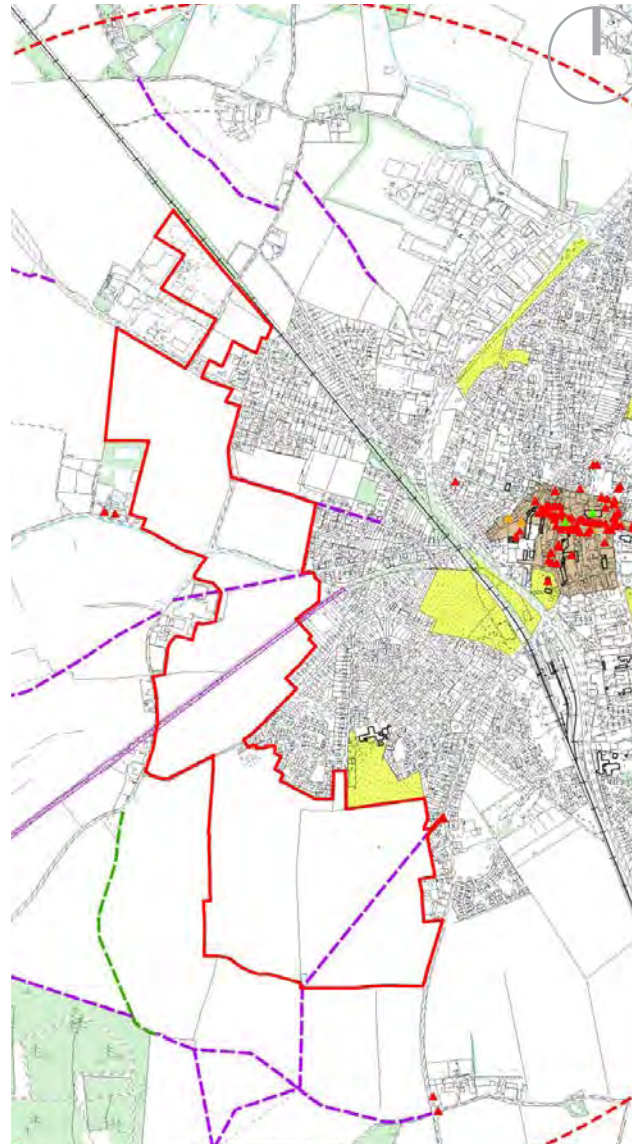


Figure D.3; Designations map



Figure D.4; Heritage designations

LEGEND

- Site Boundary
- 2km Study Radius
- County Wildlife Sites
- Landscape Area
- Conservation Area
- ▲ Grade I Listed Building
- ▲ Grade II Listed Building
- ▲ Grade II* Listed Building

NATIONAL LANDSCAPE CHARACTER

The site is located within National Character Area (NCA) : 79. North East Norfolk and Flegg.

This NCA is described as sloping...‘gently from west to east and is divided into three parts interspersed by The Broads National Character Area (NCA). Inland it is a rich agricultural area with small to medium scale fields, and is mainly unwooded. Isolated farmsteads and small nucleated villages with large medieval churches are linked by a dense network of lanes.’

Key landscape characteristics applicable to the site context include:

- ‘A generally flat, low-lying landscape, compared to adjacent areas, which has limited topographic variation and slopes gently from west to east, becoming flatter as it merges with the Broads.
- Copses and large woodland blocks around Blofield Heath, East Rushdon and North Walsham, such as Bacton Woods, are important features of inland areas. They lend an intricate, enclosed character to the mix of pastures and arable land on the Broads margin, contrasting with the scarcity of woodland elsewhere. High hedgerows with prominent hedgerow oaks are notable features.
- Strong vernacular style of domestic and agricultural buildings, reinforced by use of flint and red brick. Roofs are commonly Norfolk reed thatch or pantiles. Isolated flint churches – either round-towered Saxo-Norman churches or medieval wool churches – are prominent in the open landscape.

- *Nucleated villages and hamlets, linked by a dense network of small lanes.’*

The NCA profile highlights a number of Statements of Environmental Opportunities (SEO) to guide development in this area. SEOs relevant to the site are:

- ‘SEO 2: Seek opportunities to increase the quantity and quality of semi-natural habitat mosaics and geodiversity sites and to enhance historic landscape character and its resilience to climate change, while providing additional benefits for access and recreation for local communities and visitors – thereby enhancing their experience by increasing understanding and improving the local economy.’
- ‘SEO 4: Encourage measures that enhance existing settlements and the design and location of new developments and infrastructure that can adapt to coastal change, limited water availability, and encompass green infrastructure, yet maintain traditional Norfolk character and conserve and enhance historic features and archaeology, geodiversity and biodiversity.’

LEGEND

- NCA 79 Boundary
- Other NCA Boundary
- Area Outside NCA 79
- National Park

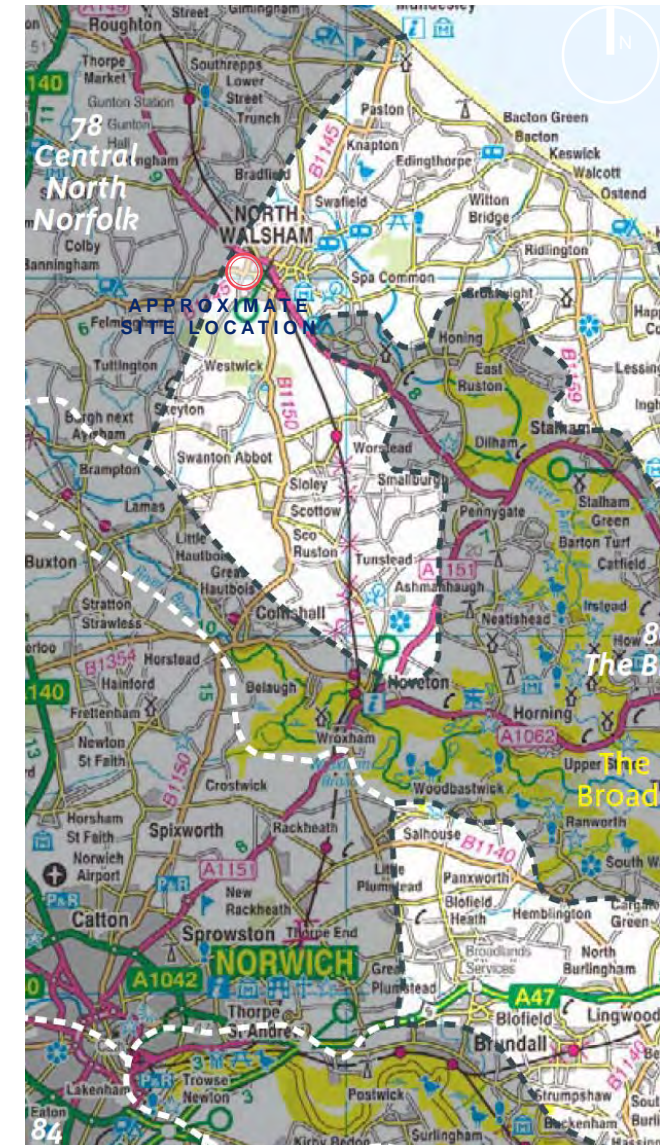
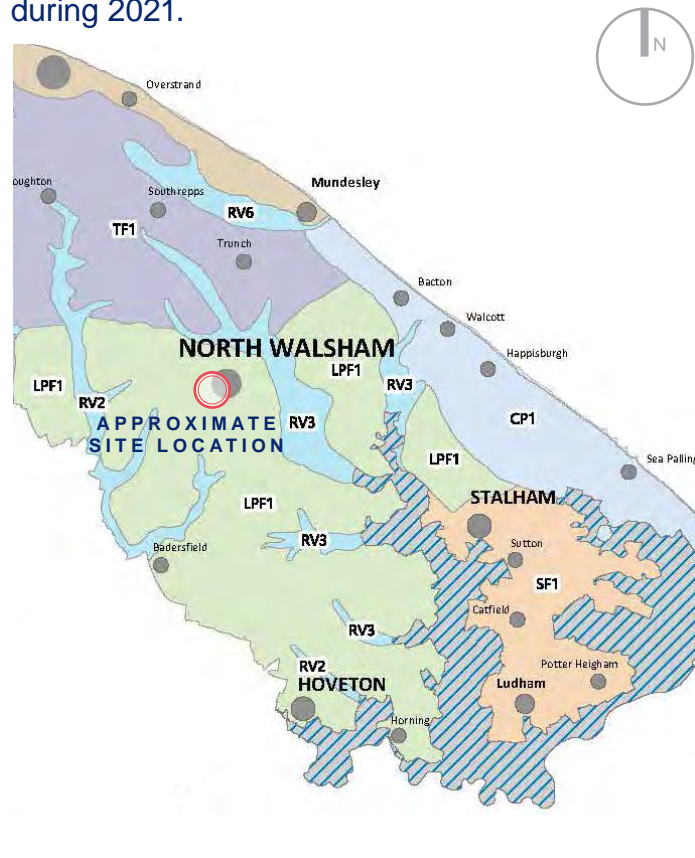


Figure D.5: National Character Area (NCA 79) map by Natural England

REGIONAL LANDSCAPE CHARACTER

The site is located within the Low Plains Farmland (LPF1) Landscape Character Type as set out in the North Norfolk Landscape Character Assessment undertaken for NNDC by Land Use Consultants (LUC) during 2021.



The key characteristics of the Type relevant to the site include:

- 'Flat or very gently undulating terrain, draining by small streams;
- A rural landscape in which arable land use predominates with pasture more common closer to the river valleys and the Broad's;
- An open landscape with large fields and low hedges;
- Grassed bank and ditch field boundary features;
- A 'copse and small wood landscape';
- Remnant heaths;
- Areas of parkland and estates;
- Settlement comprises market towns, rural villages, hamlets and dispersed farmsteads... including the expanding market town of North Walsham';
- A network of rural lanes linking settlements; and
- An expansive landscape with long views and church towers as landmark features.'

LEGEND

- Low Plains Farmland
- Settled Farmland
- Coastal Plain
- Tributary Farmland
- Broad's Authority Executive Area

The landscape vision for the Low Plains Farmland landscape character type is:

'a well-managed and actively farmed rural landscape that makes the most of field margins for biodiversity and contains a mosaic of farmland, heathland and woodland to provide a network of semi-natural features. New development is integrated within the existing settlements where it reinforces traditional character and vernacular. The landscape retains a rural character and dark skies at night.'

Key points of the landscape guidelines intended to guide new development within the type are as follows:

- 'Conserve and expand areas of woodland and other non-arable habitats;
- Conserve sense of rurality' in the context of an urban extension such as North Walsham West, this will include ensuring that new proposed planting should not only screen new development but blend with existing features - layers of vegetation may be more appropriate, using species local to the area;
- Prepare for climate change and potential loss of features through disease;
- Retain the character of the skyline through a treed skyline on which church towers are features. Ensure new development does not compete with the church towers for prominence so they remain key landmark features; and
- Enhance Public Rights of Way (PROWs).'

Figure D.6; Landscape character types map extracted from the emerging North Norfolk District Council's Local Plan

LOCAL AMENITIES

Between the site and the town centre, there are a number of local amenities available. These are illustrated on figure adjacent.

LEGEND

- Site
- 1 North Walsham Infant School & Nursery
- 2 Chestnut Nursery School
- 3 Millfield Pre School
- 4 Millfield Primary School
- 5 North Walsham Junior School
- 6 North Walsham High School
- 7 Paston College
- 8 White Swan Public House
- 9 Black Swan Public House
- 10 Victory Swim & Fitness Centre
- 11 Gravity Skate park
- 12 Rossis Leisure
- 13 Yendell's Health & Wellness Hub
- 14 North Walsham Town FC
- 15 North Walsham Community Centre & Library
- 16 North Walsham Garden Centre
- 17 North Walsham Post Office

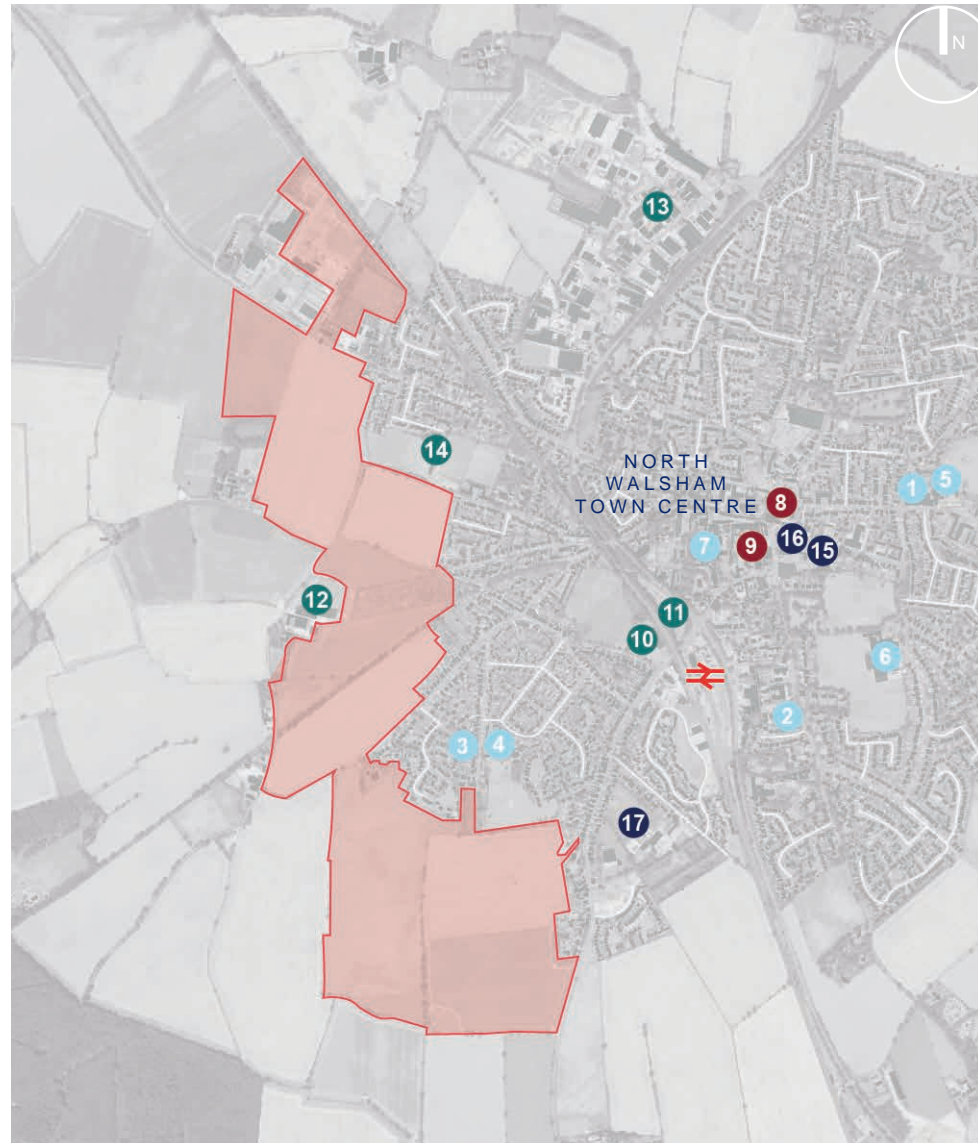


Figure D.7; Local amenities plan



LOCAL HEALTHCARE AMENITIES

Between the site and the town centre, there are a number of healthcare services. These are illustrated on figure 09 adjacent.

LEGEND

- Site
- 1

 North Walsham Memorial Hospital
- 2

 Birchwood Surgery
- 3

 Patson Surgery
- 4

 Grovefield Dental Surgery
- 5

 The Rose Cottage Dental Practice
- 6

 MyDentist
- 7

 Bupa Dental Care
- 8

 North Walsham Chiropractic Clinic
- 9

 Active Health Norfolk
- 10

 Reanimar Sports Massage
- 11

 North Norfolk Physio
- 12

 Well Pharmacy
- 13

 Boots Pharmacy
- 14

 North Walsham Pharmacy
- 15

 Specsavers Opticians and Audiologists
- 16

 R M Ling Optometrists

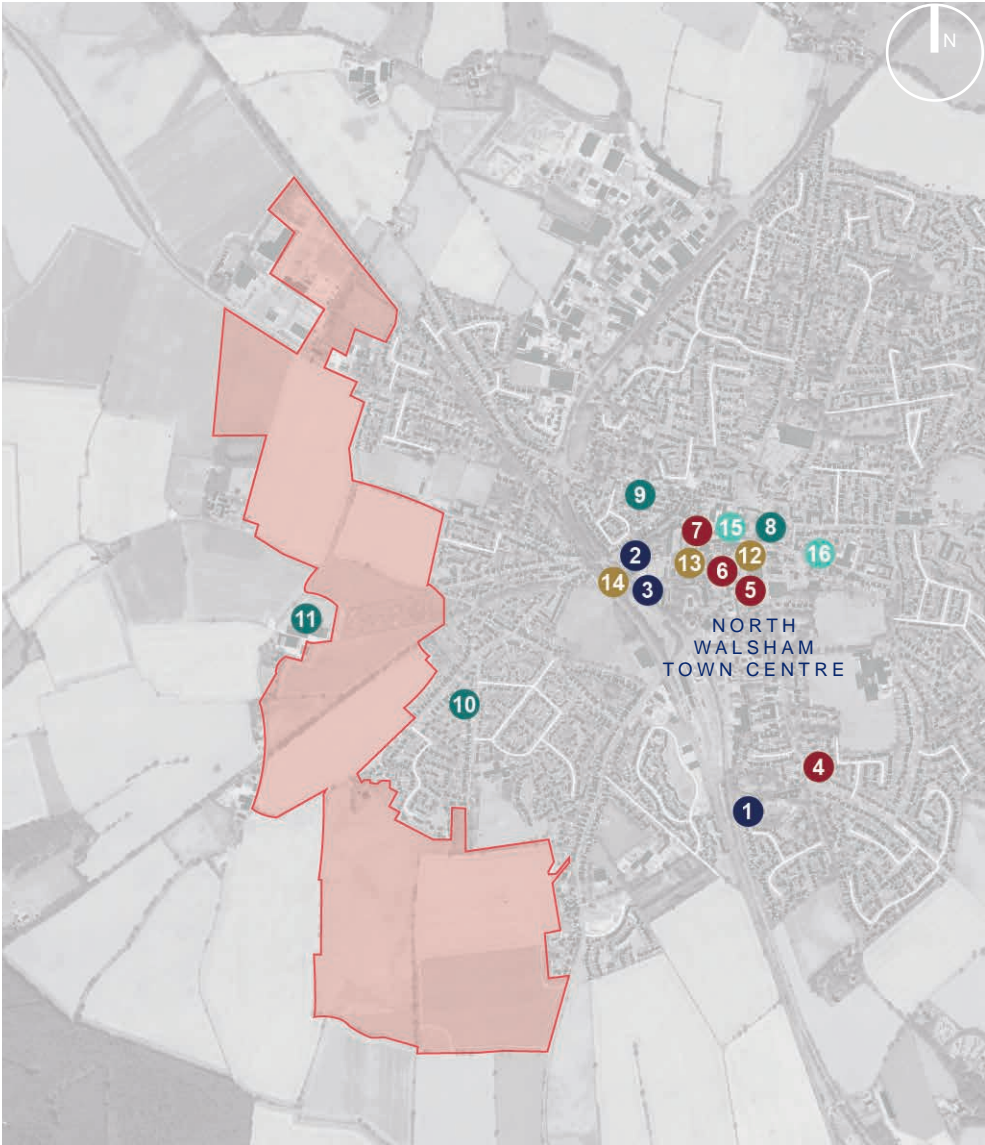


Figure D.8; Local Healthcare amenities plan

EXISTING MOVEMENT

Primary roads provide access to surrounding towns, villages and hamlets, these routes provide a clear structure to North Walsham's urban form. The A149 provides direct access to Cromer to the north west and Great Yarmouth to the south east. The B1145, which cuts through the centre of the Site, links to the A140 which is a direct route to Norwich.

The network of secondary roads further increase the connectivity of the Site and existing residential areas within North Walsham. These smaller roads, which also cut through the Site's northern area and along the western boundary, provide routes through and around the town's urban expanse. This more localised travel network is accompanied by a series of tertiary roads. The majority of North Walsham's residential spaces are serviced by these tertiary roads, providing local access to properties and services, whilst also acting as connections to larger established routes.

LEGEND

- Site
- Primary Roads
- Secondary Roads
- Tertiary Roads
- Footpaths
- Bridleway
- Recreational Routes

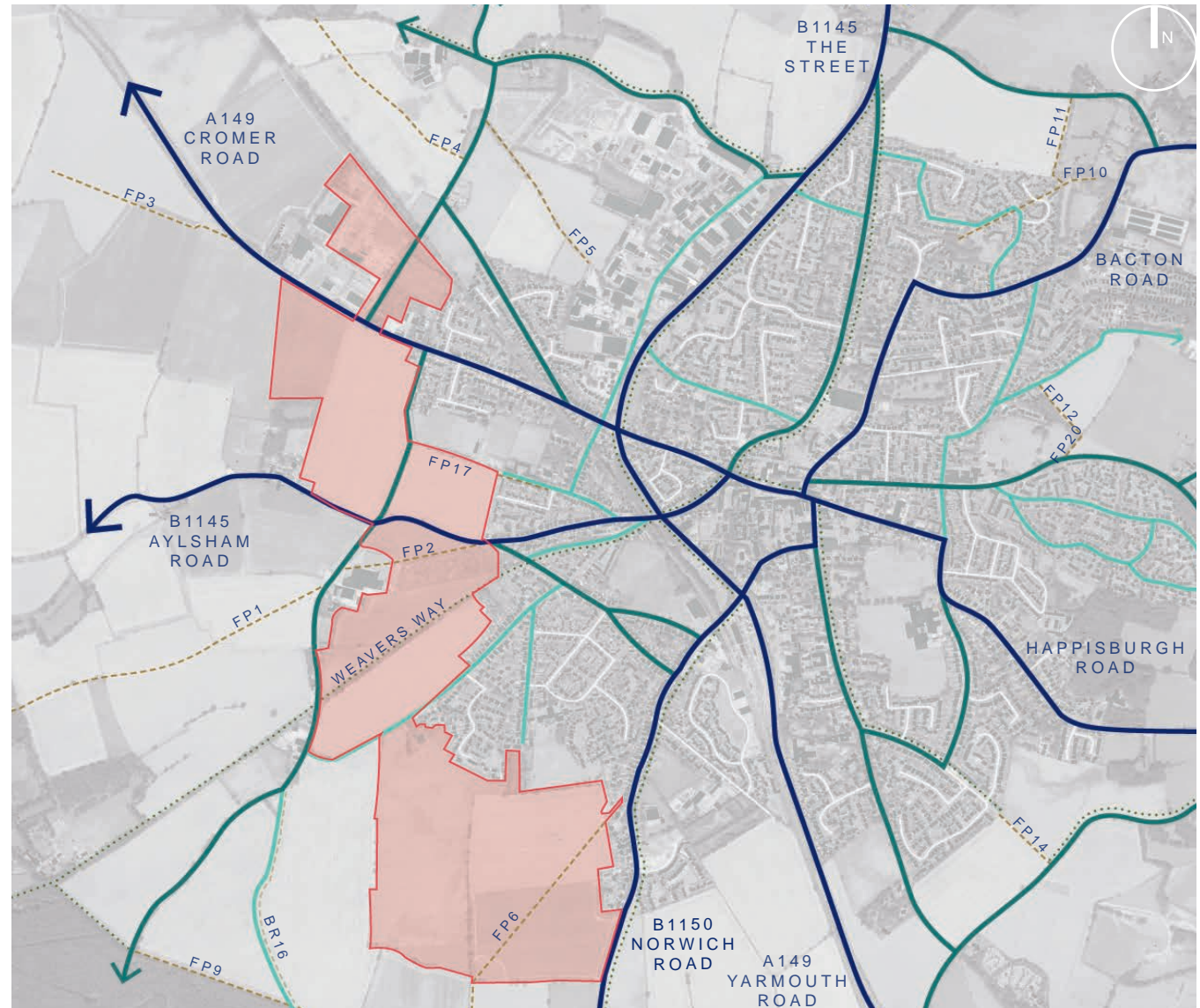


Figure D.9; Existing road hierarchy

PUBLIC TRANSPORT

North Walsham has a well serviced public transport system, which allows for the area to be an integrated and accessible town within the wider North Norfolk district.

This is supported through appropriate infrastructure, with a Travel Hub located on New Road in proximity to the town centre. It is designed to allow buses to safely operate, alleviating town congestion. Passengers are provided with improved waiting areas, creating positive experiences and encouraging use.

The central position of the North Walsham train station allows it to function as an additional public transport hub. This station is situated on the Bittern Line, operated by Greater Anglia, which is serviced by two trains every hour, with one travelling north to Sheringham and the other travelling south to Norwich.

A large portion of the Site is within a 1km radius of these public transport hub, with further opportunity for access to be streamlined, incorporating further pedestrian connections. Other areas of the Site are in proximity to bus links, with over 14 different routes providing access to North Walsham and the local area.

LEGEND

- Site

Bus Routes

Bus Stops

Rail Route
- Footpaths

Recreational Routes

1km Radius

Travel Hub

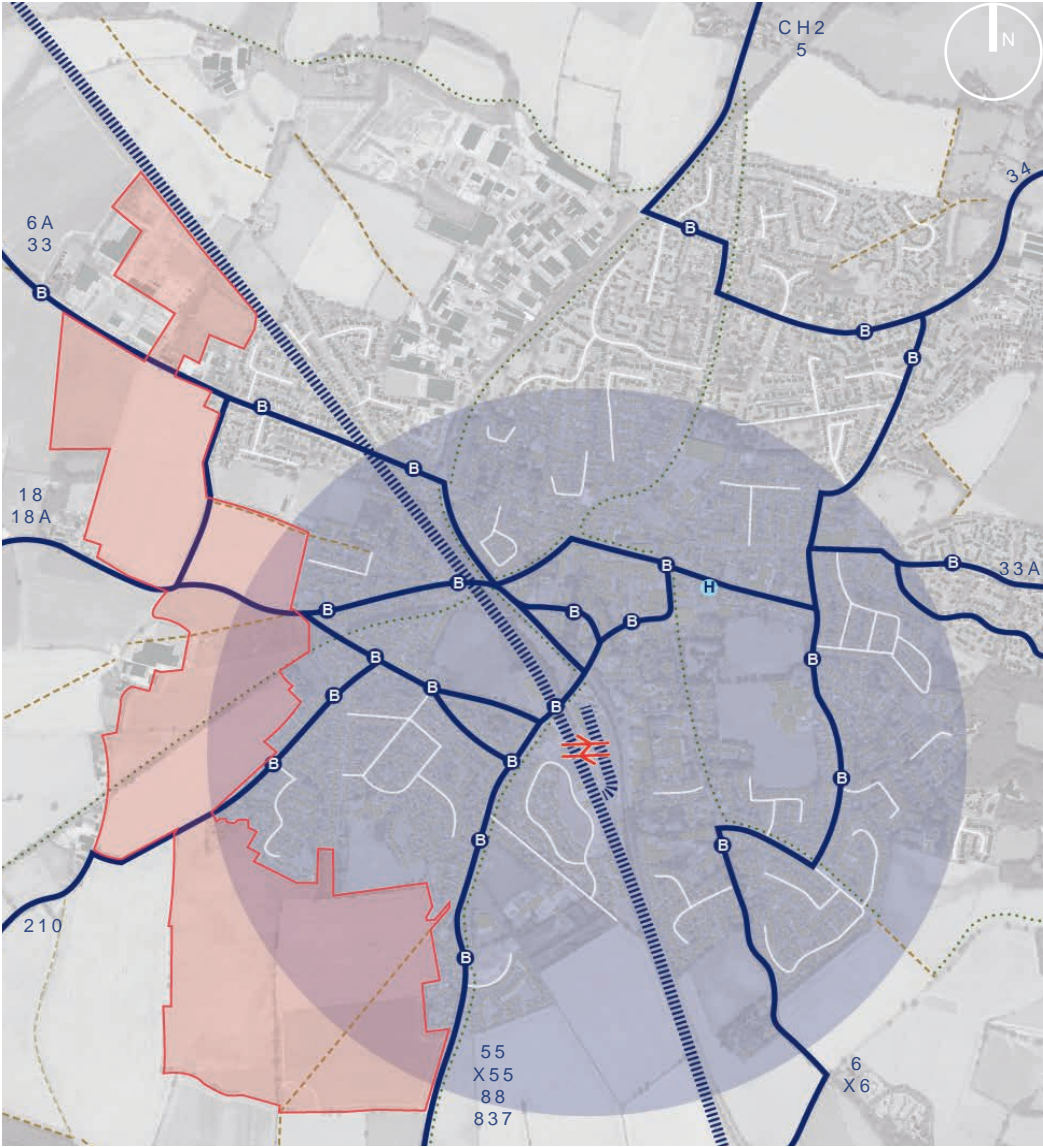


Figure D.10; Existing public transport network



SITE HISTORY

North Walsham is shown to be built upon a strong central core of Listed Buildings and heritage assets contained within the North Walsham conservation area. The proposed development site is linked to this historical core through the bridleway system and proximity to an ancient battleground and farmhouses, demonstrating a need to understand their local significance.

The block of woodland to the south of the site, and the fields and pastures surrounding North Walsham, have been present throughout the historical span of these maps. These fields to the west of the site have been relatively untouched by urban expansion.

The urban growth of North Walsham has historically favoured expansion alongside the existing road networks, following routes out of the defined centre to create neighbourhoods. This is demonstrated to the east of the site, with the outwards growth creating an urban framework that exhibits increased urban density.

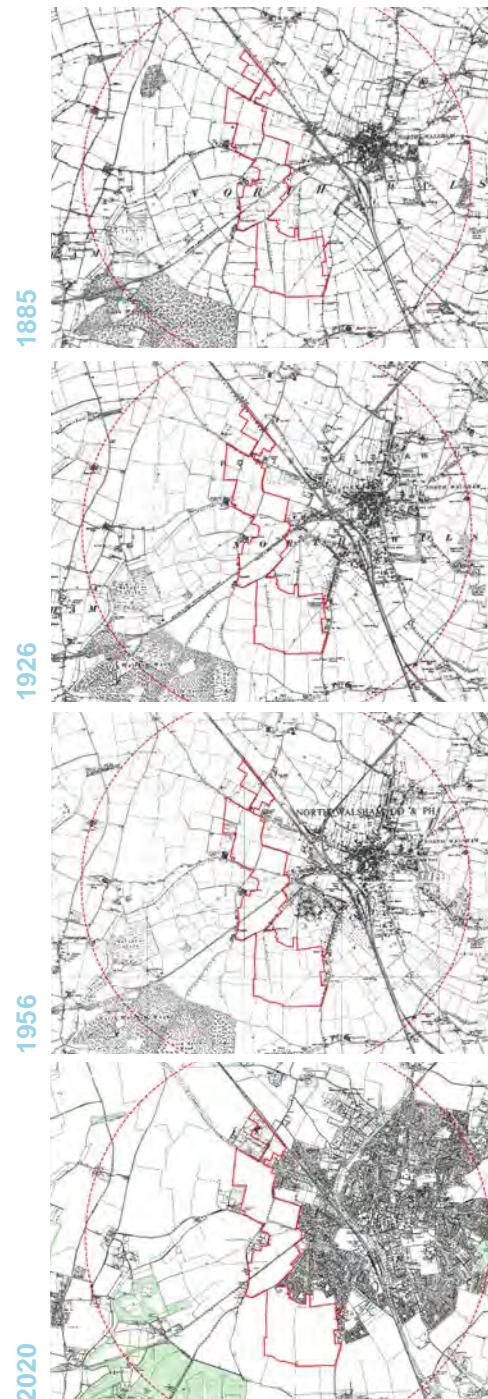


Figure D.11; Historic mapping

OWNERSHIP

The Consortium responsible for the preparation of this Brief have control over the majority of the allocation site, outlined on the Figure below.

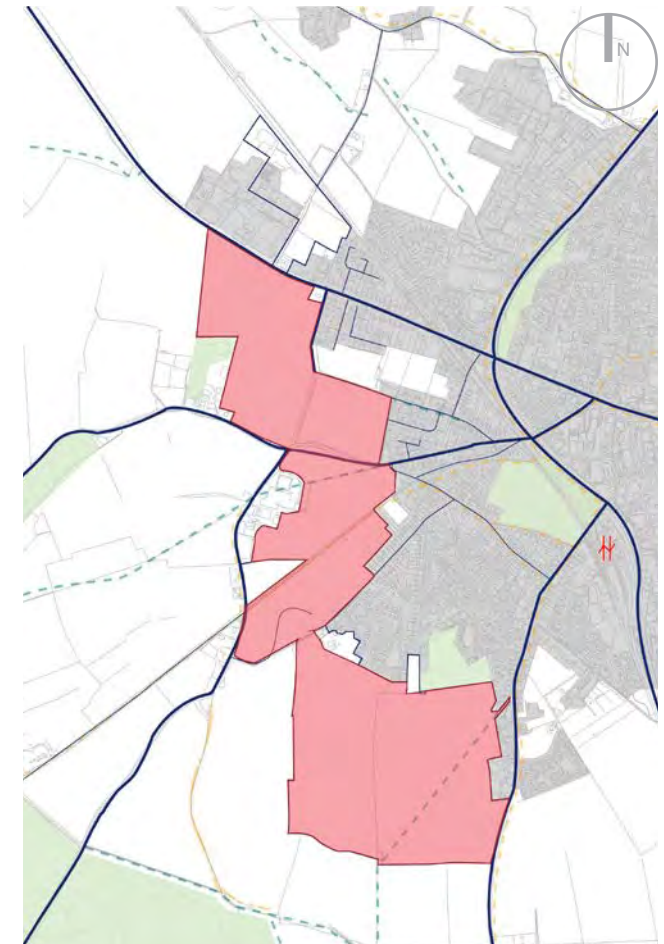


Figure D.12; Area of consortium control

RECREATIONAL PATHS

The site's position on the edge of North Walsham, and its prominent connection with the surrounding rural landscape, results in a number of recreational paths and Public Rights of Way (PRoWs) interacting with the site.

The Weavers Way path is a defining feature of the site's character, with the bridleway being well used and appreciated by local residents. The wider, 61 mile, long distance footpath links Cromer and Great Yarmouth and provides a route through the diverse landscape of north-east Norfolk. The section directly interacting with the site is tree-lined, and forms a prominent part of views across the site. The path also acts to bring an element of the natural, rural landscape of Norfolk close to North Walsham's urban form. This route also forms part of the Bittern Line Railway Ramble, which is a circular route that crosses the site again using FP6 in the southernmost parcel.

The northern expanse of the site lacks this connectivity and prevalence of recreational routes, with there being no direct links to Paston Way or the Quiet Lanes Explorer network. There is an opportunity to increase the connectivity between residents and the rural landscape, whilst further extending the recreational value of the site.

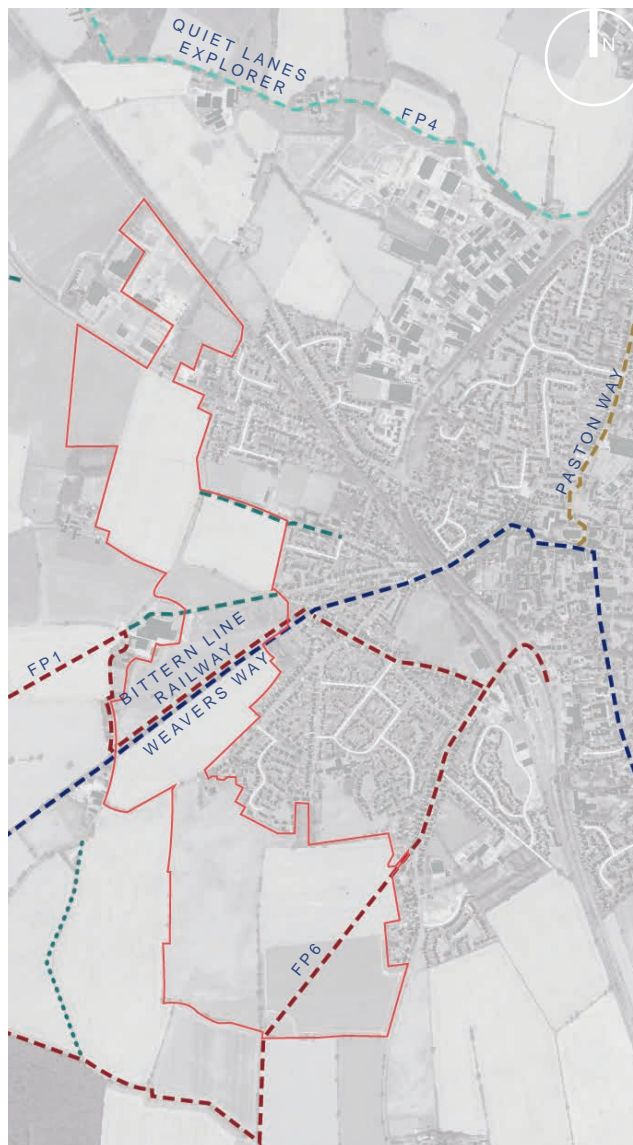


Figure D.13; Recreational paths diagram



Figure D.14; Existing recreational path examples

LEGEND

- Site Boundary
- Weavers Way (Great Yarmouth to Cromer)
- Bittern Line Railway Ramble
- Paston Way (Cromer to N Walsham)
- Quiet Lanes Explorer
- Public Footpaths
- Public Bridleways

STATUTORY UTILITIES, SERVICES & CAPACITY

A combined utilities plan has been produced by AECOM, indicating the main infrastructure for Statutory Utilities on the site. These include:

- Two water mains cross the southern portion of the site, each with an associated 6m easement.
- A third also crosses the site, running from the water tower, under Millfields Primary School's playing grounds, with an associated 4m easement.
- An additional main roughly follows the Site boundary between Skeyton Road and Cromer Road, with an associated 6m easement.
- There is an Anglian Water Tunnel within the southern part of the site, with an associated easement of 22m. This tunnel links the Water Tower with the drinking water abstraction borehole located on the site, which will remain in situ.
- A surface water sewer crosses the centre of the site from Skeyton Road towards Rossis Leisure on the western boundary of the site.
- A BT cable runs along the alignment of Aylsham Road.
- A number of high and low voltage cables cross the site, it is expected that these will be buried to enable the implementation of the master plan.
- There are a number of services running along Cromer Road, including communication cables, water pipes, electricity lines and sewers.
- Both overhead and underground BT lines, and a water main run underneath the North Walsham Road Alignment.

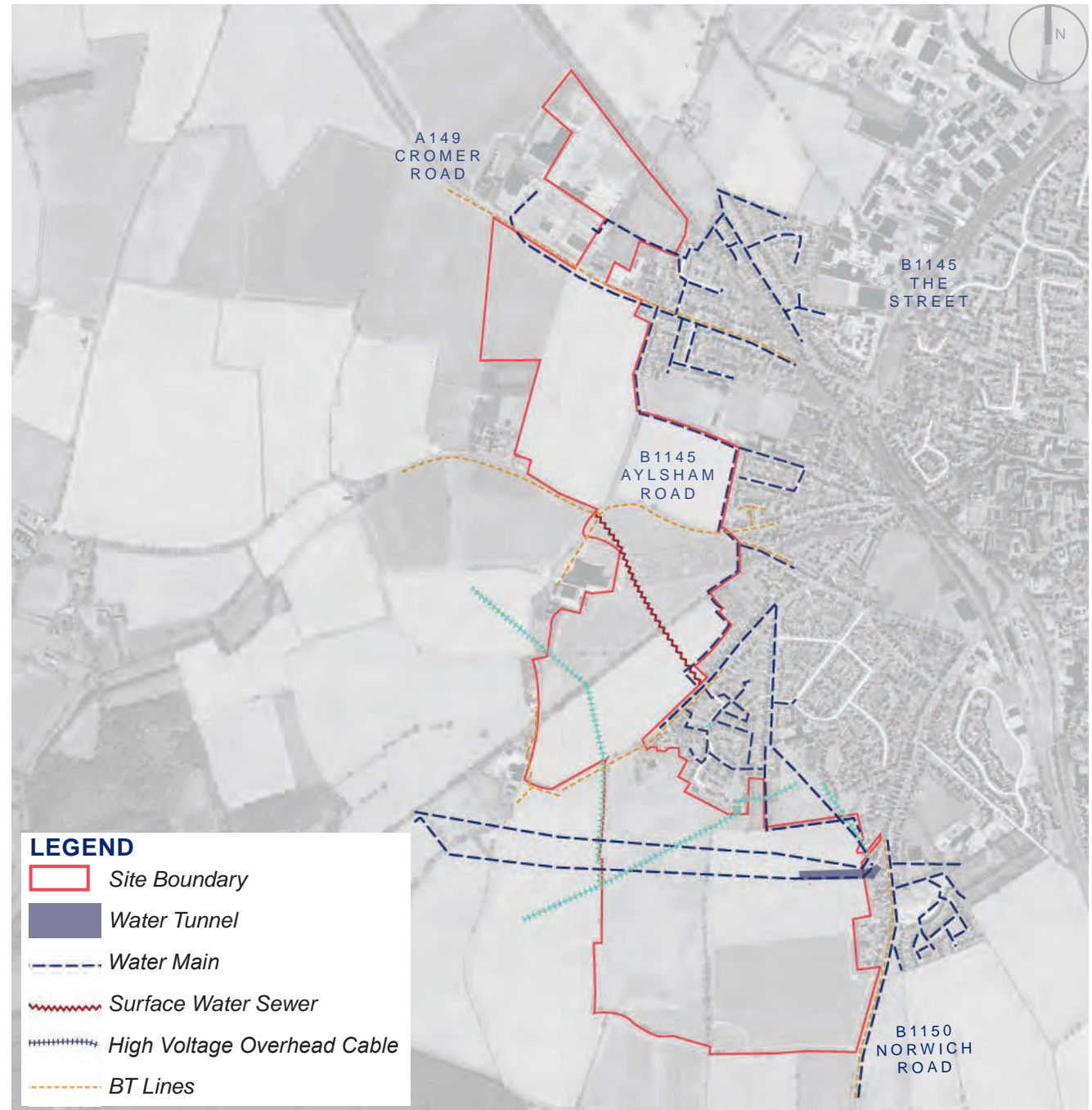


Figure D.15; Utilities diagram

APPENDIX E

CONSORTIUM CONTROLLED MASTERPLAN



APPENDIX F

CONSULTATION MASTERPLAN

The North Norfolk District Council undertook the North Walsham West Consultation and Engagement, with comments being addressed as appropriate within the emerging master plan for North Walsham West.

This consultation was undertaken on the basis of the master plan (shown in Figure x, opposite). Selected responses from the community on the consultation master plan are as follows:

THE VISION

- Concern this will be a separate community on the outskirts of town, and will have a detrimental impact on the town.
- Vision to focus more on the environment and infrastructure delivery.
- Vision should have a stronger focus on mitigation and benefits for the existing community.

ENVIRONMENT AND CLIMATE CHANGE

- Habitats planned for at the outset.
- Habitat elements such as swift boxes, hedgehog houses and runs etc. to be included.
- Consider light pollution.
- Development not to prioritise the car.

- Battlefield site protected.
- EV charging throughout.
- Existing trees and hedgerows protected.
- Promote cycling and walking.

HOMES AND HOUSING

- High level of social housing to accommodate local people.
- Needs of the elderly, disabled and those with special needs to be considered.
- Bungalows should be provided.
- Shared ownership and starter homes should be considered.

TRANSPORT AND MOVEMENT

- Work required to ensure the link road is not dominated by HGVs and through traffic.
- Concerns over existing network capacity.
- Current cycle links into town are poor.
- Poor provision for horse riders as part of the proposals.
- Infrastructure for cycling and walking to be high quality.
- Public transport a priority.

GREEN INFRASTRUCTURE AND OPEN SPACE

- More reference to wildlife and the creation of corridors for wildlife movement.
- Will access routes for equestrians be considered?
- Weavers Way would benefit from becoming a linear park.
- Opportunity to provide high quality Green Infrastructure that provides a recreational facility, improves biodiversity and takes the pressure off existing sensitive sites.
- Green buffers between existing and proposed residential areas.
- Facilities for older children and teens.
- Inclusive play parks
- Creative approach to sporting facilities, catering for more than just football.
- Dog walking routes.
- Buffer between the development and the countryside.
- Emphasis on native tree planting (where appropriate for the climate).

DESIGN QUALITY

- New development must integrate with the town.
- Green buffer between proposed and existing development.

- Aim to be 'listed buildings of the future'
- Fully integrate green design features
- Public art throughout the development
- Design code should have consideration of the character of existing areas e.g. the low high properties at Skeyton Road.
- Design to enhance local vernacular
- Planting to enhance design and improve the environment.

INFRASTRUCTURE, COMMUNITY FACILITIES AND EMPLOYMENT

- Community Hub generally supported.
- Community centre should be built with facilities for toddler groups, day care and youth clubs.
- Healthcare needs are a priority - existing services are already overstretched.
- Need for a new supermarket and retail park.

These comments will be considered and integrated as appropriate as the master plan progresses towards an outline application, following Regulation 19 submission.

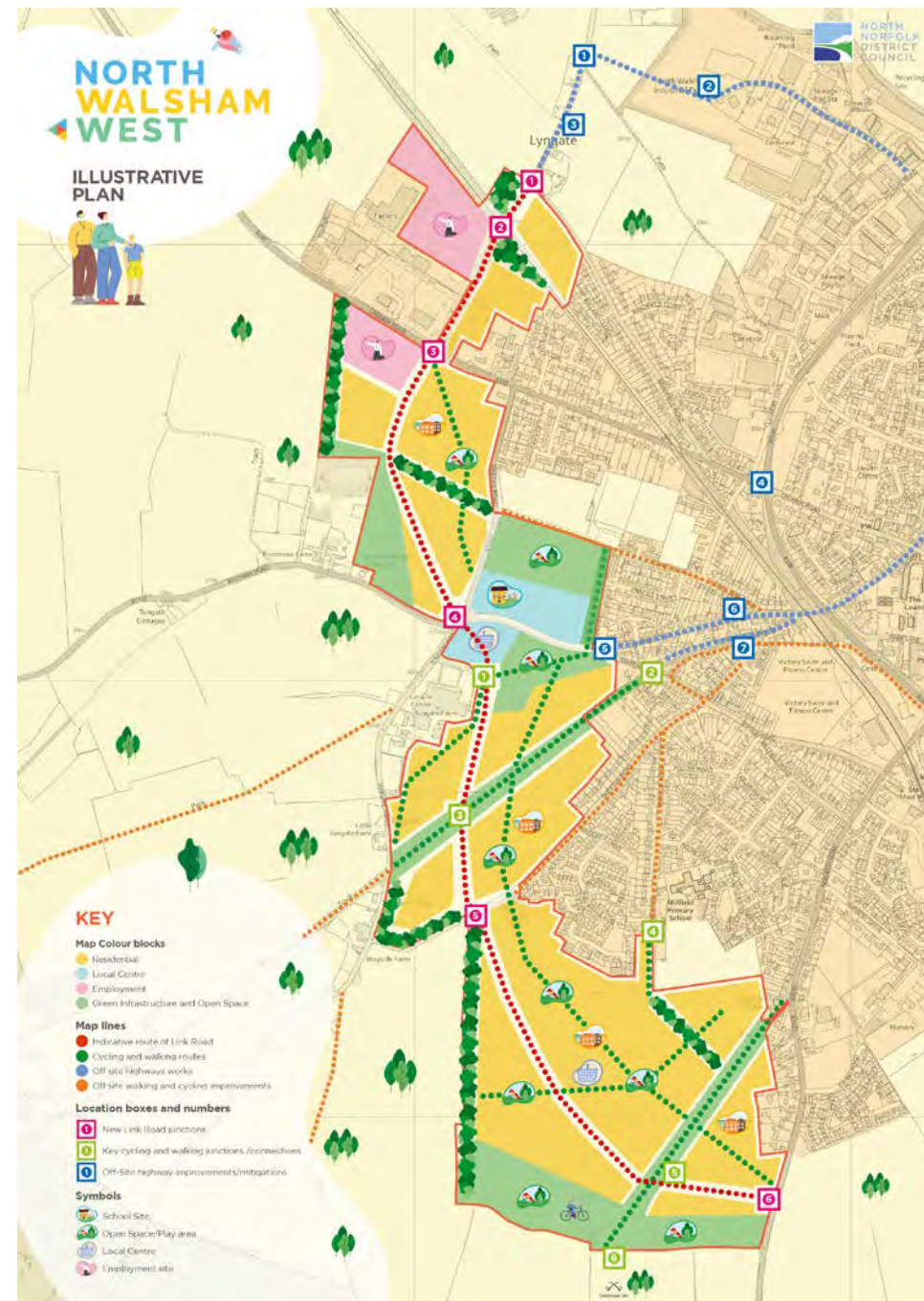


Figure E.1; Consultation Master Plan

APPENDIX G

REGULATION 19 MASTERPLAN

The development site offers the opportunity to provide a vibrant new community through the provision of a comprehensive, well designed, urban extension to North Walsham.

The development has the potential to deliver a wide range of house types and mixed tenure homes supported by a new local centre at the heart of the scheme.

A new main residential street will link the development north to south, connecting with existing routes, and helping to divert HGV traffic from the historic core of North Walsham. Segregated vehicular and pedestrian routes will be aligned through this corridor, contributing to a safe, walkable place.

A comprehensive Green Infrastructure (GI) network surrounds the developable areas, providing opportunity to create green space for both wildlife and recreation, whilst delivering Biodiversity Net Gain.

Existing Public Rights of Way and Recreational Routes will form the basis of active, non-vehicular routes which create meaningful connections with North Walsham, connecting with local services. These routes will form the backbone of the Green Infrastructure network to maximise opportunity for engagement with the natural environment, benefitting all residents of North Walsham.

New recreational routes will be located in circular networks through the Green infrastructure network, to both promote active travel and increase the recreational value of the site.

The site offers scope to provide substantial development to meet local housing need, whilst creating new and distinct neighbourhoods that are inclusive and enhance the character and setting of North Walsham. This housing has the ability to respond to the needs of the local community, ensuring housing of a variety of tenures and types, catering for all ages and lifestyles.

To conclude, the proposed development should provide a generous and positive approach to the site, providing multifunctional green spaces alongside key routes and maximising the potential for the future use and enjoyment of residents.

LEGEND





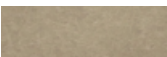



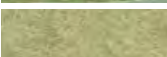

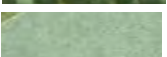




	<i>Northern Character Area Residential</i>
	<i>Central Character Area Residential</i>
	<i>Southern Character Area Residential</i>
	<i>Employment</i>
	<i>Local Centre</i>
	<i>School</i>
	<i>Allotments</i>
	<i>Main Residential Street</i>
	<i>Sports Pitches</i>
	<i>Proposed Buffer Planting</i>
	<i>Attenuation</i>
	<i>Neighbourhood Equipped Area of Play</i>
	<i>Local Equipped Area Of Play</i>
	<i>Care or Retirement Facility</i>
	<i>Local Hub</i>



Figure F.1; Illustrative Framework Master Plan

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