

Land at Rudham Stile Lane | FAKENHAM



Development Brief | Approved March 2015

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1.0 INTRODUCTION

1.1 Background and Context

- 1.1.1
- Land to the north of Rudham Stile Lane, Fakenham has been allocated for development in the District Council’s adopted Core Strategy (NNCS) and Site Allocations Development Plan Document (SADPD). Its development will make a significant contribution to meeting the District’s housing and employment land requirements to 2021 and beyond, realising the wider social, economic, sustainability and environmental benefits that would flow from the required growth of the town and District.
- 1.1.2
- The District Council and the major landowner Trinity College Cambridge share a strong desire to create an exciting, sustainable urban extension which would have a key role in shaping the future of Fakenham. Consequently in accordance with Policy FO1 of the SADPD, this Development Brief has been prepared to guide the future development of the allocation site.
- 1.1.3
- The key objectives of this Development Brief are to:

1.

Develop a vision for the comprehensive mixed-use development of the site that is well integrated with the existing town, emphasises the existing character and identity, and enhances economic activity and social cohesion through the development of a balanced and sustainable community;

2.

Define the broad principles of access, movement, mix of uses, layout, built form, density of development, conceptual appearance, landscape and phasing.

3.

Provide guidance for the preparation and determination of future planning applications for development in accordance with the allocation policy.
- 1.1.4
- This Development Brief, therefore, demonstrates how the site could be developed as a sustainable urban extension to Fakenham in accordance with the key objectives of the NNCS and SADPD, and National Planning Policy Statements.
- 1.1.5
- The further capacity of the allocated site to accommodate development over and above that currently required by the Core Strategy is acknowledged and reflected in the Development Brief proposals to ensure that the residual area’s development potential is not compromised.

1.2 Stakeholder Consultation

- 1.2.1
- This Development Brief has been prepared by the District Council in partnership with Trinity College Cambridge. It has evolved from a Masterplan prepared in 2009 that was subject to wide stakeholder consultation in 2010. Further site and scheme assessment work was undertaken and a draft Development Brief prepared in 2011.
- 1.2.2
- Extensive public consultation was undertaken in respect of the draft Development Brief in the March to May 2012. A total of 59 representations were made by members of the public and stakeholders. The key matters raised were as follows:

1.

Vehicular access, traffic management and circulation

2.

Streets, parking and pedestrian connections

3.

Lack of integration with the existing community

4.

Employment provision

5.

Community service provision

6.

Open space and recreation provision

7.

Design quality

8.

Infrastructure provision, notably the foul waste network
- 1.2.3
- Consequently further technical and design work has been undertaken in partnership with stakeholders in order to finalise the Development Brief.
- 1.2.4
- Notably a Highway Assessment (HA) was undertaken in consultation with Norfolk County Council to assess the proposed access arrangements and the impact of the proposed development on the existing highway network. The HA also considered the proposed public transport, cycle and pedestrian connections with the existing urban form to the south of the site.
- 1.2.5
- The further design work has focused on the proposed local centre and green infrastructure strategy, and the distribution of both formal and informal open space to ensure its integration within the development.
- 1.2.6
- The Development Brief has subsequently been revised and updated to address the matters raised where appropriate, and has now been formally endorsed by the District Council.

1.3 Development Brief Structure

- 1.3.1
- The main stages involved in the process of establishing an appropriate type and form of development for the site are set out below. These are reflected in the structure of the brief:

•

The identification of key planning and design policies (Section 2.0);

•

An appraisal of the site and its context in terms of environmental features, townscape and landscape character and infrastructure (Section 3.0);

•

An evaluation of the contextual appraisal which identifies the key issues affecting development and the sites opportunities and constraints (Section 4.0);

•

The preparation of a Development Framework for the site which sets out a ‘vision’ for development and key design objectives to deliver a sustainable urban extension to the town (Sections 5.0 and 6.0);

•

A strategy for delivery discussing phasing and implementation (7.0) and

•

A concluding statement and discussion on the ‘next steps’ that the development process will follow (Section 8.0).

2.0 PLANNING POLICY

2.1 Core Strategy

- 2.1.1
- Fakenham is an established market town, the second largest in the District, that accommodates a variety of facilities, services and industries, and therefore plays a significant part in serving a large part of the District as a principal residential, employment and service centre. It is, therefore, particularly well-placed to meet the strategic development requirements of North Norfolk over the next 15 years, and has been classified as a Principal Settlement under Policy SS1 of the NNCS.
- 2.1.2
- Policy SS8 specifically relates to Fakenham and makes provision for the development of a major urban expansion to the north of the town providing housing (approximately 800 dwellings), employment land (7ha), community facilities (including a primary school) and open space. The site is recognised as the most sustainable and deliverable strategic development option for the town, that has the capacity to make a significant contribution meeting the District’s housing, including affordable, and employment development requirements as established by the East of England RSS and NNCS Policy SS3 Housing and Policy SS5 Economy.
- 2.1.3
- Policy SS4 requires that all proposals contribute to the delivery of sustainable development, ensures the protection of natural and built environmental assets, be located and designed so to reduce carbon emissions and mitigate climate change, and incorporate green infrastructure. Policy SS6 requires that new development be supported by and have good access to infrastructure, open space, public services and utilities. Sufficient capacity in existing infrastructure is required, or arrangements put in place to make the necessary improvements. These key themes are developed further in the development control policies outlined below.

2.2 Site Allocations Development Plan Document

- 2.2.1
- Policy FO1 of the SADPD allocates the land (approx 85ha) to the north of Rudham Stile Lane for the development of an urban extension. The supporting text (section 5.1) acknowledges the site’s locational merits and connectivity, the absence of any landscape features worthy of protection, and the deliverability of the proposed development, but again also notes that the development is contingent on sufficient foul water capacity being made available without harm to the River Wensum, which is designated as a wildlife habitat of European importance.
- 2.2.2
- The policy specifically requires the delivery of the followings elements:

•

Approximately 800-900 dwellings (including 45% affordable housing);

•

Not less than 7ha of employment land;

•

Primary school site reserve;

•

Community facilities;

•

Transport and utilities infrastructure;

•

Public open space and green infrastructure; and

•

Retail provision to serve the need of the proposed development;

- 2.2.3
- Paragraph 5.1.3 of the SADPD recognises that the identified area to the north of Rudham Stile Lane has the capacity to accommodate the 800-900 dwellings allocated to it in the period to 2021, but that there is also further capacity available to accommodate development beyond 2021. When referring to the masterplanning of the site, paragraph 5.1.8 clarifies that it should take account of the development potential of all of the identified land.

2.3 Core Strategy Development Control Policies

- 2.3.1
- The NNCS incorporates a number of development control policies that have been taken into account in the preparation of this brief, and will need to be considered further in the preparation and determination of future planning applications. They include:

•

Policy HO1 Dwelling Mix and Type- at least 40% of dwellings will be 1 or 2 bed and no more than 70m2, and at least 20% will be suitable or easily adaptable for occupation by the elderly, infirm or disabled.

•

Policy HO2 Provision of Affordable Housing- where it is viable to do so, not less than 45% of homes will constitute affordable housing.

•

Policy HO7 Making the Most Efficient Use of Land- density to be optimised in a manner that protects and enhances the character of the area, with an indicative target of 40 dwellings per hectare.

•

Policy EN2 Protection and Enhancement of Landscape and Settlement Character- development proposals should take account of the Landscape Character Area Assessment to conserve and enhance the distinctive character of the area (as set out in the NNDC Landscape Character Assessment - SPD).

•

Policy EN4 Design- requires high quality and innovative design (as set out in the North Norfolk Design Guide - SPD).

•

Policy EN6 Sustainable Construction and Energy Efficiency- requires developments to achieve a Code for Sustainable Homes 4 star rating after 2013, and provide on-site renewable energy to meet 30% of total usage after 2013.

•

Policy EN9 Biodiversity and Geology- seeks to protect nature conservation interests.

•

Policy EN10 Development and Flood Risk- requires appropriate surface water drainage arrangements, utilising SUDS where possible.

•

Policy EN13 Pollution and Hazard Prevention and Minimisation- seeks to minimise all forms of pollution including light and noise, and ensure no deterioration of water quality.

•

Policy CT2 Developer Contributions - requires the provision of infrastructure, community facilities and open space necessary to support the development.

•

Policy CT3 Provision and Retention of Local Facilities and Services - permits the provision of new community facilities and services in Principal Settlements.

•

Policy CT5 The Transport Impact of New Development- requires that developments seek to reduce the need to travel, maximise the use of sustainable forms of transport, and access without detriment to highway safety and the amenity and character of the area.

•

Policy CT6 Parking Provision- requires provision in accordance with the Council’s parking standards.

Other policies and guidance in Supplementary Planning Documents will also apply including the North Norfolk Design Guide and the North Norfolk Landscape Character Assessment.

2.4 National Planning Policy Framework

- 2.4.1
- The NPPF is the most recent statement of the Government’s planning policy, and is underpinned by the presumption in favour of sustainable development. NPPF paragraph 6 states that the purpose of the planning system is to contribute to the achievement of sustainable development, and that the policies set out in paragraphs 18-219, taken as a whole, define the Government’s view of what sustainable development actually is in practice for the planning system. Furthermore, paragraphs 7 & 9 identify 3 dimensions to sustainable development: an economic role, a social role and an environmental role, and highlight that: “pursuing sustainable development involves seeking positive improvements in the quality of the built, natural and historic environmental as well as in people’s quality of life.”
- 2.4.2
- Core planning principles (12 no.) are set out in paragraph 17. Planning should:

•

drive sustainable economic development to deliver the homes, employment premises and infrastructure to meet the needs of an area;

•

secure high quality design;

•

promote the vitality of urban areas and recognise the intrinsic character and beauty of the countryside;

•

support the transition to a low carbon future;

•

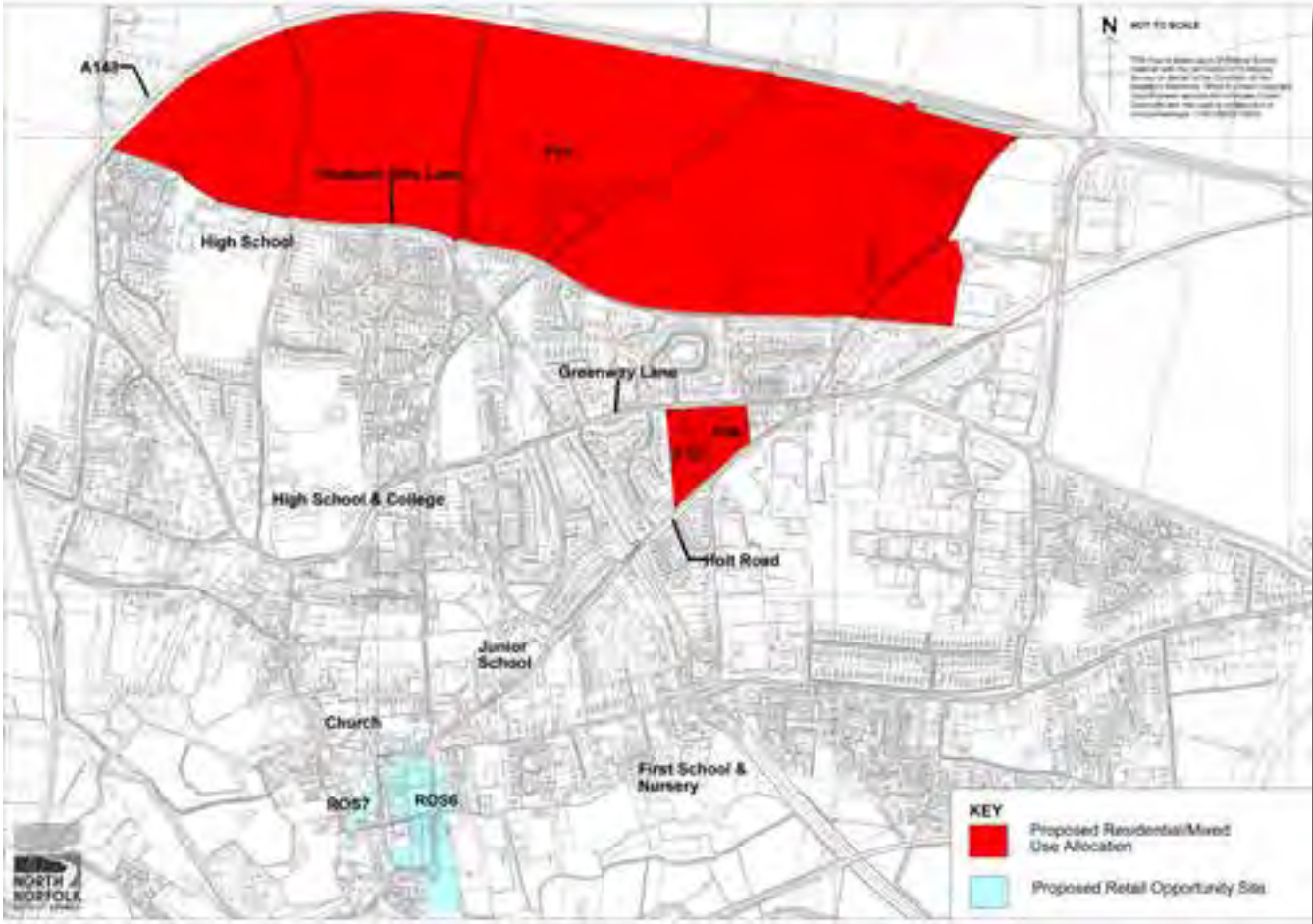
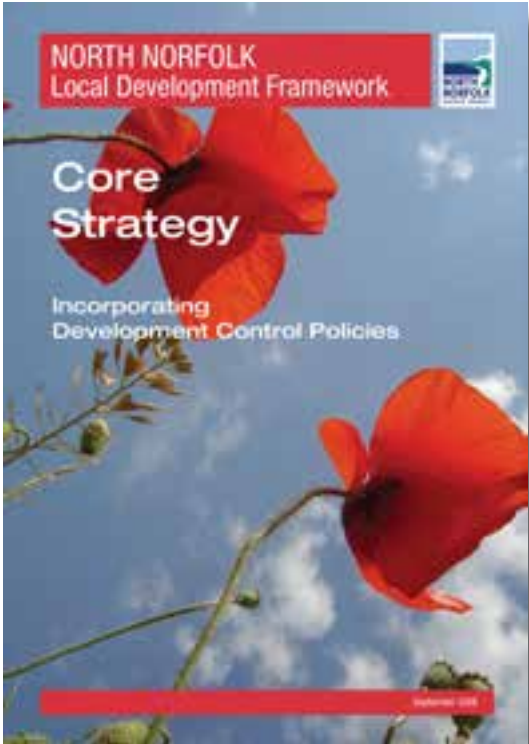
contribute to conserving and enhancing the natural and historic environment;

•

promote mixed use development; and

•

manage growth to make the fullest use of sustainable modes of transport.
- 2.4.3
- Paragraph 173 states that “pursuing sustainable development requires careful attention to viability and costs in plan making and decision taking.”



3.0 SITE ANALYSIS AND CONTEXTUAL APPRAISAL

3.1 Site Location and Description

- 3.1.1

The area of land allocated for development is approximately 85ha. The majority of this land (approximately 59ha) is in the ownership of Trinity College Cambridge with smaller areas of adjacent land in the control of various third parties. The land is broadly defined by the A148 to the north and west, Rudham Stile Lane to the south and Thorpland Road to the East. Refer to Figure 1 opposite.
- 3.1.2

Most land within the allocation boundary is used for agricultural purposes and in arable use or set aside as pasture. There are some exceptions to this including poultry farms at Grove Lane (Brick Kiln Farm) and Thorpland Road (Laurel Farm), a car repair workshop at Water Moor Lane, allotments at Rudham Stile Lane, a rugby club and a sports centre with associated playing fields at Trap Lane.
- 3.1.3

The site has an open character and is relatively flat. The landscape structure consists mainly of low hedgerows containing some individual trees defining large fields. More extensive vegetation is seen to the north alongside the boundary with the A148. There are also larger hedgerows defining the boundary of the allotments and other small holdings. There is only a minor change in level across the site of some 5m, with the highest point situated to the west of Water Moor Lane.
- 3.1.4

Beyond the site across the A148, land is relatively flat to the north west and falls gently to the north east, towards the River Stiffkey valley. The countryside is open to the north and west and contains hedgerows delineating field boundaries and some larger shelterbelts. This pattern is repeated to the north east, but there are also several large areas of woodland associated with Thorpland Hall and Thorpland Lodge Farm in this location.
- 3.1.5

The southern boundary of the site is defined by Rudham Stile Lane, where a small number of residential properties border the site. The scale, style and arrangement of houses differs, although they do not exceed two storeys in height and most are variations along the traditional theme of rectangular plan and pitched roof. Brick is the predominant building material and is seen in various shades and types.
- 3.1.6

To the east of the site and accessed from Clipbush Lane, is Morrisons Supermarket, a new pub / restaurant, Health Centre and Fakenham Town Football Club. Fakenham High School (secondary school) is located to the south west of the site and accessed from Field Lane. Opposite the school to the north is Fakenham Sports and Fitness Centre. Rudham Stile Lane bisects the school and the sports centre and is a pedestrian only route at this point. The sports centre itself is accessed from Trap Lane. Fakenham Rugby Club is situated to the far west of the site adjacent to the A148. These features are highlighted on Figure 7 on page 16.



Photograph 1: Looking towards the A148 across the eastern part of the site from Rudham Stile Lane.



Photograph 2: Looking towards Rudham Stile Lane and Trap Lane across the western part of the site from Water Moor Lane.



Photograph 3: Looking towards the A148 across the eastern part of the site from Water Moor Lane.



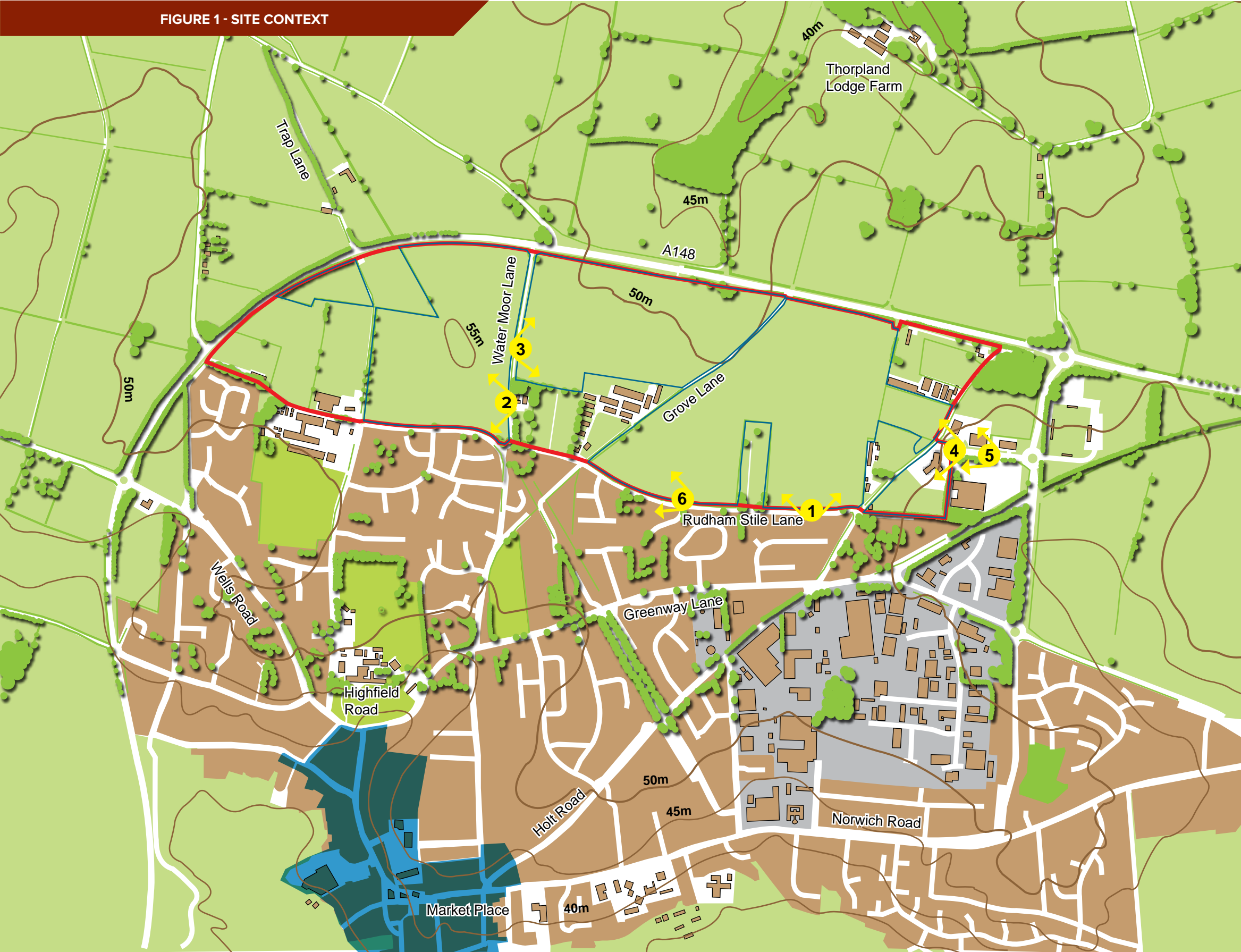
Photograph 4: New Medical Centre on Clipbush Lane .



Photograph 5: New pub/restaurant on Clipbush Lane.



Photograph 6: Existing houses on Rudham Stile Lane.



Key

- Site Allocation
- Land In Control Of Trinity College
- Settlement / Buildings
- Town Centre
- Employment Uses
- Roads / Tracks
- Open Countryside
- Existing Vegetation
- Other Open Space
- Hedgerow
- Contours
- 5 Photograph Location

N

SCALE 1:10,000

3.2 Topography

- 3.2.1
- The site is situated to the north of Fakenham which lies on a plateau between the River Wensum valley and the River Stiffkey valley. Land to the south of Fakenham, particularly around the Town Centre, is closely related to the River Wensum Valley. The change in level where land falls towards the valley is more evident along streets and in the way buildings ‘step’ up and down with the prevailing topography. To the north of Fakenham land is much flatter, particularly north of Wells Road / Highfield Road / Greenway Lane. Refer to Figure 2 opposite.
- 3.2.2
- The site itself is relatively flat, with only a minor change in level across the site of some 5m. Gradients are very shallow. The highest point of the site (c.55m AOD) is situated to the west of Water Moor Lane and appears as a small knoll in the middle of a large field. The knoll is situated on the alignment of a former railway line which used to cross the site. To the north of the site, land falls gently towards a small pond. Prior to the construction of the A148, this marked the beginning of a small valley which drained into the larger River Stiffkey valley.
- 3.2.3
- To the west of the site, the A148 carriageway is at the same level as land within the site. Between Water Moor Lane and Grove Lane, land within the site is below the level of the A148 carriageway by approximately 1-2m. Further east, land to the north of Laurel Farm is above the level of the A148 carriageway which is in a shallow cutting.

3.3 Archaeology and Cultural Heritage

- 3.3.1
- A desk based archaeological assessment considered the proposal site in August 2006. The A148 was originally part of a prehistoric trackway known as Long Lane. Historic maps and documents dating from the 17th to the early 20th centuries show that the site has been utilised as farmland from at least the late post medieval (and possibly medieval) period. Refer to Figure 3 on page 8.
- 3.3.2
- There is some evidence for prehistoric activity close to the site in the form of the prehistoric trackway, Bronze Age crop marks and the recent discovery of a Palaeolithic blade found on the surface of the site. Roman activity within the area is rare and confined to the discovery of a single coin. Similarly, although the name ‘Fakenham’ is an Anglo Saxon in origin, the nearest evidence of Anglo Saxon activity in the area is found some 2.5km away.
- 3.3.3
- The site is considered to have a negligible potential for Roman, Anglo Saxon, medieval and post-medieval archaeology. It has a low-medium potential for prehistoric remains and a medium-high potential for Industrial period and modern remains. It is believed that any remains that the site does contain are unlikely to be of sufficient importance as to preclude development.
- 3.3.4
- There are no Scheduled Ancient Monuments, listed buildings, registered parks and gardens or historic battlefields within or in the vicinity of the site. There are two designated conservation areas present within Fakenham. The largest of these is centred on Wells Road / Oak Street / Market Place and covers most of what would be considered the town centre. A smaller conservation area is located to the south west of the town centre, across the River Wensum, and comprises development in the setting of Holy Trinity Church.

- 3.3.5
- There are approximately 95 listed buildings in Fakenham. The vast majority are Grade II listed; two are Grade II* listed – The Red Lion Hotel in the Market Place and Thorpland Hall which lies outside of Fakenham itself to the north east.

3.4 Landscape and Ecology

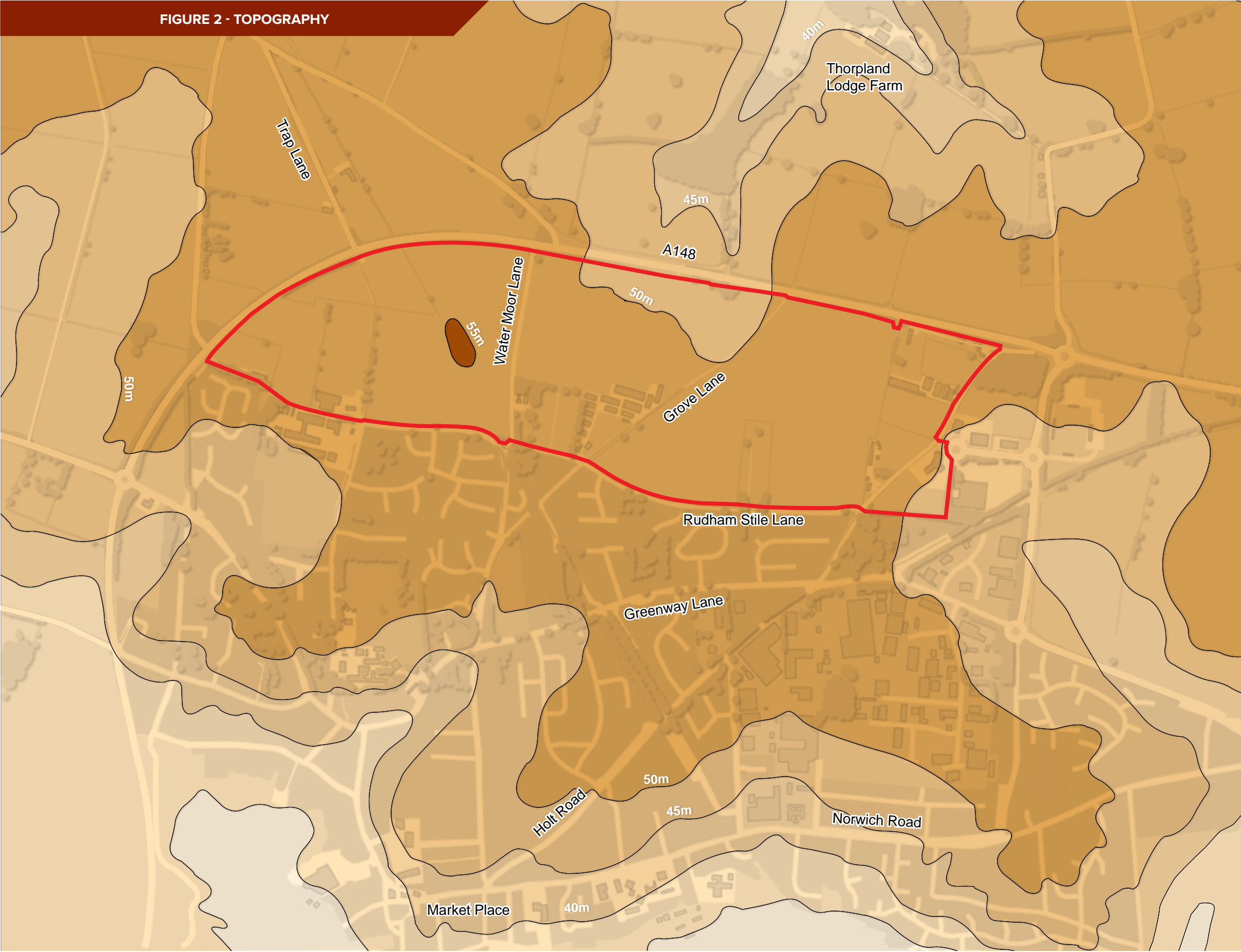
- 3.4.1
- An Ecological Appraisal considered the site in July 2006. It consists primarily of large field compartments defined by hedgerows which contain trees. The fields are in arable use and intensively managed. They generally support a low species diversity although this rises towards the field margins and around hedge bases. Elsewhere, there are paddocks (improved grassland) remnant hedges (tall ruderal vegetation) and scrub. A small pond is found to the north of the site next to the A148. Refer to Figure 4 on page 9.
- 3.4.2
- The main arable and improved grassland habitats are of low species diversity and low conservation value. Hedgerows have a low ecological value due to their lack of connectivity and isolation from other hedgerows. However, the species diversity within the majority of hedgerows is good. No evidence of Badgers has been found within the site or the surrounding area and the pond is not considered a suitable habitat for Great Crested Newts. Some hedgerow trees may offer opportunities for bat roosts, whilst most farm buildings have limited potential for bat roosts.
- 3.4.3
- The principal recommendations with regard to developing the site are to retain and enhance hedgerows where possible. If it is feasible, a network of connected hedgerows and open spaces should be created across the site in a north-south / east-west direction – a green infrastructure. The pond and the area around it could also be retained in future development as an open space within the wider green network. Further surveys will need to be undertaken prior to development.

3.5 Landscape Character

- 3.5.1
- NNDC have undertaken a Landscape Character Assessment (LCA) of the district to inform future development and support Core Strategy Policy EN2. This was adopted as a Supplementary Planning Document in June 2009. Fakenham falls within the Landscape Character Type ‘Rolling Open Farmland’ (ROF) in sub area 3 (ROF3).
- 3.5.2
- Land use within the ROF area is predominately arable. It is principally defined by two main factors, its topography - large expansive open gently rolling or undulating land - and its historical land ownership - large holdings since the mid eighteenth century.
- 3.5.3
- The LCA considers the sensitivity of key characteristics within the ROF area - broadly defined as the ability of these areas to accommodate change. Land to the north of Fakenham falls within the key characteristic of ‘Settlement (Edge of Town)’ and is considered to be ‘moderately’ sensitive to development. Key issues associated with development in ROF3, and particularly to the north of Fakenham, include: use of woodland planting to screen development; and provision of meaningful open space (including allotments) within the development area on its northern edge to provide space between the bypass and settlement.

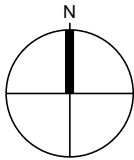
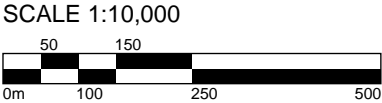
3.6 Visual Appraisal

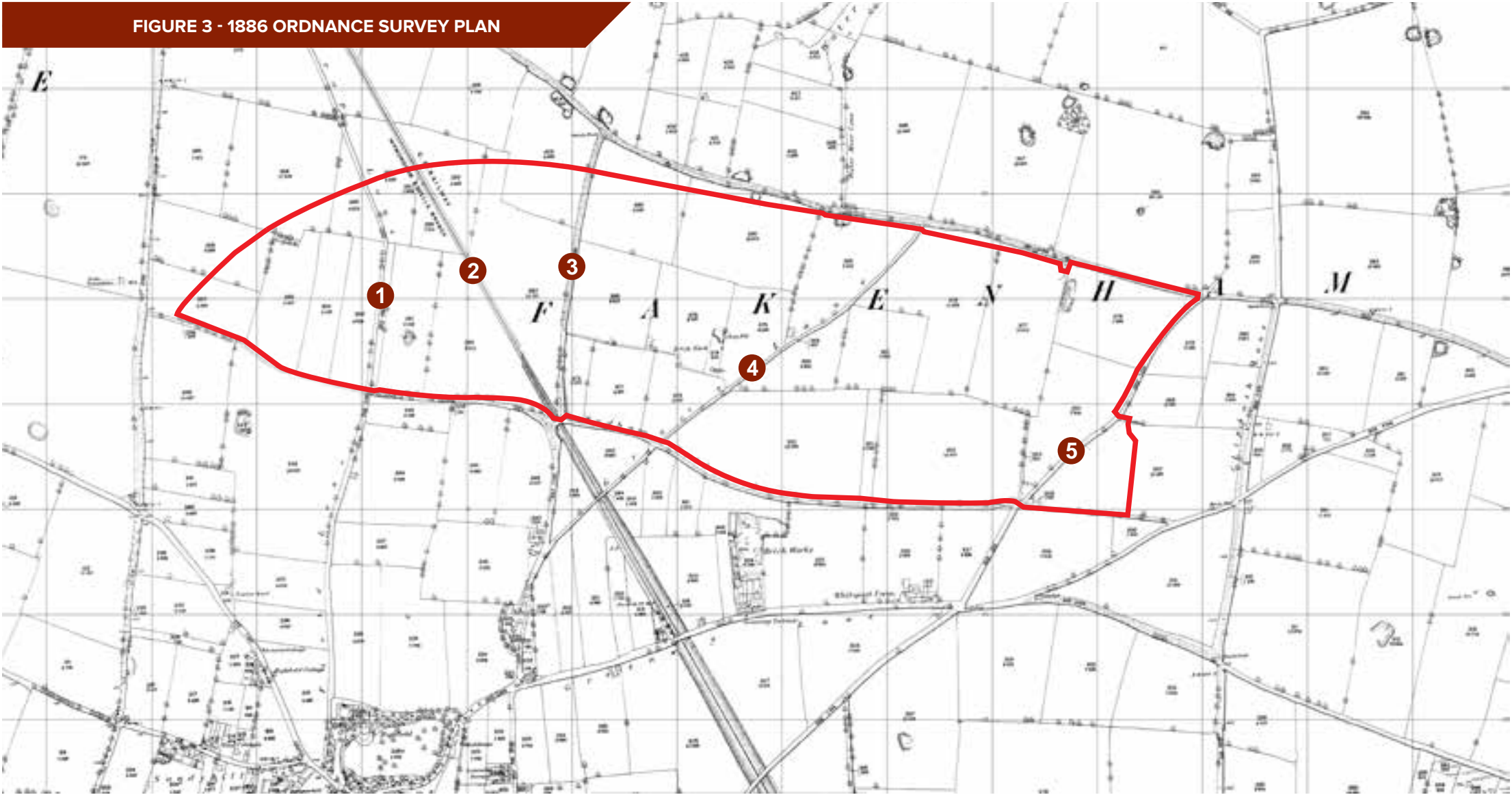
- 3.6.1
- The site is principally visible from its immediate boundaries and from routes that cross it. The prevailing topography surrounding the site results in a situation where there are relatively few distant locations where the site or any of the features within it are visible. In addition to this, views from the A148 are restricted by roadside planting – although there is one section of road which is elevated above the site where views across it are possible. Refer to Figure 5 on page 10 and site photographs on pages 11-13.
- 3.6.2
- Rudham Stile Lane borders the site to the south and there are views across the majority of the site from here. The presence of Brick Kiln Farm, the allotments and the car repair workshop restrict views across the site from a section of Rudham Stile Lane between Water Moor Lane and Newman Drive. Water Moor Lane allows views across the majority of the site. Trap Lane and the accessible section of Grove Lane also allow relatively unencumbered views of the site.
- 3.6.3
- The section of the A148 which lies above the site allows views across it towards Brick Kiln Farm, the boundary of the allotment gardens and residential development on Rudham Stile Lane. From other sections of the A148 views towards the site and development adjacent to it are restricted or filtered by roadside planting such as hedgerows. There are also much larger shelterbelts next to the road further west which prevent views into the site.
- 3.6.4
- To the immediate south of the site there are some instances where roads are aligned in the direction of the site. These include Field Lane, North Park, Clay Pit Lane, Newman Drive and Elizabeth Avenue. There will be views of the site from these roads when travelling towards it.
- 3.6.5
- To the north of the site, there are a limited number of locations from where the site is visible. The primary reasons for this are the underlying topography and the presence of extensive vegetation to the north of the site or on its boundary associated with the A148.
- 3.6.6
- There are views towards the site from roads adjacent to the grain dryer although these are filtered by existing vegetation. Trap Lane is orientated towards the site although views towards it from the northern end of the lane are restricted by the extensive avenue of trees planted along it. The site is more visible from the southern end of Trap Lane near to the A148. An unnamed road joins the A148 to the east of Trap Lane. There are views towards the site from the track that leads off this road to Waterhouse Cottages.
- 3.6.7
- To the north east of the site lies Thorpland Hall and Thorpland Lodge Farm. This small collection of buildings is accessed from Thorpland Road which joins the A148 and Clipbush Lane. There are no views of the site from Thorpland Road when travelling towards it from the north. This is due to the underlying topography and presence of intervening vegetation.



Key

- Site Allocation
- 55m +
- 50 - 55m
- 45 - 50m
- 40 - 45m
- 35 - 40m
- Up to 35m





Key

Site Allocation

Key features remaining in the present day with the exception of the Fakenham to Wells railway line

- 1 Trap Lane
- 2 Fakenham to Wells railway line
- 3 Water Moor Lane
- 4 Grove Lane
- 5 Thorpland Road

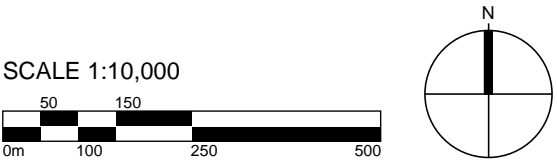
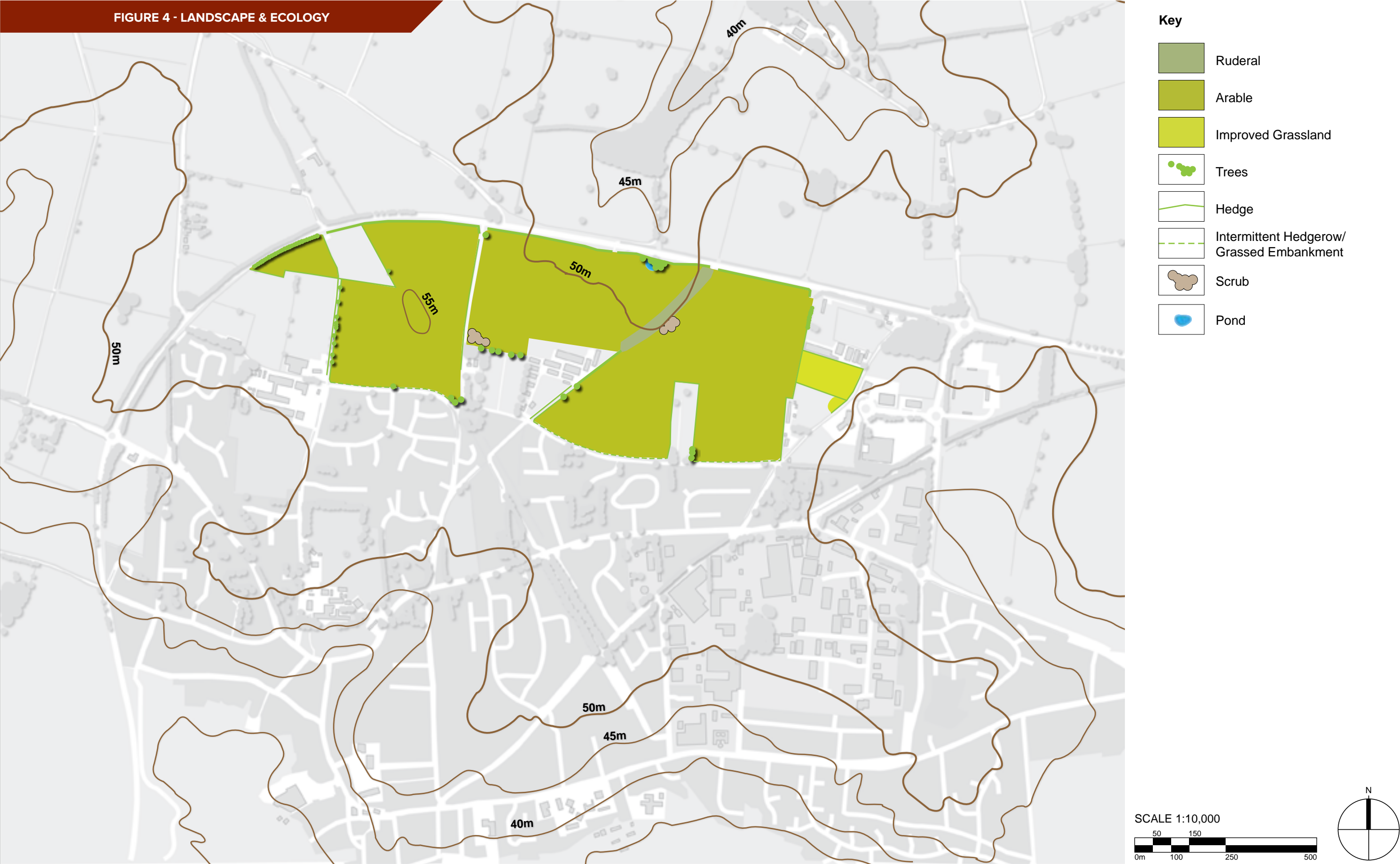
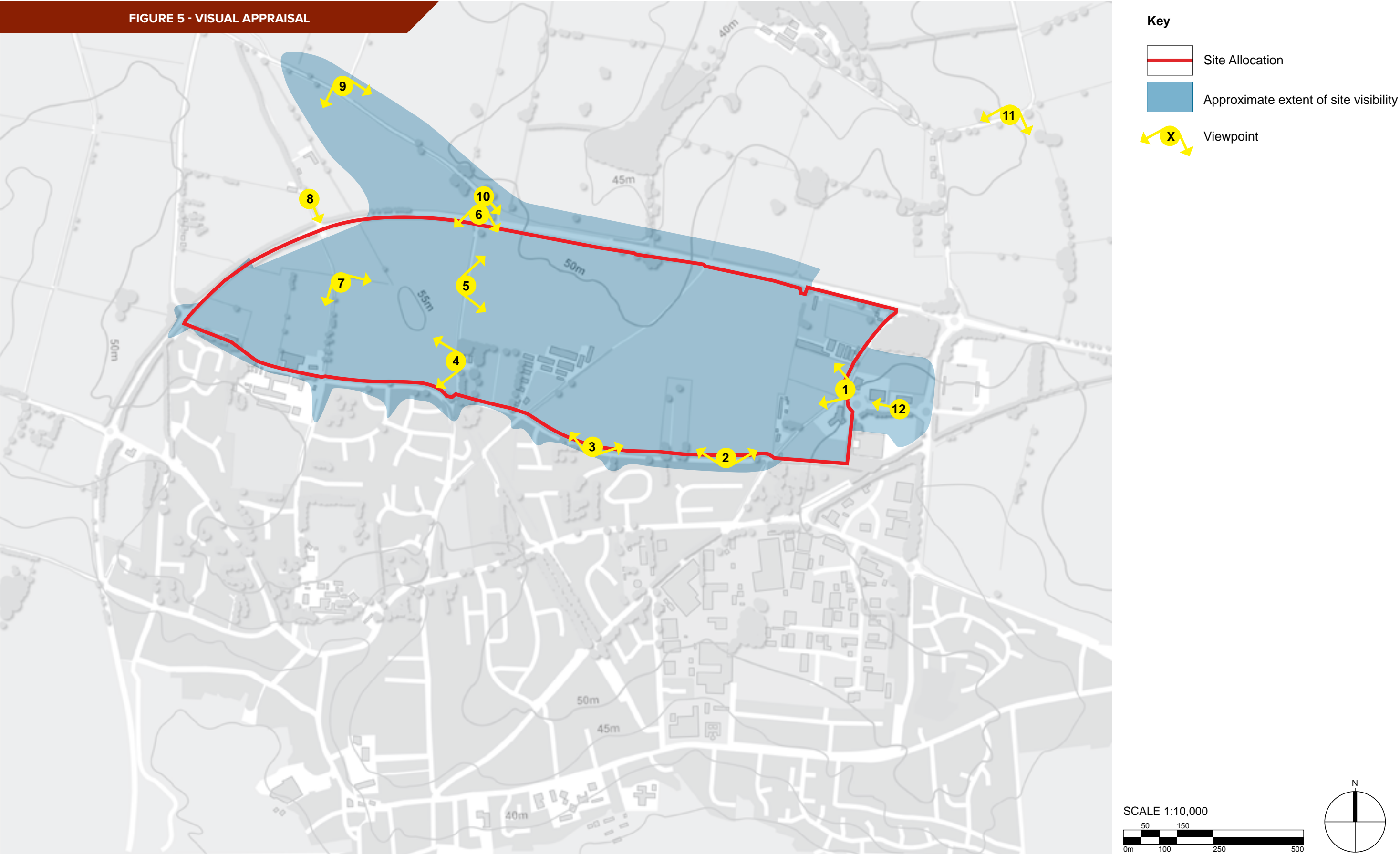


FIGURE 4 - LANDSCAPE & ECOLOGY







Photograph 1: Looking west across the eastern part of the site from Thorpland Road



Photograph 2: Looking north towards the A148 across the eastern part of the site from Rudham Stile Lane.



Photograph 3: Looking north towards the A148, Brick Kiln Farm and Grove Lane across the eastern part of the site from Rudham Stile Lane.



Photograph 4: Looking west towards Rudham Stile, Fakenham Sports and Fitness Centre Lane and Trap Lane across the western part of the site from Water Moor Lane.



Photograph 5: Looking east towards the A148 across the eastern part of the site from Water Moor Lane.



Photograph 6: Looking south down Water Moor Lane towards the eastern and western parts of the site from the A148.



Photograph 7: Looking south down Trap Lane across the western part of the site towards Rudham Stile Lane.



Photograph 8: Looking south along Trap Lane towards the site across the A148.



Photograph 9: Looking south towards the site across the A148.



Photograph 10: Looking south towards the site and the junction with the A148.



Photograph 11: Looking south towards the site from Thorpland Road to the north of the A148.



Photograph 12: Looking west towards the eastern boundary of the site from the supermarket access road.

3.7 Movement

- 3.7.1

The A148 – defining the northern boundary of the site – is the main road connecting Fakenham with other towns in the surrounding area and the wider highway network. The A148 forms a wide loop around the site in conjunction with Clipbush Lane and Wells Road / Highfield Road / Greenway Lane and Holt Road. Refer to Figure 6 opposite.
- 3.7.2

Rudham Stile Lane borders the site to the south and is a secondary route providing access for residents, the sports centre and the high school. This route is a tarmac road with kerbs on the southern edge where dwellings are located.
- 3.7.3

Several routes cross the site allowing varying levels of movement and access, although there is no direct public access to the site itself.
- 3.7.4

The main route crossing the site is Water Moor Lane which allows vehicular movement between the A148 and Fakenham town centre via Clay Pit Lane and Queens Road. Within the site, Water Moor Lane is a poor quality unkerbed road approximately 5m wide with drainage provided by grips cut into the verge leading to what appear to be soakage ditches.
- 3.7.5

The junction of Water Moor Lane with Rudham Stile Lane is narrow and restricted and the top of the railway bridge (with no footways) rises above the natural ground levels by approximately 3m with all roads rising on embankments to meet this crest. The ‘at grade’ simple ‘T’ junction with the A148 to the north has been the location of several accidents, five being recorded since 2003 one of which included a fatality.
- 3.7.6

Claypit Lane is subject to a 20mph limit, this extends turning west into Rudham Stile Lane, continuing past the school and includes Field Lane. Field Lane has restricted access as at the southern end there is a one-way section allowing only south to north travel.
- 3.7.7

Trap Lane is a narrow tarmac track which leads towards the A148 to the north west of the site from Rudham Stile Lane but does not connect directly to it. It is suitable for only limited vehicular access to surrounding fields and is primarily used by pedestrians and cyclists.
- 3.7.8

Grove Lane is a rough unmade track which allows access to the northern part of Brick Kiln Farm. This route originally extended further north across the site to the A148 although it is now overgrown and impassable. However, there is pedestrian access to the A148 at the northern end.
- 3.7.9

Thorpland Road borders the site to the east and is a narrow tarmac track. It allows access to Lime Tree Farm and Laurel Farm to the north and a small collection of residential properties to the south.
- 3.7.10

There are no public footpaths or bridleways crossing the site.
- 3.7.11

The main routes connecting the site to Fakenham Town Centre are Clay Pit Lane / Queens Road and Holt Road. Less direct routes include Oak Street and Norwich Road. Grove Lane continues south across Rudham Stile Lane through residential development to the south of the site and connects with Claypit Lane.

3.8 Utilities

- 3.8.1

All major utilities and telecommunication networks pass in close proximity to the site along its boundaries and are associated with road corridors. Within the site itself, an overhead electricity line (11kv) crosses the parcel of land to the east of Grove Lane on low pylons. In addition, a decommissioned water main is also found below ground in this location, broadly following the same alignment as the electricity line.
- 3.8.2

Rudham Stile Lane contains a variety of utilities (Gas, Electricity, Water – mains, foul and surface water drainage – Telecommunications etc) serving existing development to the south of the site. The A148 road corridor contains a water main in the verge to the south of the carriageway. To the east of the site, Thorpland Road contains a water main and Clipbush Lane / Holt Road contain a wider range of utilities.
- 3.8.3

The presence of a wide range of existing utilities in close proximity to the site will allow connections to new development subject to capacity and agreement with the relevant utility companies / authorities. Therefore, no restrictions to development are anticipated with regard to utilities. With regard to the overhead electricity cables; a strategy for diversion and / or relocation (potentially underground) will be discussed and agreed during future detailed design stages. This is also the case with the decommissioned water main although this may be able to remain in situ.
- 3.8.4

A potential issue with the capacity of the town’s Waste Water Treatment Works (WWTW) that feeds into the River Wensum (a designated SAC) has been identified by Anglian Water (AW) and the Environment Agency (EA). Consequently the potential constraint to development has been reflected in both the policies of the CS and SADPD, and NNDC have worked closely with those bodies to identify the extent of the constraint and what solutions might be available. The findings of that work are outlined in the Water Infrastructure Statement (WIS).
- 3.8.5

However, a more recent (October 2011) detailed Pre-Development Report prepared by Anglian Water has highlighted:
 - There are public water mains and foul sewers within the boundary of the development site for which easements of between 4.5m and 6m will be required. These need to be located in highway or public open space.
 - There is sufficient water resource capacity to supply the development, which can be served from the main located along the A148.
 - The development is within the catchment of Fakenham Sewage Treatment Works which has available capacity to accommodate the development.
 - A drainage strategy is required to determine how the development should connect to the Sewage Treatment Works.
 - Surface water disposal should be to a Sustainable Urban Drainage System (SUDs).

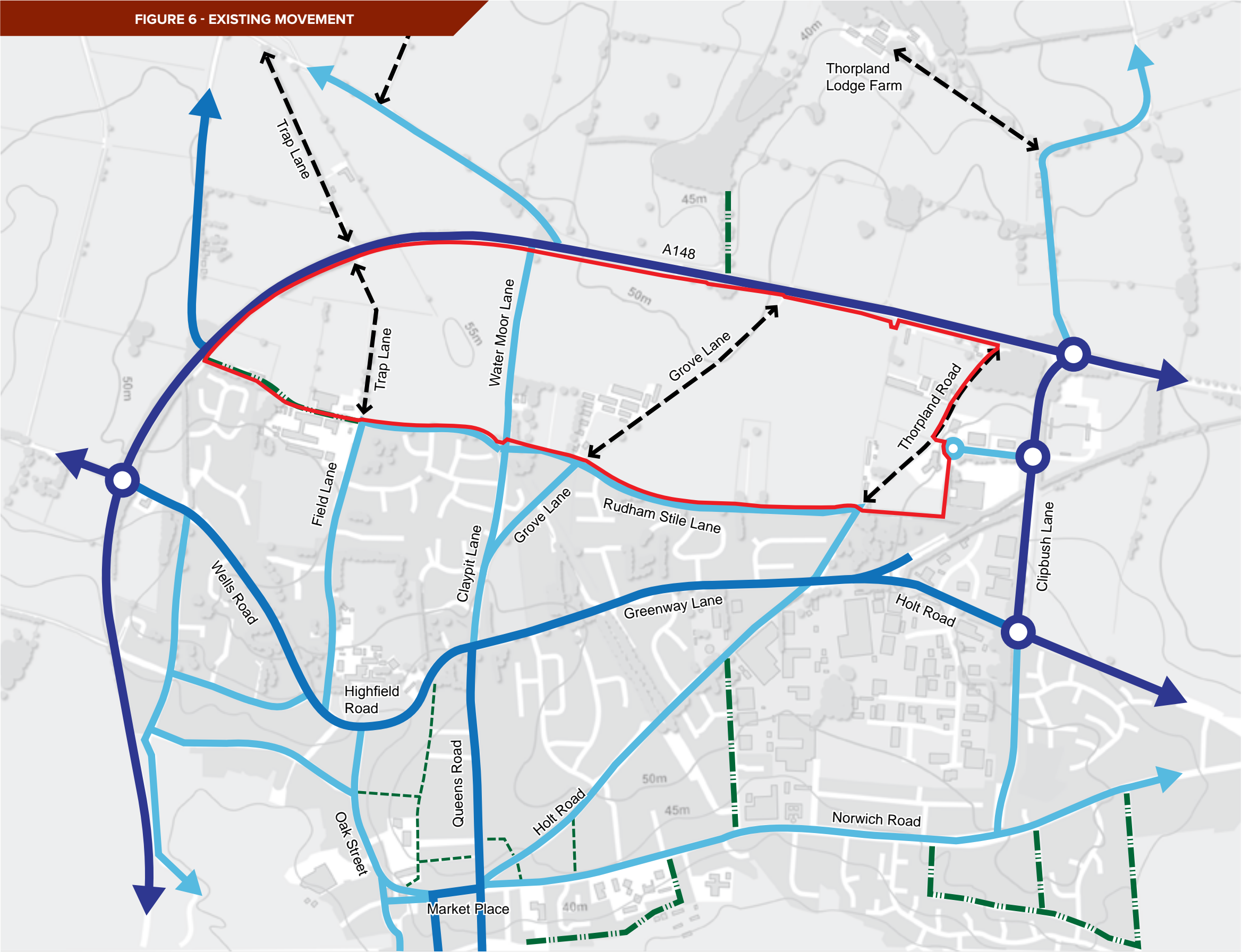
3.9 Facilities

- 3.9.1

The site lies on the edge of a primarily residential area to the north of the town centre. The majority of local facilities are found to the south within the town centre itself although some are located to the immediate east (see below) and west of the site. The town centre provides a good range of facilities in relation to the overall size of Fakenham and this reflects its wider role as a rural centre. Refer to Figure 7 on page 16.
- 3.9.2

A large supermarket with an associated petrol filling station is located to the east of the site which can be accessed from Clipbush Lane. A new Health Centre and a Pub / Restaurant are also accessible from here. Fakenham High School and Fakenham Sports and Fitness Centre are located to the west of the site. Fakenham Rugby Club is located to the west of the sports and fitness centre. Fakenham College is located to the south of the high school on Field Lane / Highfield Road. A large industrial estate containing a variety of businesses is located to the south east of the site.
- 3.9.3

The high level of facilities and services found in Fakenham suggests that new development would be well served for most daily and weekly needs, reducing the need to travel to other towns. However, there is a strong belief that development could support – and indeed would require – a number of smaller ‘local’ facilities such as a convenience store, a primary school, community centre, nursery and possibly a hotel. These would serve both new and existing residents, helping to integrate the existing community with new development.



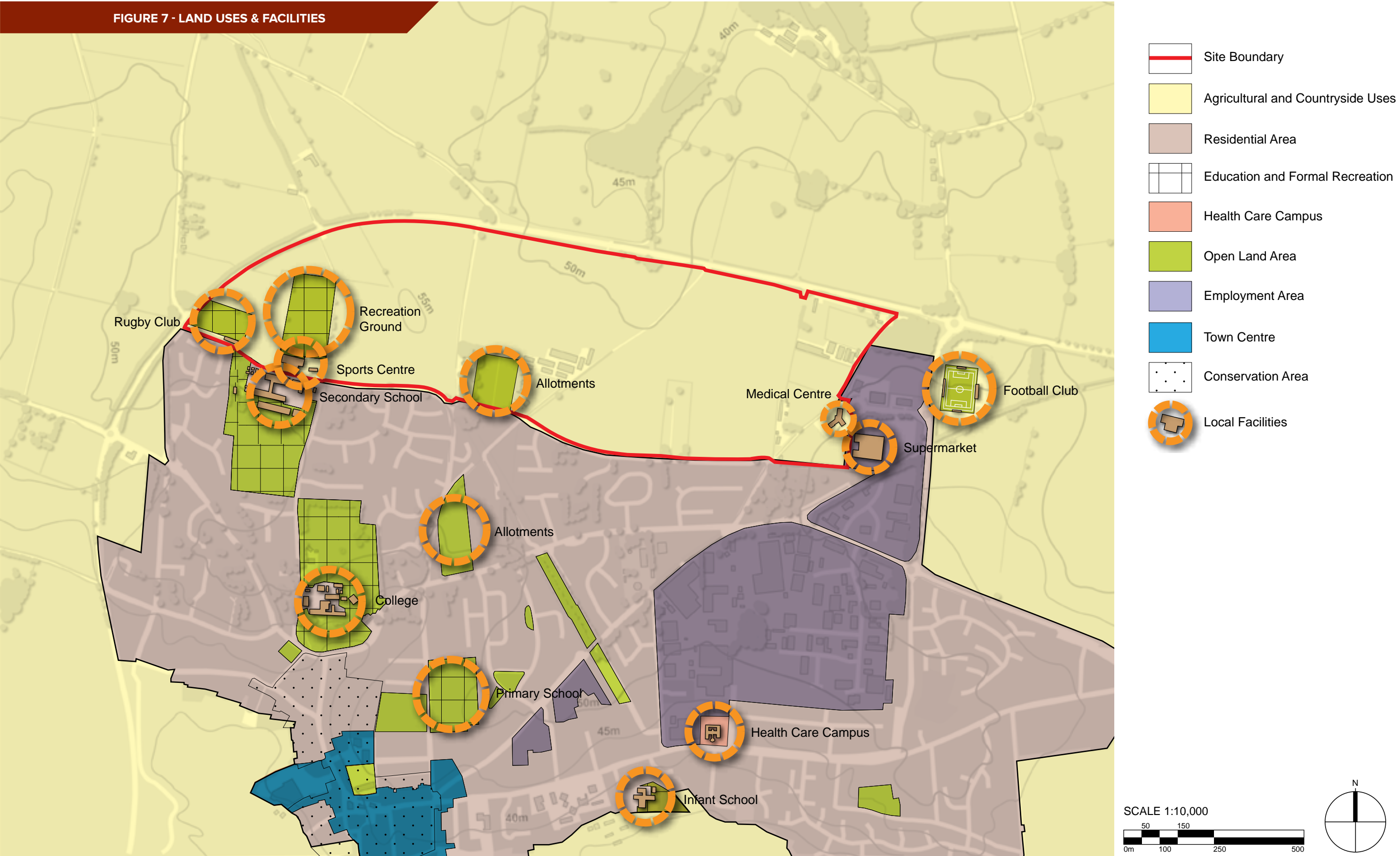
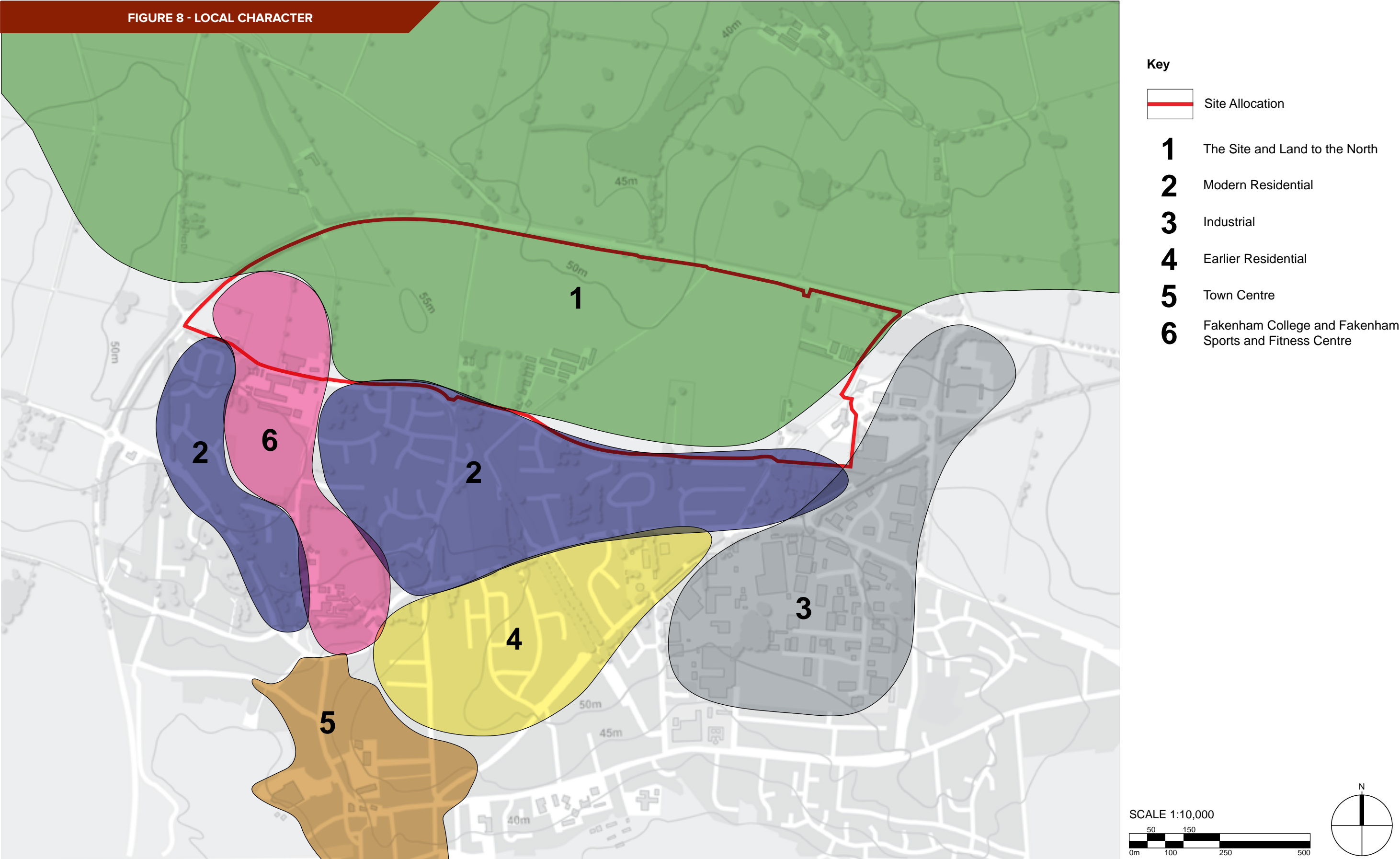


FIGURE 8 - LOCAL CHARACTER



3.10 Local Character

Character Area 1: The site and land north of the A148



Thorpland Road



Rudham Stile Lane



Rudham Stile Lane



Water Moor Lane

- 3.10.1 This is an open, predominantly flat ‘rolling farmland’ landscape consisting mainly of low hedgerows (some with individual trees) that define large fields. Extensive vegetation is seen to the north alongside the boundary with the A148. There are also larger hedgerows defining the boundary of allotment gardens and other small holdings adjacent to the site.
- 3.10.2 To the north across the A148 land is relatively flat, although it falls gently to the north east, towards the River Stiffkey valley. The countryside is open to the north and west and contains hedgerows delineating field boundaries and some larger shelterbelts. This pattern is repeated to the north east, but there are also several large areas of woodland associated with Thorpland Hall and Thorpland Lodge Farm in this location.

Character Area 2: Modern Residential



Newman Drive



Newman Drive



Wigg Road



Steppings Road

- 3.10.3 This area, which borders the site to the south on Rudham Stile Lane, contains a variety of residential development. The majority of houses in this area have been built relatively recently, within a period of approximately the last 30 years. There are some smaller pockets of houses and individual dwellings that date from earlier periods but these are relatively few.
- 3.10.4 Dwellings are a mix of detached, semi-detached, linked and terraced properties. There is little consistency in architectural style evident throughout the area beyond that seen on individual streets. There are some pockets of development where a consistent ‘modern Scandinavian’ style is evident. Most houses are two storeys in height although single storey bungalows are common. Some two storey properties are designed so that the upper storey is accommodated within the roof space. The majority of dwellings have pitched roofs.
- 3.10.5 A wide variety of building materials are present which include red, buff and brindle bricks; red, grey and black pan tiles; smooth cement render painted in various cream and white shades; timber cladding; tile hanging and some modern flint cobble construction.
- 3.10.6 The street layout varies, but the prevailing model is that of cul-de-sacs leading off main roads. Most streets and cul-de-sacs are rectilinear or curvilinear in plan and there is little connectivity between individual pockets of development, resulting in a lack of permeability.

Character Area 3: Industrial



Supermarket



Holt Road



George Edwards Road



Garwood Drive

- 3.10.7 This area is characterised by large industrial buildings which have a basic utilitarian style and appearance loosely arranged along wide roads. Buildings are typically rectangular in plan and have few architectural features. Where these are present, they tend to be associated with offices or showrooms where businesses are open to the public. Roofs are generally pitched, although the pitches themselves are shallow which results in a lack of enclosure and definition to the area overall. Building materials are mixed but there is a high proportion of metal cladding visible. The street pattern consists of long cul-de-sacs and wide roads.
- 3.10.8 The superstore is of a better quality overall than the majority of the surrounding buildings. The building itself displays more depth and relief, particularly on its roofscape. Although there are large areas of car parking present which can be an environmental detractor, there is sufficient landscaping to mitigate this.

Character Area 4: Earlier Residential



Lancaster Avenue



Lancaster Avenue



Jubilee Avenue



Jubilee Avenue

- 3.10.9 This area is situated to the north east of the town centre and comprises what is believed to be interwar and post war housing. A more consistent style of housing than in Area 2 is visible although there are still variations on a theme. The street pattern enables a greater degree of permeability than in Area 2 and streets tend to be longer with fewer cul-de-sacs present. Green spaces provide focal points within development and houses are arranged to look out onto and define them.
- 3.10.10 There is more consistency in building materials in this location with red brick, rough cast render (painted cream) grey and red pan tiles being the predominant choices. Dwellings are generally two storeys in height and formed in pairs (semi-detached) of wide fronted houses. Prominent architectural features include chimneys, arched window surrounds and pitched door canopies.

Character Area 5: Town Centre



Market Place



Market Place



Oak Street



Market Place

- 3.10.12 Within the town centre there are a much greater variety of development types and architectural styles present. Many of these are typical of North Norfolk generally, some are typical of the period they were built in and some are common to Fakenham.
- 3.10.13 Along Wells Road and Nelson Road, development is predominantly residential. Dwellings are linked, semi detached or terraced and situated close to the back of pavement edge. This creates well defined streets which have a strong sense of enclosure. Building materials are commonly red brick; cement render painted in various colours but typically cream, white and blue; flint cobble construction for walls; grey and red pan tiles for roofs; sash windows with frames and sashes painted white. Many buildings are built in a classical 'Georgian' style with a vertical emphasis to proportions.
- 3.10.14 In Market Place, the characteristics of buildings are similar to that described above, but they are grander and often taller than those on the streets leading towards it. Three storey buildings are common and buildings abut each other, creating a continuous definition of space. More decorative architectural features are present and dressed stone is also seen (HSBC Bank). The ground floors of buildings are generally occupied by shops, cafes or commercial businesses which create activity around the edges of the spaces.
- 3.10.15 The streets and pavements surrounding the Market Place, and the smaller, secondary space around the bank, benefit from being surfaced in the same paving material. This creates consistency and helps to unify the space between the buildings. The space within the Market Place itself contains a well designed paving pattern which celebrates the heritage of the local printing industry. Overall, the Market Place is an attractive, high quality public space.

Character Area 6: Fakenham College and Sports and Fitness Centre



Rudham Stile Lane



Sports and Fitness Centre



Rudham Stile Lane



Trap Lane

- 3.10.16 The High School and College campuses bisect residential development in Character Area 2 as described above. The buildings themselves vary in style and quality, with the school consisting of development in a 'modern style' and the college buildings having more traditional architectural qualities.
- 3.10.17 The presence of playing pitches and other open space creates a 'green wedge' within residential development. This creates an open aspect for some properties which face onto the school grounds, although the size of the spaces means that permeability is reduced and local connections are severed in some locations.
- 3.10.18 The main building at the sport and fitness centre contains a range of indoor sports facilities and is accompanied by a smaller, stand alone brick pavilion. The main building has been constructed recently in a modern style and has a large curved roof and is clad in silver aluminium panels. The smaller, single storey brick pavilion is built in a more traditional style and is rectangular in plan with a shallow pitched roof. A number of sports pitches are located to the north of the main buildings which extends the 'green wedge' of the school campus further northwards.

4.0 EVALUATION

4.1 Introduction

4.1.1 An evaluation of the key issues arising from the site analysis and contextual appraisal is summarised below. How these issues are addressed is crucial to the delivery of a successful development that is well related to both the site and its surroundings. Therefore, In order to address the key issues, a series of opportunities and constraints that apply to the site has been carefully considered. The resulting strategy for development is set out in the remaining sections of this brief.

4.2 Key Issues:

1. Site Location and Description

The site is situated on the northern edge of Fakenham and presents an excellent opportunity for sustainable development which has been recognised by its allocation in the Site Allocations DPD. It is currently in agricultural use with a small number of related land uses situated on its boundaries.

2. Topography

The site is broadly flat and unhindered by topographical constraints. A small knoll is present to the west of the site – its highest point – and land falls gently on its northern edge towards the A148 and a small pond. The surrounding topography to the north is similarly flat or contains small valleys associated with watercourses.

3. Archaeology and Cultural Heritage

The site has been in agricultural use for as long as its existence had been recorded and has remained largely free from development. The Fakenham to Wells railway once crossed the site but all traces of this have now been lost and the land has reverted to agricultural use. It is believed that any archaeological remains that the site does contain are unlikely to be of sufficient importance as to preclude development. Further field evaluation is required prior to development (in accordance with paragraph 128 of the NPPF).

4. Landscape and Ecology

The main arable and improved grassland habitats are of low species diversity and low conservation value. The hedgerows have a low ecological value due to their lack of connectivity and isolation from other hedgerows although the species diversity within them is good. The principle recommendations with regard to developing the site are to retain and enhance hedgerows where possible. If it is feasible, a network of connected hedgerows and open spaces should be created across the site to form a ‘green infrastructure’.

5. Landscape Character

Fakenham falls within NNDC Landscape Character Type ‘Rolling Open Farmland’ (ROF) in sub area 3 (ROF3). At a more detailed level, land to the north of Fakenham - which includes the site - falls within the key characteristic of ‘Settlement (Edge of Town)’ and is considered to be ‘moderately’ sensitive to development - this would indicate that development is possible with appropriate mitigation.

6. Visual Appraisal

The site is visible from its immediate boundaries and from routes that cross it. It is not a prominent location within the wider landscape setting to the north of Fakenham and there are relatively few distant locations where the site or any of the features within it are visible. Views of the site from the A148 are mostly restricted or filtered by roadside planting although there is a short section of the road – where the level of the carriageway lies above the site – where views are possible. The site is not considered to be particularly sensitive to development.

7. Movement

Currently, there is no direct vehicular access to land within the site. Water Moor Lane bisects it and provides vehicular access across it between Rudham Stile Lane to the south and the A148 to the north. The A148 currently enables access to Fakenham (via Clipbush Lane and Wells Road) and the wider highway network. Rudham Stile Lane, on the southern boundary of the site, currently provides access to individual dwellings which are present in this location. Grove Lane (a narrow track) crosses the site in a central location and once allowed movement from Rudham Stile Lane to the A148, but it has now become overgrown and is impassable beyond Brick Kiln Farm.

8. Utilities

All major utilities and telecommunication networks are located in close proximity to the site along its boundaries and associated with road corridors. Two minor utilities cross the site; an overhead electricity line (11kv) and a decommissioned water main. The presence of a wide range of existing utilities in close proximity to the site will allow connections to new development subject to capacity and agreement with the relevant utility companies / authorities - particularly with regard to foul sewage disposal. New utilities infrastructure can be accommodated within the site itself or road corridors running along its boundaries.

9. Facilities and Land-use

The site is located on the northern edge of Fakenham and abuts a primarily residential area. It is close to the major employment areas in the town which are situated to the south east. The majority of local facilities are found in Fakenham town centre to the south of the site, although there are a number of important local facilities in close proximity to it. A secondary school and sixth form college are located to the south west of the site and a sports and fitness centre is located on its western boundary. A super market and petrol filling station are located to the east of the site. A new health centre has also been built to the east of the site. The level of facilities provided within Fakenham overall is good, albeit with a geographic bias to the south.

10. Local Character

Existing residential development in close proximity to the site varies in both style and quality. Consistency of character is present in small pockets of development or along single streets but no one style or use of building materials is predominant. Further south, on the edge of the town centre and within the town centre itself, there is more consistency of styles and architectural quality. This is exemplified within those areas of Fakenham that have been designated as conservation areas. Development within the conservation areas and the heart of the town centre – Market Place – is common to that found typically within this area of North Norfolk.

4.3 Opportunities and Constraints

4.3.1 The site is largely free from constraints and therefore the challenge is to make the most of the opportunity offered by its excellent location and unrestricted condition. A key aspect of this will be the integration of new development with the existing community bordering the site, and the provision of pedestrian, cycle and vehicular links to Fakenham Town Centre. As there are few notable features within the site or on its boundaries (existing trees and vegetation excepted) character and identity will have to be created, rather than inherited.

Opportunities

- Retain existing landscape features within development to create a green infrastructure which has ecological and amenity benefits potentially both on and off site;
- Augment existing landscape features with new planting and the creation of open space to improve biodiversity;
- Link the development site to Fakenham and the surrounding area with a legible highway network that prioritises pedestrians and cyclists;
- Within development, create a network of interconnected streets and spaces that are easy to move around on foot, by bike and in the car;
- Allow some of these routes to be used by buses to provide sustainable links to the town centre and the surrounding area;
- Retain and enhance existing routes where possible, particularly where these could be used by pedestrians and cyclists;
- Provide local facilities for both new and existing residents in a central location that will become a focus for the whole neighbourhood;
- Build a range of dwelling types to suit varied size households and people of all ages and abilities;
- Use sustainable technologies; to reduce the demand for energy and water in homes and other buildings;
- Retain existing pond in conjunction with surrounding landscape and SUDs - see below;
- Minimise the impact on existing drainage infrastructure and flood risk downstream by incorporating sustainable urban drainage systems to deal with surface water run off; and
- Create a locally distinctive development that is recognisably ‘of Fakenham’ and influenced by the best examples of local architecture.

Constraints

- Provision of vehicular access will require connections to existing highways and some junction improvements;
- The presence of existing trees and hedgerows will dictate the site layout in some areas;
- There are some existing businesses and other commercial operations adjacent to the site that will require sensitive boundary treatments;
- Some existing utilities may need upgrading or diverting to accommodate development; and
- A range of solutions will need to be investigated in conjunction with others to deal with foul sewage disposal.

5.0 A VISION FOR DEVELOPMENT

5.1 Vision Statement

‘Development at Rudham Stile Lane will create a well balanced, sustainable community that is integrated with Fakenham and influenced by its existing character. It will enhance economic activity in the town and promote social cohesion through the provision of housing that meets a wide range of needs. Development will be planned around new community facilities, green infrastructure, historic routes and a network of interconnected streets and open spaces. It will act as a catalyst for growth, helping to successfully shape the future of Fakenham.’

5.2 Core Themes:

- 5.2.1 Community; Development will provide community facilities in a central location to act as a focus for the whole site to 2021 and beyond. This will include a site reserved for a primary school, and may also include a community centre and nursery, a small scale retail offer and formal recreation facilities. Development should also promote social cohesion through the provision of a range of dwelling types and tenures.
- 5.2.2 Economy; Development will create a range of employment opportunities to increase economic activity in Fakenham and the surrounding area. This could include – but is not limited to – offices, general industrial and storage or distribution based businesses.
- 5.2.3 Identity; NNDC require developers to create a distinctive development with a character inspired by and derived from Fakenham. This is one of the key tenets of good place making and developers should also follow the guidance set out in The North Norfolk Design Guide (in addition to this document) when formulating their proposals.
- 5.2.4 Connectivity; NNDC Policy CT5 requires that developments seek to reduce the need to travel, maximise the use of sustainable forms of transport and access without detriment to highway safety and the amenity and character of the area. Existing historic routes should be retained (wholly or in part) or used to influence the layout of development.
- 5.2.5 Amenity; An extensive green infrastructure should permeate through development, creating space for formal and informal recreation – encouraging healthy lifestyles and enhancing biodiversity. Existing landscape features should form part of this where they are worthy of retention. Sustainable urban drainage systems should be employed to attenuate surface water runoff and help to mitigate against flood risk.
- 5.2.6 Sustainability; Development will adapt to future climate change, seek to minimise resource and energy consumption, and include renewable and/or low carbon technologies.

5.3 Spatial Objectives:

- 5.3.1 Land to the north of the site should be the focus for open space and formal recreation provision in order to create a development edge that responds well to its context;
- 5.3.2 Additional open spaces should be provided within the site that are associated with Grove Lane, the creation of new parks and the separation of residential and employment land - creating a ‘Green Infrastructure’;
- 5.3.3 The focus for community facilities should be between Water Moor Lane and Grove Lane, a broadly central location when considering the entire F01 allocation;
- 5.3.4 Water Moor Lane will define the western extent of development to 2021 and this should be designed to anticipate further development extending as far as the A148, reflecting the entire F01 allocation;
- 5.3.5 Employment land should be located to the east of the allocation site as far as Thorpland Road, reflecting the prevailing character of the town and recent development and also enabling direct access from the major road network;
- 5.3.6 The principal movement corridor through development should be aligned in an east-west direction and link Clipbush Lane to the A148 via existing and proposed roads;
- 5.3.7 Additional pedestrian, cycle and public transport connections should be made with Fakenham to the south, with restrictions placed on the amount of private traffic that can travel in this direction; and
- 5.3.8 Residential development should create a network of interconnected streets and spaces that are easy to move around on foot, by bike and in the car.

5.4 Design Quality

- 5.4.1 North Norfolk District Council places high importance on the need for development to deliver high levels of design quality on Land at Rudham Stile Lane. The NNDC ‘Design Guide’ provides more detail on what is expected in terms of residential development and non-residential development. This document will be a key tool in evaluating the suitability of future proposals.
- 5.4.2 This brief sets out the parameters of what is expected both in spatial terms and for development character - e.g. buildings, streets and landscape. Future designers will need to interpret these prescriptions and come forward with proposals that reflect these parameters and are befitting of both the location and the opportunity.

- 5.4.3 Policy EN4 sets out the planning context for high quality development:

Policy ENV4

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

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

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

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

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

- 5.4.4 Developers should also be striving to meet the criteria for good development set out in ‘Building for Life 12’. There are many similarities between the guidance in this document and the NNDC Design Guide. Meeting the guidance set out in BFL12 and achieving ‘12 Greens’ would qualify the development for a ‘Built for Life’ award which can be used as part of sales literature as a mark of quality.

6.0 DEVELOPMENT FRAMEWORK

6.1 Introduction

- 6.1.1 The Development Framework describes the broad disposition of land use, movement corridors and other structural elements envisaged on the site. They reflect the environmental capacity of the site identified through the masterplanning process. The combination of these elements will create a viable, deliverable and sustainable community. This arrangement of development meets the planning policy requirements of North Norfolk District Council's Core Strategy and housing need to 2021.
- 6.1.2 The amount and type of development is set out in the schedule on page 26 and illustrated in more detail on the Illustrative Masterplan on page 27. The 'character' of the development is also explained in this section on pages 30 to 42.
- 6.1.3 The Development Framework and the Illustrative Masterplan show how development can meet housing need to 2021 (800-900 dwellings) on land to the east of Water Moor Lane. The proposals have been designed to anticipate additional development beyond 2021 on land to the west of Water Moor Lane - as envisaged by the original concept.

6.2 Access and Movement

- 6.2.1 The access and movement strategy (see Figure 11) responds to the historical form of the site and its green infrastructure network. It also reflects the logical extent of the required development on the site to 2021 and provides direct access into the core of the development
- 6.2.2 This strategy has been robustly assessed in a Highway Assessment that has tested the capacity of the proposed access junction and junctions existing junctions on the A148 following the implementation of the development. The proposed access strategy is, therefore supported by Norfolk County Council as the Highway Authority.
- 6.2.3 Access to the development from the A148 will be via a new roundabout to the east of Water Moor Lane. It is proposed to close the existing (sub standard) junction with Water Moor Lane and close the lane access to the north with vehicles using the new, improved access.
- 6.2.4 The other principal access to the development will be from Clipbush Lane via the existing supermarket access road. This access will be used to enter the proposed employment area. Access through the residential areas by heavy goods vehicles associated with the employment areas will be controlled by traffic regulation orders (TRO).
- 6.2.5 The access and movement strategy seeks to reduce reliance on the private car and encourage the use of sustainable modes of transport. Accessibility to the town centre, community facilities, employment areas, public transport services and cycle and pedestrian facilities have all been very important considerations.

- 6.2.6 The Highway Authority's preferred strategy is to limit direct car access to the town centre other than via the two main access points referred to above. That would require part of Water Moor Lane to be closed to private cars entirely, or designed to only allow a northwards movement into the site from the existing urban area. It is proposed that there is no direct access to Rudham Stile Lane from the site except for the proposed dwellings that will benefit from a frontage to the Lane (mirroring the existing development to the south) and will have a direct private access from it. The exception to that is if detailed Traffic Impact Assessments that comprehensively assess the suitability of the highway network to the south of the site, demonstrate that some (limited) development can be accommodated with appropriate mitigation.
- 6.2.7 Regular and convenient bus services will penetrate the site via the primary route (see below) with all parts of the development within 400m of a bus stop. A direct link to Fakenham Town Centre will be provided via a southern spur from the primary route on the western limit of the development. Part of this 'spur' route will follow the existing alignment of Water Moor Lane before diverting to avoid the railway bridge on Rudham Stile Lane. The provision of a bus gate controlled by a TRO will facilitate direct public transport access and restrict car access. Access to the existing property on Water Moor Lane will be retained.
- 6.2.8 Improved pedestrian and cycle connections will be provided from the site towards the town centre and key services and facilities via Water Moor Lane, Claypit Lane and/or Grove Lane, to the existing schools and recreation facilities to the west of the site via Rudham Stile Lane, and to Thorpland Road to the east.
- 6.2.9 Within the development the two principal access points are connected by a primary route – "Lime Tree Avenue" - designed to facilitate east-west vehicle, cycle and pedestrian movements through the development by its occupiers and visitors. There will be a well defined 'Village Square' within the local centre through which Lime Tree Avenue will pass.
- 6.2.10 A secondary network of routes for pedestrians, cyclists and private vehicles permeate the development from the primary route. These routes will provide local access within development and also benefit from a reduction in traffic speeds through a variety means. This will create a pedestrian friendly development as prescribed by the Manual for Streets (MfS) which puts well designed residential streets - Quality Places - at the heart of sustainable communities. The MfS assigns a higher priority to pedestrians and cyclists and sets out an approach to the design of residential streets that recognises their role in creating places that work for all members of the community.
- 6.2.11 A series of interconnected vehicular routes is envisaged, primarily consisting of Streets, Lanes and Mews. These routes are closely related to the creation of 'character areas' and in some cases the route is the character area - see Character and Appearance below.

- 6.2.12 An additional network of largely traffic free routes will also be created through and around development. These 'Greenways' will provide circular routes for pedestrians and cyclists within open space for activities such as cycling, jogging or dog walking. The potential for improving access to the countryside to the north for informal recreation should be considered.

6.3 Employment Land

- 6.3.1 This area has been chosen for employment uses as a result of the character study undertaken during the site analysis and contextual appraisal. The study identified that this location is close to both existing and proposed employment uses and is also close to the primary road network (in particular the A148 and Clipbush Lane). Vehicles travelling to and from the proposed employment development would mainly use this primary road network thereby ensuring the impact of vehicular traffic on existing and proposed residential development is kept to a minimum. Moreover there are clear safety benefits by keeping employment traffic away from the proposed community centre and school.

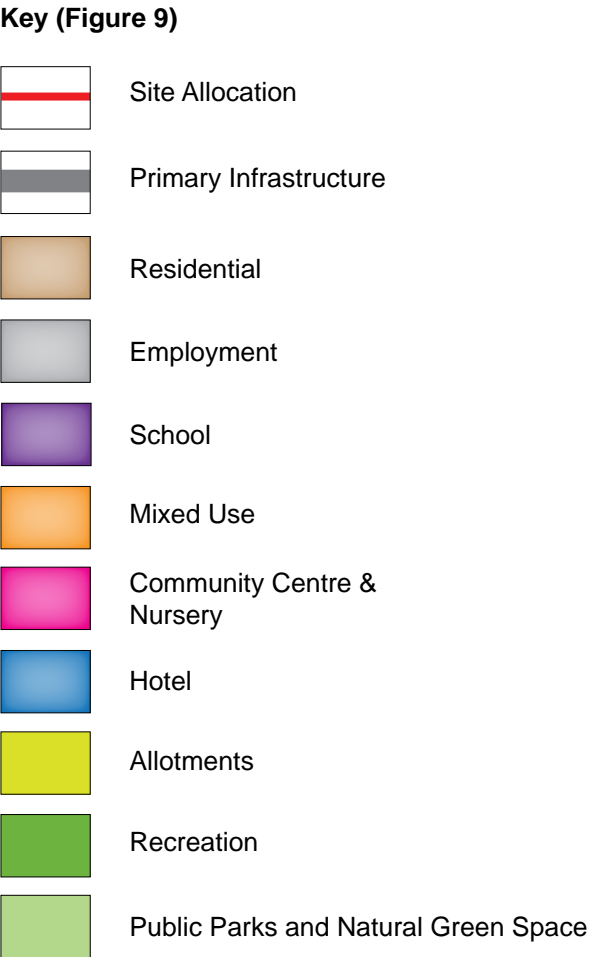


FIGURE 9 - DEVELOPMENT FRAMEWORK



- 6.3.2

Approximately 8ha of land could be provided for employment uses which is in accordance with North Norfolk District Council’s aspirations for sustainable development in Fakenham. It is envisaged that the employment development would be phased in line with the housing development and would comprise of a variety of small to medium sized buildings containing business, general industrial or small scale storage and distribution operations. A landscape buffer would be created to provide an offset between the employment land and adjacent existing and proposed residential development, with further buffer planting along the northern boundary to screen employment development to the main road and wider countryside beyond.
- 6.3.3

Development within the employment areas will be necessarily diverse. There will be a mix of buildings within these areas designed to fulfil different functions such as offices and warehousing. Similarly, the design of the public realm - including vehicular circulation - will be inherently different to that for the majority of the residential development. The challenge will be to maintain quality throughout and to locate uses that are likely to result in better quality architectural responses in more public locations e.g. offices close to main routes.

6.4 Residential Development

- 6.4.1

The largest area of residential development is situated between the retained Grove Lane and the proposed employment land. This area will be broken up into smaller, more discreet parcels, with the key structural elements used to achieve this being Grove Lane, Lime Tree Avenue, a large retained open space in a central location, a new local park containing a children’s play area, sports pitches and natural green space adjacent to the A148.
- 6.4.2

A second area of residential development is situated between two existing historic routes which are retained in the masterplan – Water Moor Lane and Grove Lane. This area would be arranged around the school and the ‘Village Centre’.
- 6.4.3

A mix of dwelling types would be provided within the development ranging from detached and semi-detached dwellings to smaller terraced houses and apartments dependent on location and desired character. The result of this will be a range of densities across the site with a resultant average somewhere between 35 to 40 dwellings per hectare.

6.5 Public Open Space Provision

- 6.5.1

The scale and type of public open space provided (particularly the relative amount formal and informal open space types) needs to be considered at the application stage when there is a firm proposal in terms of scale of housing proposed and the potential mix of house types. That will need to take account of the Council’s standards that are in place at that time. However, the Masterplan illustrated in Figure 10 reflects the overall amount of public open space that will be required, and the Council’s current view of the type of space needed given existing provision elsewhere in the area.

6.6 Village Centre

- 6.6.1

Community facilities would be provided within easy walking distance of both new and existing residents. These facilities would comprise a mix of public and private enterprises and may include provision of a 2 ha site for a primary school (subject to need), a nursery, local shops, a pub / restaurant, a community centre and a hotel. A small number of apartments (e.g. above shops) could also be developed in the local centre.
- 6.6.2

The majority of buildings accommodating this diverse range of land-uses will be located on Lime Tree Avenue, helping to reinforce its major role within the overall Masterplan. It will also be closely related to and well integrated with an adjacent children’s play area (sited opposite the school) and larger area for recreation.

Development Framework Schedule	Area
Residential (includes Brick Kiln Farm)	27.07ha
Employment	8.25ha
School	2.0ha
Community Centre & Nursery	0.07ha
Mixed Use	0.15ha
Hotel	0.26ha
Public Parks	3.6ha
Children’s Play	0.89ha (within Parks or Playing Pitches)
Recreation	2.81ha
Natural Green Space	3.7ha
Allotments	1.39ha
Infrastructure	1.85ha
Total Area	51.15ha
Net Residential Developable Area	27.07ha
Number of Units @ 35dph	950

Brick Kiln Farm Schedule	Area
Residential	2.36ha
Public Parks	0.10ha
Natural Green Space	0.06ha
Allotments	0.49ha
Total Site Area	3.01ha
Net Residential Developable Area	2.36ha
Number of Units @ 35dph	83


Notes:


1.


The development areas identified reflect the environmental capacity of the site identified through the masterplanning process
2.


Applications will need to demonstrate that the scale of development proposed will be supported by the necessary infrastructure as set out elsewhere in the brief.


Key (Figure 10)


 Site Allocation


 Residential Blocks


 Open Space*


 Allotments


 Hotel


 Mixed Use


 School


 Community Centre & Nursery


 Employment Units


 Retained Trees


 Proposed Trees


 Retained Hedgerow


 ‘Square’


 Primary Frontage


 Secondary Frontage


 ‘Landmark’ Feature


 Shared Surface (e.g. Mews / Lane)

 Car Park

 School Boundary

 Attenuation Basin

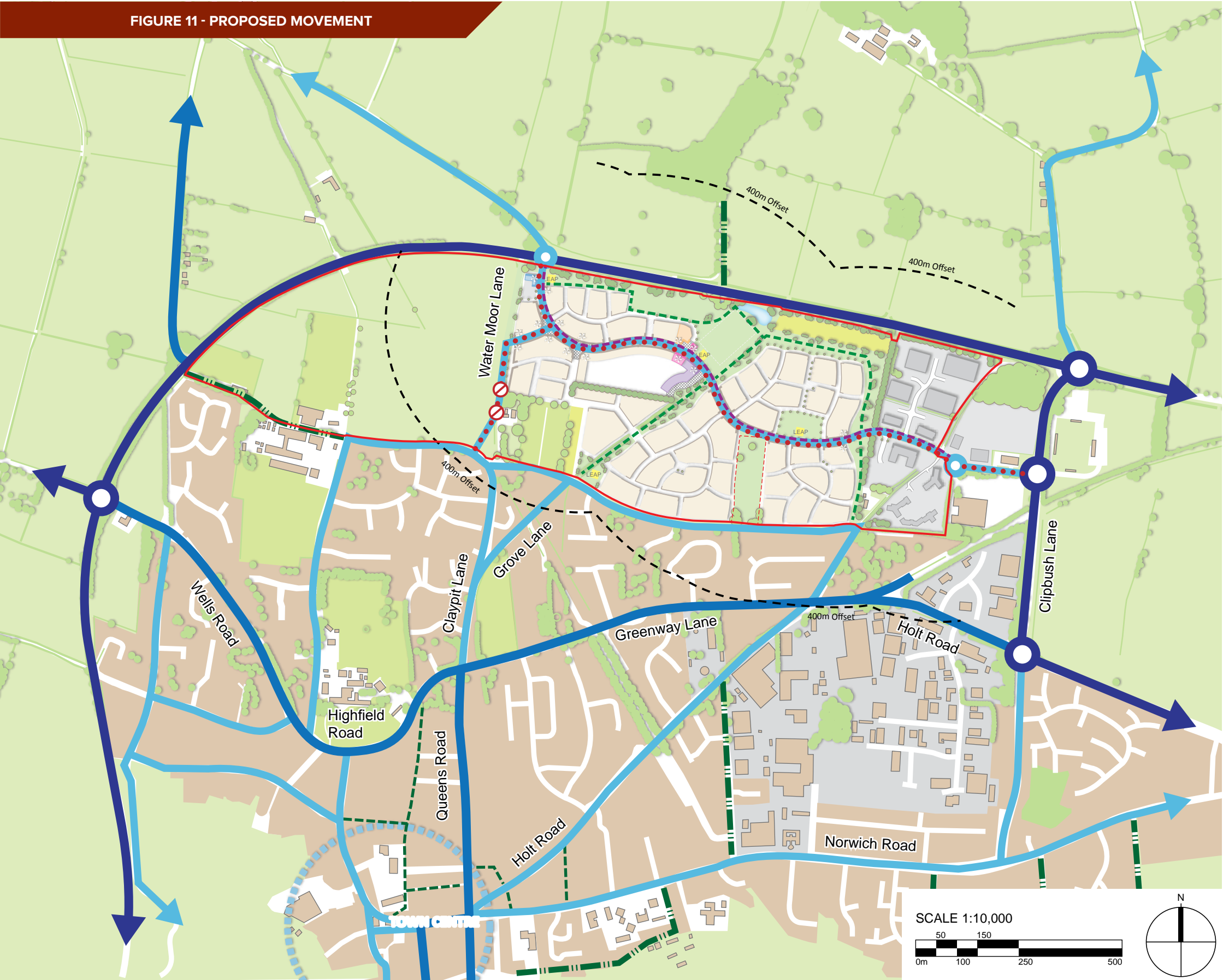
 Play Areas

 No Access to Vehicles

*Open Space includes Public Parks, Children's Play, Playing Pitches and Natural Green Space.

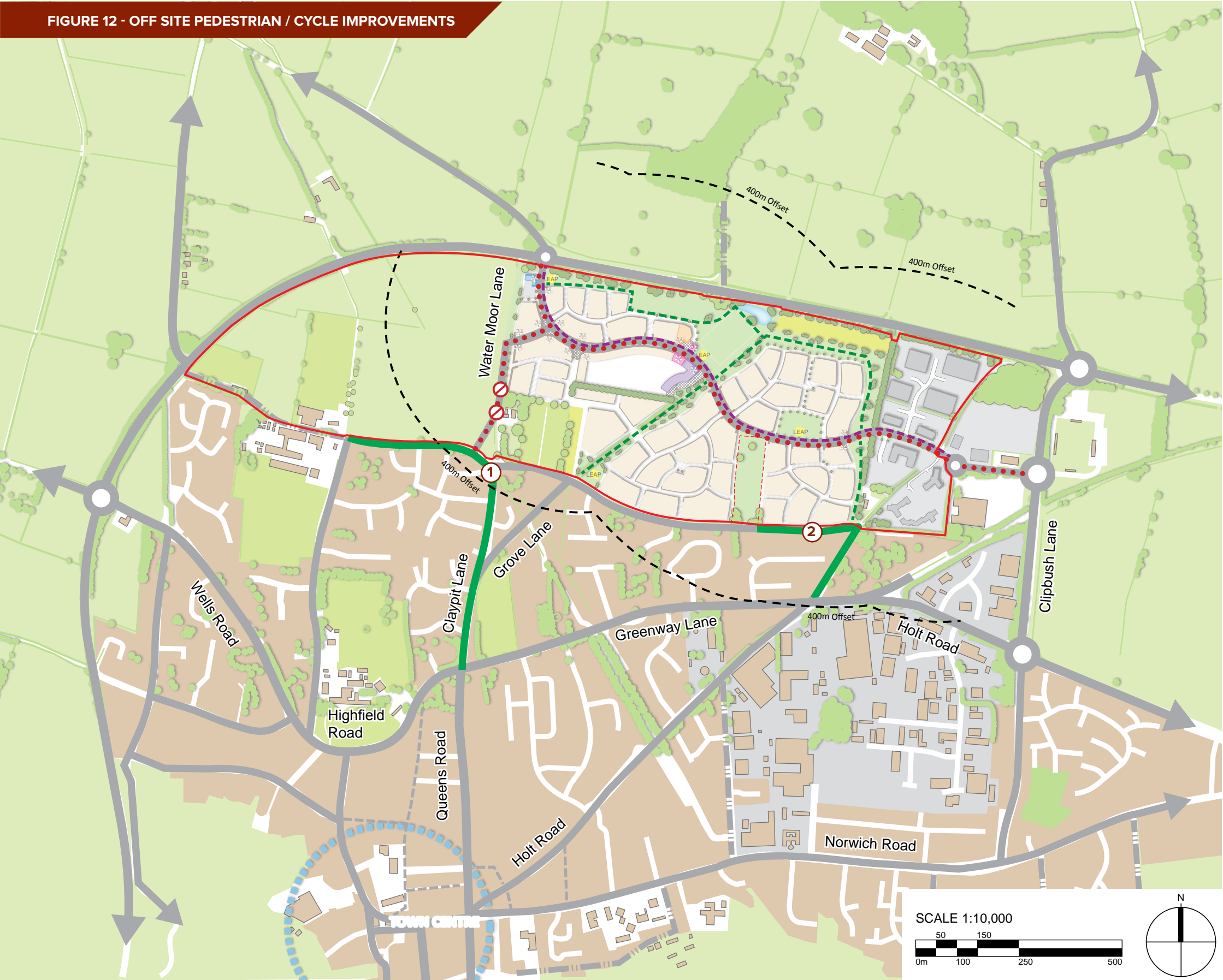
FIGURE 10 - ILLUSTRATIVE MASTERPLAN DEVELOPMENT TO 2021





- Key**
- Site Allocation
 - Primary roads
 - Secondary roads
 - Tertiary roads
 - Bus route
 - 400m Offset from bus route
 - Pedestrian / cycleway (Lime Tree Avenue)
 - Pedestrian / cycleway through proposed development (Greenways)
 - Bus access / egress only

FIGURE 12 - OFF SITE PEDESTRIAN / CYCLE IMPROVEMENTS



- Key**
- Site Allocation
 - Existing / proposed roads
 - Off site highway improvements
 - ① Rudham Stile Lane / Claypit Lane - additon of cycleway / footway
 - ② Rudham Stile Lane / Thorpland Road - addition of footway

6.7 Brick Kiln Farm

- 6.7.1
- Brick Kiln Farm lies to the south of the proposed ‘Village Centre’ and is approximately 3ha in size. It is currently in use as a poultry farm and this could be easily integrated into, and continue to operate as part of, the new community.
- 6.7.2
- The area of land occupied by Brick Kiln Farm also presents an opportunity for residential development which would be well related to the new community. Around 80 dwellings could be developed on this land in addition to an extension to the adjacent allotments and a small open space. Access would be provided from the new highway network to avoid conflict with existing and proposed dwellings on Rudham Stile Lane.

6.8 Parks

- 6.8.1
- Two ‘dedicated’ parks are proposed. ‘Thorpland Park’ containing a children’s play area would be situated at the centre of the residential development between Grove Lane and the employment area on Lime Tree Avenue. This space is intended to become one of the key focal points for people living in this development. ‘Clipbush Park’ will wrap residential development to the north of Lime Tree Avenue. These areas would have more ‘managed’ qualities and provide a range of outdoor space for a variety of people. Refer to Figure 14 on page

6.9 Natural Green Space and SUDs

- 6.9.1
- This area would comprise mainly of informal grassland, small areas of woodland and retained vegetation such as trees and hedgerows. It would also accommodate balancing ponds or attenuation basins required as part of a sustainable urban drainage system including retained watercourses and water bodies. The area will have a number of important functions: it will provide development with a suitable offset from the A148 and employment land, be used as an amenity space for residents, for informal children’s play and will also provide habitats to improve biodiversity.

6.10 Children’s Play Areas

- 6.10.1
- These facilities would be located within parks and recreation areas. By placing them within these areas, which are overlooked by surrounding development, they will benefit from passive surveillance, increasing safety and security. Fields in Trust Guidance advocates the provision of a range of play areas to cater for all ages of children within convenient walking distance of their homes. This approach could be taken here (through the provision of LEAPS and a NEAP) but alternative options incorporating more natural play with an emphasis on a greater degree of risk within safe environments will be considered by North Norfolk District Council.

6.11 Recreation

- 6.11.1
- This area would be given over to a mix of pitches for team sports and other, smaller activity areas. The illustrative masterplan allows for enough space to accommodate full size football and cricket pitches plus a number of smaller areas for activities such as tennis or lawn bowls dependent upon demand. It could also include a children’s play area for older children.

6.12 Allotments

- 6.12.1
- Two areas for allotments are envisaged. One as a small, logical, extension to the existing allotments on Rudham Stile Lane within land currently occupied by Brick Kiln Farm. This would enhance an existing local facility and potentially provide an amenity for both new and existing residents. A second, larger area is provided to the north of the development adjacent to the A148 to create a usable amenity space and provide offset from the road.

6.13 Development Character

- 6.13.1
- The North Norfolk Design Guide provides an overview of the architectural traditions of the district. It describes the underlying geological conditions and other factors that have resulted in the use of particular building materials, associated construction techniques and architectural styles. These created the local vernacular – augmented by designs imported from outside the district – and the ‘traditional’ character of Fakenham, particularly that seen in and around the town centre. It also explains how and why these have changed over time. New development will be required to comply with the guidance in this document.
- 6.13.2
- Fakenham itself reveals clues as to what will be successful in creating legible and distinctive development. From the diversity of the town centre to the relative uniformity of the surrounding residential areas, there is plenty to inspire future designers. It is too early to prescribe detailed designs, but the principles set out below are intended as an approach which others should expand upon. A variety of traditional and contemporary responses will be appropriate. The use of building materials should reference those seen locally and other, complementary materials may be suitable in sustainable construction.
- 6.13.3
- The suggested character of development within the site is set out within the following pages according to location. This is closely related to the various routes which pass through the site and in some cases these are the same.

6.14 Landscape Character

- 6.14.1
- Open space is an essential part of development and will be important in ensuring the future health and well being of those living in this new community. This brief demonstrates how this can be provided in line with NNDC’s guidance on Open Space Standards. Provision of open space will benefit existing residents in surrounding areas who may not currently be within easy reach of these facilities. It will also be an important part of the wider ‘Green Infrastructure’ of Fakenham, helping to enhance biodiversity in the town.
- 6.14.2
- The northern edge of the site will be designed to ensure it is assimilated into the wider landscape to the north of Fakenham and conforms to the landscape character type it is located within. The NNDC Landscape Character Assessment suggests that this should include woodland planting and allotments close to the A148.
- 6.14.3
- There will be space for recreation to cater for team games requiring pitches or smaller scale activities such as lawn bowls or tennis. There will also be areas for other, more informal exercise, (Parks) such as dog walking or jogging. Some areas will also provide ecological habitats to improve biodiversity (Natural Green Space). Allotments will be provided in two locations and conform to NNDC standards.
- 6.14.4
- Two types of ‘formal’ children’s play area are suggested by Fields in Trust Guidance; the Local Equipped Area for Play (LEAP) and the Neighbourhood Equipped Area for Play (NEAP). NNDC advocates more ‘natural’ children’s play with a greater degree of risk - in a safe environment - and therefore future designers should also consider incorporating these features into LEAPs and NEAPs or designing a new type of play area based on NNDC principles.

Key (Figure 13)

-  Village Square
-  Employment
-  Lime Tree Avenue
-  Streets
-  Lanes
-  Mews

FIGURE 13 - DEVELOPMENT CHARACTER LOCATION PLAN



DEVELOPMENT CHARACTER

Lime Tree Avenue

Location and Description:

Lime Tree Avenue comprises the main east-west route through development and passes through the employment area, residential development and the ‘Village Centre’. Its character has been inspired by Wells Road / Highfields Road which has a curvilinear alignment and passes various open spaces and development. This is echoed by the masterplan layout which is designed so that Lime Tree Avenue connects the Village Square, residential development, residential squares and informal open spaces. This sequence of spaces and landmarks will denote progression along this important route and improve legibility within the whole community.

There will be a diverse range of development along this route, although some common elements such as building materials, scale and building line should be evident so that buildings on are well related. Buildings should generally be 2-3 storeys in height, terraced or linked (with the exception of the school) to achieve a strong sense of continuity and enclosure. These qualities, in tandem with the treatment of the public realm, should make Lime Tree Avenue immediately recognisable within development. Overall, there should be a semi-formal character to development on Lime Tree Avenue.

Scale & Massing:

Buildings should generally be 2-3 storeys in height. Dwellings should be predominantly terraced or linked and employment and community buildings should be designed to ‘face the street’ to achieve a strong sense of continuity and enclosure. Building lines should be relatively consistent, creating a semi-formal or formal development edge.

Building Materials:

A limited pallet of building materials should be evident along Lime Tree Avenue (see below)*. Employment units may vary.

Public Realm:

Lime Tree Avenue passes through the majority of development and will be one of the most recognisable routes within it. It should be able to function as a transport corridor without becoming too dominated by traffic. A consistent approach to the provision of a pedestrian footpath and a cycle path should be adopted along the length of the route. Surface treatments, street lighting and street furniture should also be consistent to further reinforce its character.

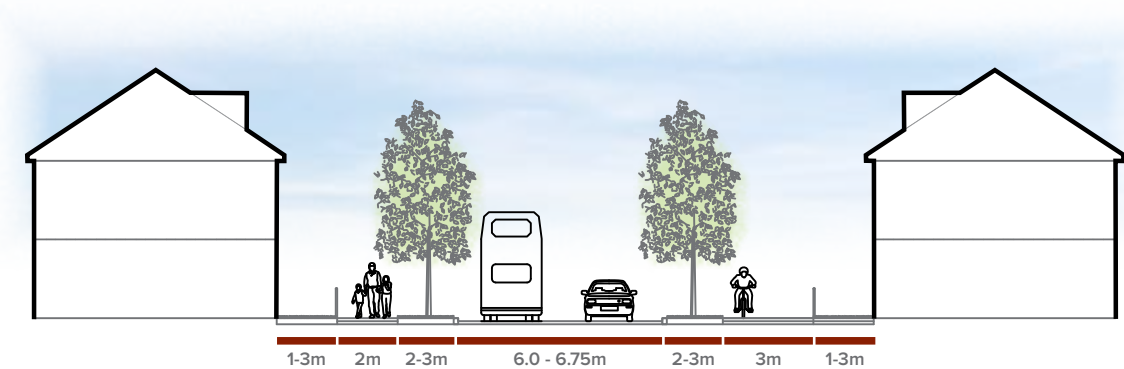
Car Parking:

Limited on street parking and direct access to individual dwellings.

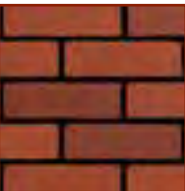
Access and Movement:

- Primary access through development, carriageway to accommodate cyclists, buses and private vehicles;
- Bus stops to be provided close to the ‘Village Square’ and the employment area to enable all residents to be within 400m of a stop and employees to travel to and from work sustainably - refer to figure 15 proposed movement;
- Pedestrian footpath provided on both sides of the carriageway with a kerb defining the carriageway / footpath;
- Variety of traffic calming measures such as horizontal shift, reduction in forward visibility, traffic signals and pedestrian crossings employed to reduce vehicle speeds.

Typical Section @ 1:250



Building Materials:



Primary - Smooth Red Brick



Accent - White / Cream Gault Brick



Accent - Flint & Cobbles

Surface Materials:



Primary - Tarmac (carriageway & footway)



Accent - Block Pavers ('Squares')



Accent - Paving Slabs (footway)

Development Precedents:



Raised table and shared surface could be employed in key locations.



Mix of dwelling types and scale creates continuity of built form.



Traditional and contemporary building materials are appropriate.

* Other more contemporary materials may be appropriate providing reasonable justification is given. Refer to the NNDC LDF Design Guide for further details.

‘Squares’

Location and Description:

A variety of diverse buildings will be grouped together to define a small square which is open to Lime Tree Avenue to the south. Inspiration for this place has been taken from the market square in Fakenham Town Centre but it is not intended to compete with this area and it would be smaller in scale. The intention is for this space to become a focus for development and it would include a local shop and other businesses located in the ground floors of buildings surrounding the square – animating its edges. Buildings defining the square should be built to a common building line and the scale of development should include a mix of 2, 2.5 and 3 storey buildings. Building materials and built form should be varied but reference those seen elsewhere in Fakenham – particularly the town centre.

Scale & Massing:

Buildings should generally be 2-3 storeys in height and dwellings should be predominantly terraced or linked. The school entrance should be orientated to front onto the Village Square. A local shop and other small businesses may be located in the ground floors of buildings creating a mixed-use community hub. Building lines should remain consistent throughout.

Building Materials:

A limited pallet of building materials that compliment those found on Lime Tree Avenue should be evident within the Village Square (see below)*.

Public Realm:

The Village Square should be a distinctive place built using high quality, durable materials. Its landscape architecture should draw inspiration from Fakenham town centre and other similar spaces in towns within North Norfolk. Public art could play a strong role in this space, either as an object in its own right or as elements within surfaces, street furniture or lighting. There should be places to sit for members of the public and customers of the pub / restaurant. Street trees and other ornamental landscape should also be included to provide shade and relief. Surface treatments, street lighting and street furniture should be consistent to further reinforce its character.

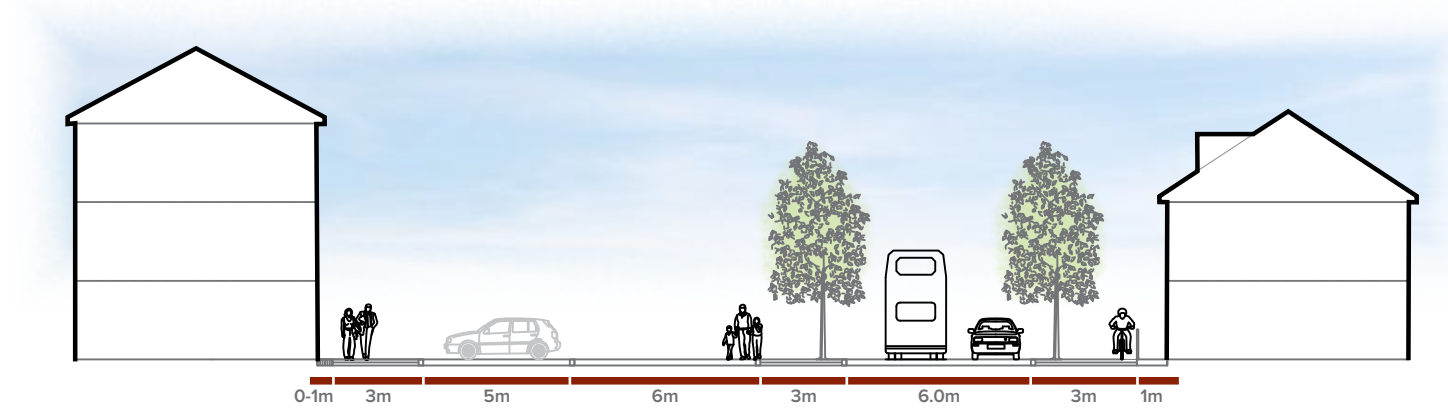
Car Parking:

Visitor parking located within the Village Square. Limited direct access to individual dwellings and car parking to rear.

Access and Movement:

- Primary pedestrian space with emergency vehicular access only – small car park and delivery area to rear or side of space accessed off side street;
- Space well defined by development with active ground floors, square is open to the south – benefitting from solar orientation – and visible from Lime Tree Avenue;
- Raised table with shared surface to calm traffic and provide ease of movement for pedestrians across the Village Square / Lime Tree Avenue;
- Provision of bus stops and access to drop off area for primary school; and
- Contains street trees and other landscape elements e.g. street furniture, lighting, signage, ornamental shrub planting etc.

Typical Section @ 1:250



Building Materials:



Primary - Smooth Red Brick



Accent - White / Cream Gault Brick



Accent - Flint & Cobbles



Accent - White / Off-white Smooth Render

Surface Materials:



Primary - Block Pavers (square)



Primary - Setts (square)



Primary - Stone Paving Slabs (square)

Development Precedents:



A consistent palette of high quality surface materials augmented by street furniture and street trees should be used.



Landmark buildings should be used to define the square and create focal points.



Activity generators such as seating should be used to animate the space in addition to 'active' ground floors around its edges.

* Other more contemporary materials may be appropriate providing reasonable justification is given. Refer to the NNDC LDF Design Guide for further details.

Streets

Location and Description:

Streets are the secondary network of routes within the residential areas. There will be a mix of houses along streets which will vary from terraced to detached properties. Apartments ‘blocks’ are unlikely to feature although ‘coach houses’ may be present. Development will have a high degree of continuity – but not as much as Lime Tree Avenue – although dwellings will rarely exceed 2.5 storeys in height. Building lines could vary along streets, although groups of buildings with common building lines will be present. As with Lime Tree Avenue, there will be a semi-formal character to development on Streets.

Scale & Massing:

Dwellings should generally be 2-2.5 storeys in height ranging from terraced to detached properties. Building lines could vary along streets, although groups of buildings with common building lines will be present, creating a semi-formal character.

Building Materials:

A varied palette of building materials is suitable providing groups with common building materials are present (see below)*.

Public Realm:

Streets provide local vehicular access throughout development. They are also routes on which most people will live and should therefore be pedestrian friendly and safe for children to use on their own. A simple palette of materials should be used to define the footpath and the carriageway and remain consistent throughout the site. Approaches to the provision of on street car parking, access to driveways and junction design should also be common to all residential areas.

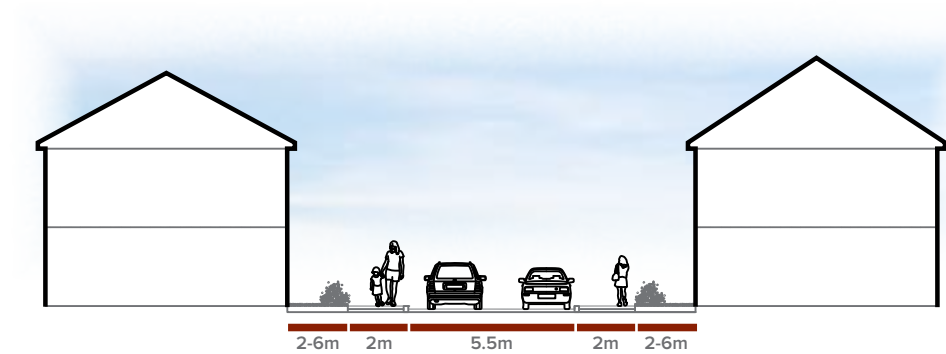
Car Parking:

On street parking and direct access to individual dwellings.

Access and Movement:

- Secondary access through development, carriageway to accommodate cyclists and private vehicles, no bus access;
- Pedestrian footpath provided on both sides of the carriageway with a kerb defining the carriageway / footpath; and
- Variety of traffic calming measures such as horizontal shift and reduction in forward visibility employed to reduce vehicle speeds.

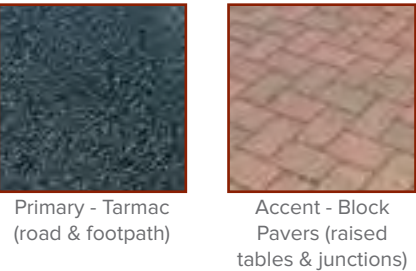
Typical Section @ 1:250



Building Materials:



Surface Materials:



Development Precedents:



More varied use of building materials, dwelling types and scale should be evident along streets.

Groups of varied dwelling types can be unified through the use of building materials.

A variety of dwelling types can be grouped together to form short terraces.

* Other more contemporary materials may be appropriate providing reasonable justification is given. Refer to the NNDC LDF Design Guide for further details.

Lanes

Location and Description:

Tertiary routes abutting parkland edges, green corridors and the southern boundary. Development along Lanes will relate to existing dwellings opposite the site – e.g. Rudham Stile Lane – to larger formal and informal open spaces and they will also form links between streets. Where there are existing dwellings opposite lanes, the character of new development will reflect the scale and arrangement of existing dwellings, rather than building materials or architectural style – which needs to reflect the overall approach within the site.

The layout of dwellings along Lanes will be less continuous than Streets, with more gaps between dwellings (e.g. for driveways) and scale should not exceed 2.5 storeys (to allow occasional attic rooms with dormer windows) although 2 storeys will be more common. There will be a greater variety of dwelling types and building lines along Lanes to create an informal character.

Scale & Massing:

Dwellings should generally be 2 storeys in height with occasional 2.5 storey units to create a varied roofscape. Properties should predominantly be semi-detached and detached with varied building lines to create an informal character.

Building Materials:

A varied pallet of building materials may be suitable. Development fronting onto Rudham Stile Lane will reflect the materials of existing dwellings (see below)*.

Public Realm:

Lanes are routes where the distinction between space for vehicles and pedestrians becomes less defined. These routes are the transition between the Streets and the Mews – see below. They introduce the concept of ‘shared’ space to motorists and pedestrians alike and will make use of surface treatments and details to reinforce this. The principal difference between Streets and Lanes is that vertical separation – kerbs – are not always used to define footpaths. They may not be entirely removed (e.g. for drainage purposes) but they will not be the ‘norm’. A greater variety of surface materials than streets will be evident along Lanes.

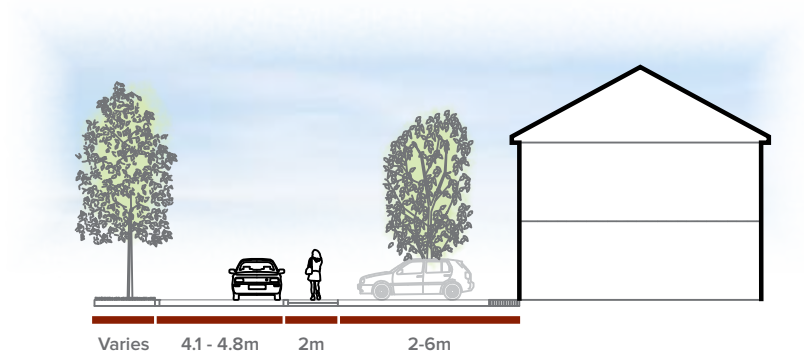
Car Parking:

Direct access to individual dwellings.

Access and Movement:

- Local access within development and Rudham Stile Lane, carriageway to accommodate cyclists and private vehicles, no bus access;
- Varied approach to provision of pedestrian / vehicular separation – could use shared surface in some locations, traditional kerb also appropriate;
- On street parking (locations to be agreed on Rudham Stile Lane) and direct access to individual dwellings; and
- Variety of traffic calming measures such as horizontal shift, surface treatments and reduction in forward visibility employed to reduce vehicle speeds.

Typical Section @ 1:250



Building Materials:



Primary - Smooth Red Brick



Accent - White / Cream Gault Brick



Primary - Textured Brick



Accent - Flint & Cobbles



Accent - White / Off-white Smooth Render



Primary - White / Off-white Roughcast Render

Surface Materials:



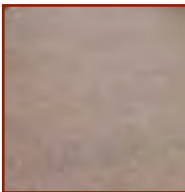
Primary - Tarmac (road & footpath)



Primary - Block Pavers (road & footpath)



Primary - Bound Gravel (road & footpath)



Primary - Coloured Tarmac (road & footpath)

Development Precedents:



Mix of on street and on plot parking is appropriate in lanes.



Less continuous development edges are appropriate adjacent to open spaces.



Mix of detached dwelling types defining a curvilinear route that restricts forward visibility - reducing traffic speeds.

* Other more contemporary materials may be appropriate providing reasonable justification is given. Refer to the NNDC LDF Design Guide for further details.

Mews

Location and Description:

Tertiary routes within residential areas. Development within Mews will have irregular qualities which comprise some uniform elements and other more informal built forms. It will comprise of 2 storey development arranged along a narrow access with a shared surface for vehicles and pedestrians. There will generally be a common building line, with access to garages or parking courtyards behind development possible. There could also be communal vehicular parking within the Mews itself. Buildings in Mews tend to be simple and typically have a 'wide frontage' to accommodate vehicular access or garages. Building materials will vary, but these should be complementary to those in the public realm to create a harmonious effect overall.

Scale & Massing:

Dwellings should be subservient to all other routes - generally 2 storeys in height and simple in form. Occasional 1.5 storey units are acceptable to accommodate flats over garages. Properties will predominately be terraced or linked and building lines should be relatively consistent. Set backs may however, vary to accommodate car parking to front.

Building Materials:

A varied pallet of building materials may be suitable (see below)*.

Public Realm:

These spaces will be shared between pedestrians and vehicles. In terms of capacity they are the least travelled routes and therefore pedestrians will be given more priority. They should utilise a simple palette of surface materials such as setts and pavers in tandem with tree planting and street furniture to suggest vehicular routes. Car parking will be allowed within Mews and access to garages and rear parking courtyards may also be a feature of these spaces.

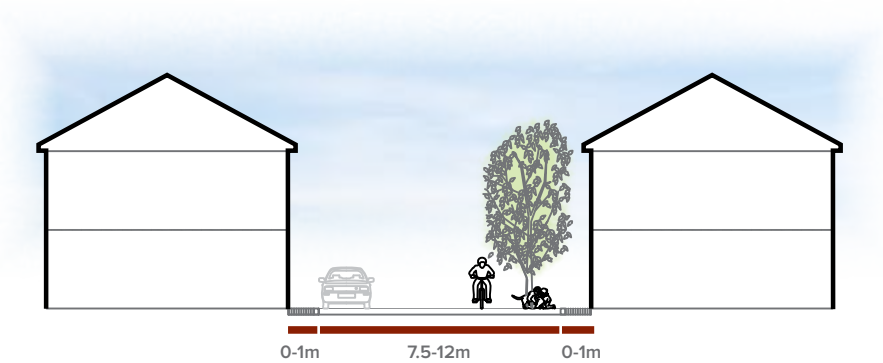
Car Parking:

On street parking within curtilage, communal parking, access to rear parking courtyards where required and direct access to individual dwellings.

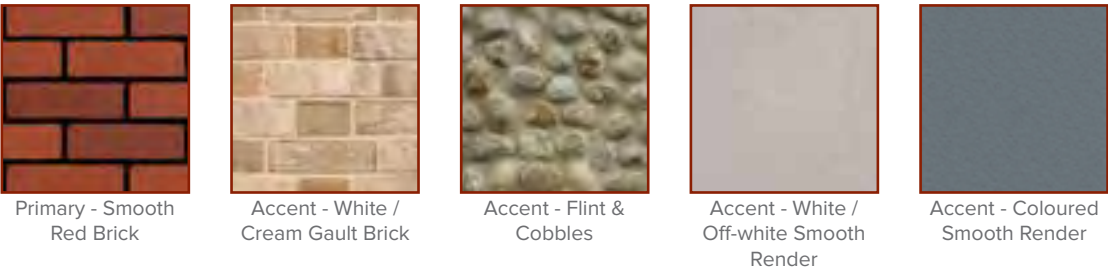
Access and Movement:

- Minor access within development, shared surface to accommodate pedestrians, cyclist and vehicles; and
- Variety of traffic calming measures such as horizontal shift, surface treatments and reduction in forward visibility employed to reduce vehicle speeds.

Typical Section @ 1:250



Building Materials:



Surface Materials:



Development Precedents:



Shared surface across the entire width of the space incorporating car parking and access to garages.

Horizontal deflection created through physical means will reduce traffic speed.

Robust detailing and introduction of soft landscaping helps to break up the space and define areas for parking and access.

* Other more contemporary materials may be appropriate providing reasonable justification is given. Refer to the NNDC LDF Design Guide for further details.

Residential Squares

Location and Description:

These areas are well defined spaces set back off Streets, Mews, Lanes or Lime Tree Avenue. They consist of residential development arranged around small parks, children’s play areas or small communal parking areas. Development will generally be continuous and uniform, creating a semi-formal feel. This is likely to include terraced or linked dwellings, 2-3 storeys in height, with a common building line and boundary treatments. The use of building materials and architectural styles on development defining these spaces will mirror the characteristics of the routes they are located on.

Scale & Massing:

Dwellings should generally be 2 storeys in height and terraced or linked. Building lines should be consistent and development should define the spaces with minimal set back distances. Units which terminate vistas should have a heightened architectural status to those within the adjoining mews.

Building Materials:

Materials should compliment those used in the adjoining routes, however, a more limited palette is required to create ‘key groupings’ which define the public realm (see below)*. Typical ‘accent’ materials may become primary to further aid this.

Public Realm:

The Residential Squares should be a distinctive places built using high quality materials, complimentary to those used in the adjoining routes (see below)*.

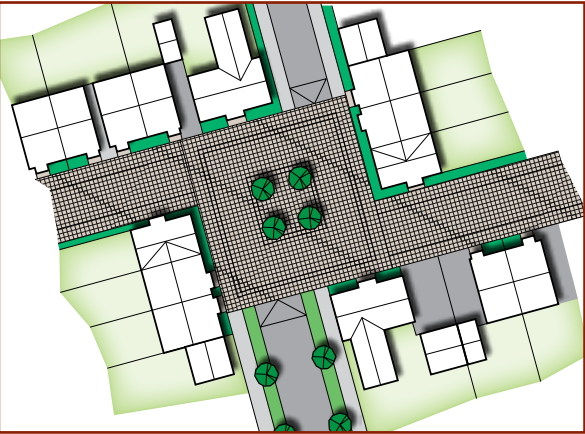
Car Parking:

On street parking within curtilage, communal parking and direct access to individual dwellings.

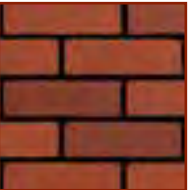
Access and Movement:

- These spaces will be shared between pedestrians and vehicles - pinch points and staggered junctions should be created to slow vehicular traffic.

Illustrative Layout (NTS)



Building Materials:



Primary - Smooth Red Brick



Primary - White / Cream Gault Brick



Primary - Flint & Cobbles



Primary - White / Off-white Smooth Render

Surface Materials:



Primary - Block Pavers (square)



Primary - Setts (square)

Development Precedents:



Development defining a small pocket park which could include a children's play area.



Development defines a small 'hard' landscaped space which could be designed to accommodate communal car parking



Small open spaces within residential areas become focal points for the surrounding community and aid legibility.

* Other more contemporary materials may be appropriate providing reasonable justification is given. Refer to the NNDC LDF Design Guide for further details.

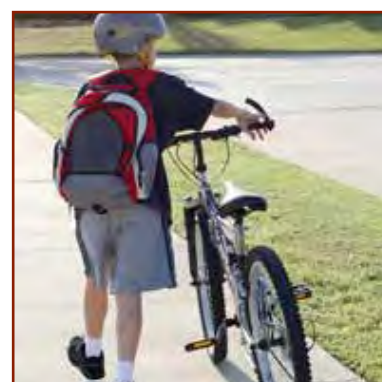
Greenways

Location and Description:

These routes are primarily pedestrian and cycle routes that are separated from vehicles. Occasionally they may run alongside vehicular routes or be part of them. Pedestrians and cyclists could be segregated on these routes but if they are wide enough this may not be necessary. A common surface for greenways should be adopted throughout so that these routes are clear to users – particularly where they meet vehicular routes. Coloured tarmac or tarmac with rolled chippings are appropriate surface treatments for these routes.

Access and Movement:

- Pedestrian and cyclist only routes, shared circulation 3m wide with tarmac or similar surface treatment;
- Overlooked by development;
- Occasionally overlap with minor vehicular routes; and
- Designed to allow safe transition from Greenway to other vehicular routes at junctions.



Landmark Buildings

Location and Description:

Landmark buildings are exemplars that stand out from their neighbours. As such they bring focus and identity, aiding legibility within the development. They are used to define gateways and vistas and signify the importance of the Village Square.

These building must have a heightened architectural status and, whilst the overriding materials palette for the area in which the buildings sit is applicable, accent materials may become 'primary' to help create 'landmark' qualities.

In order to ensure landmark buildings become exemplars, innovative, bold and imaginative design responses are required that are appropriate to their settings. To achieve this, architectural considerations may include:

- Increased scale;
- Increased glazing proportions;
- Increased gable and roof detailing;
- Increased details that celebrate the building corner; and
- Distinct use of materials



Employment Areas

Location and Description:

Offices will be located on the Lime Tree Avenue and designed to 'face the street', helping to define this route. They should be of a reasonable scale - at least 2 storeys - to provide strong continuity and enclosure along this route. Facades will include sufficient features to convey main entrances and fenestration to enliven the street scene and provide passive surveillance over the street. Building materials should reflect the character of Fakenham and be complementary to residential development

Buildings to be used for general industrial, storage and distribution purposes will be located away from main routes. Their use and function requires them to have few active facades and as such they are not generally suited to prominent locations. This does not mean that poor design will be acceptable. More effort will be required to ensure that these buildings are well designed where they can be and employ sustainable technology in their construction.



School and Community Uses

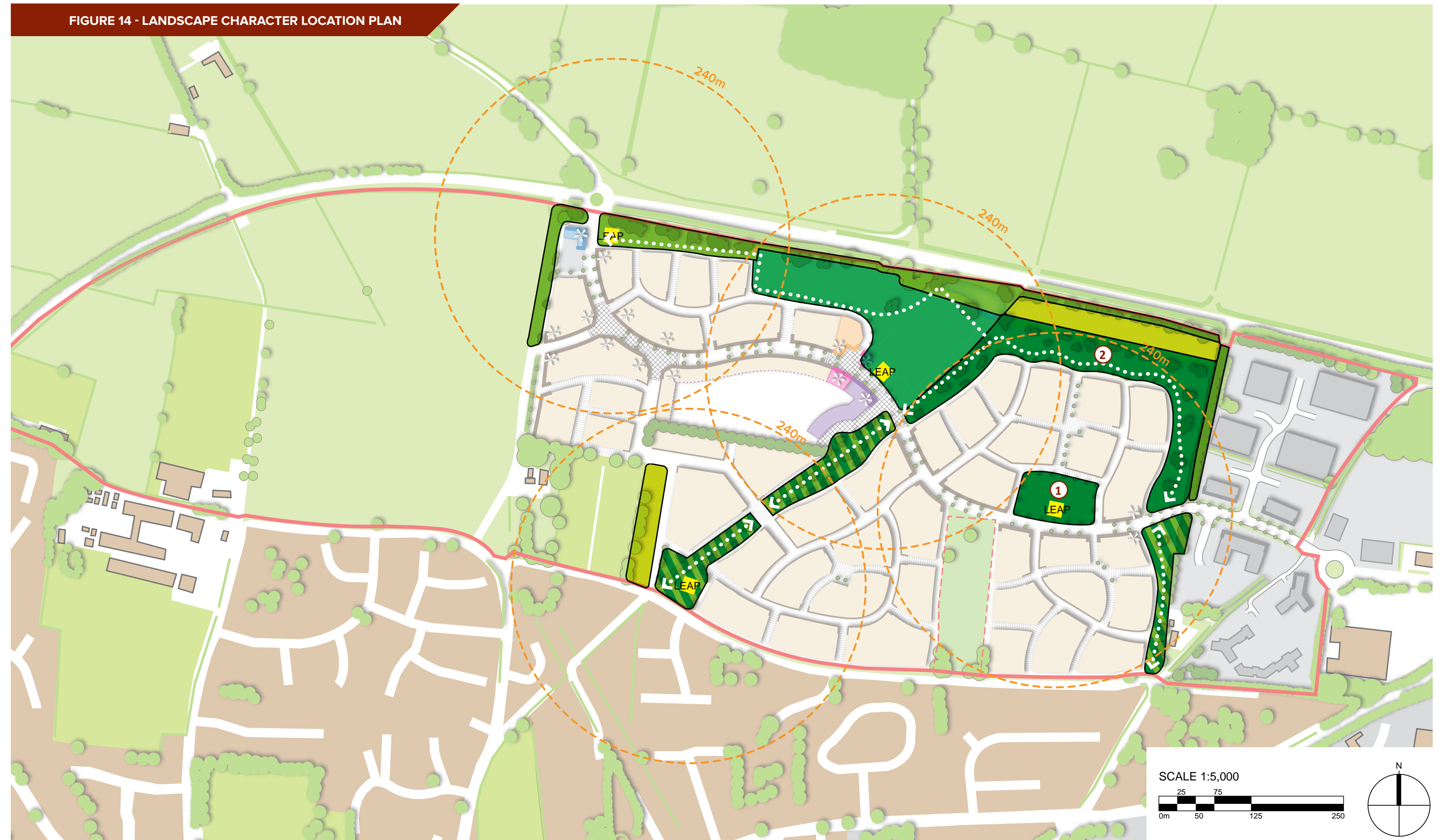
Location and Description:

A primary school will be located in the heart of the development. It will be designed to face onto Lime Tree Avenue in a prominent location and sit close to the pavement within acceptable limits. There will be space close by for buses to drop children of and parents to bring their children to school by other means. The school is an important part of the community and therefore the design of the building should help to define its character. A high quality response is required and its detailed design will be the subject of considerable input by professionals, teachers and the local community.

Other facilities for the local community will be provided in the local centre and may be linked or close to the primary school. A community 'hall' could be used for a variety of events which will help to create activity and generate a 'community spirit'. It should be an individual building designed to reflect the diverse range of activity that will take place within it. Design and construction will reflect or reinterpret local architectural styles and utilise sustainable technologies.





FIGURE 14 - LANDSCAPE CHARACTER LOCATION PLAN





LANDSCAPE CHARACTER


Key (Figure 14)


 Parks


 Natural Green Space


 Parks / Natural Green Space

 Recreation

 Allotments

 'Greenways'

 'Thorpland Park'

 'Clipbush Park'

Recreation

A recreation area will be provided to the north of the site close to the A148. This will be easily accessible by public transport or private vehicles from Lime Tree Avenue, or on foot from the extensive pedestrian routes that cross the site. A range of pitches could be provided which at the very least should include a football / cricket pitch. Others could include lawn bowls and tennis.

The character of these areas would comprise large grassed areas with pitch markings. They could be broken up with tree planting and may require fencing in some instances. Appropriate offset distances from properties should be provided to avoid nuisance issues arising. A pavilion with changing facilities and potentially a function room could also be provided and associated with the football / cricket pitch. Drainage would be designed to fall northwards towards a large attenuation basin adjacent to the existing pond.

Natural Green Space

These areas provide space for informal recreation and ecological habitats to enhance biodiversity within the site. They will have naturalistic characteristics and will consist of mown and unmown grassed areas, gentle earth mounding and groups of informal tree and shrub planting forming small woodland copses. They will also include retained trees, hedgerows and watercourses, including the pond to the north.

Greenways will enable pedestrian and cycle movement through these spaces and provide access to them. Circular routes for walking and cycling around development through the informal open space will be created in tandem with the existing Rudham Stile Lane and Grove Lane.



Children’s Play

These areas should cater for children from all age groups and will be distributed throughout the development. Fields in Trust guidance promotes the provision of LEAPs and NEAPs within development. LEAPs are designed to cater for younger children who are beginning to go out and play independently close to where they live. All homes should generally be within 5 minutes walking distance of a LEAP. NEAPs are designated, laid out and equipped mainly for older children, but will include some play opportunities for younger children too. They should be located within 15 minutes walking distance of all homes and easy to access, being located close to pedestrian routes. NEAPs are designed to provide play opportunities that cannot be catered for in LEAPs.

NNDC wish to see larger, adventure type facilities incorporated within development, and play equipment that provides a greater degree of risk within safe environments.

Parks

Two Parks are proposed within the development. ‘Thorpland Park’ will sit at the centre of residential development to the east of Grove Lane acting as a focal point for residents in this area. It will contain a children’s play area and will be a well defined space, overlooked by surrounding houses. This space will have a distinct identity, created by its landscape design which should display semi-formal qualities. This could include railings, formal lines of trees around its edges, seating areas, well maintained lawns and ornamental planting.

‘Clipbush Park’ will wrap residential development to the north of Lime Tree Avenue, east of Grove Lane. This space will begin to form a transition to adjacent areas of ‘Natural Green Space’ and the larger of the two Allotments. It will have more naturalistic qualities but will still provide space for people to participate in more informal activities, being less dominated by woodland and containing more individual trees.



6.15 Safety and Security

- 6.15.1 Government policy makes clear that a key objective for new developments should be that they create safe and accessible environments where crime and disorder or fear of crime does not undermine quality of life or community cohesion. This policy is set out in the document ‘Safer Places: The Planning System and Crime Prevention’ (February 2004, ODPM and the Home Office).
- 6.15.2 The guidance is based on seven attributes of sustainable communities particularly relevant to crime prevention. These attributes have emerged from in-depth research into crime prevention and urban design practice and theory.
- 6.15.3 The seven attributes of sustainable communities relevant to crime prevention are set out below:
 - Access and 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; and
 - Management and maintenance: places that are designed with management and maintenance in mind, to discourage crime in the present and the future
- 6.15.4 Specific ways in which the proposals accord with the seven attributes relevant to crime prevention are set out below:

Access and movement:
- 6.15.5 All routes are designed to be well defined by development which will overlook them. All routes are necessary and allow access to properties, community facilities, businesses or open spaces. There will be no ‘alleys’, routes that aren’t overlooked nor have a purpose.
- 6.15.6 Retained routes such as Grove Lane and Water Moor Lane have been incorporated into the development and will be overlooked by development.

Structure:
- 6.15.7 The proposals are for a mix of residential, employment, and community uses on a site which is bordered to the south by existing residential development and to the east by a supermarket and planned employment uses – no conflicting uses are proposed.

- 6.15.8 Where new development is proposed adjacent to existing development it will be designed to relate to this – e.g. through appropriate proposals for use, scale, alignment, building materials, architectural style etc.
- 6.15.9 Surveillance: The movement network (vehicular and pedestrian / cycle routes) and all open spaces will be well defined and overlooked by surrounding development.
- 6.15.10 Parking areas for private houses will be located to the side or rear of properties and visible from the dwellings that they belong to or overlooked by others – increasing opportunities for passive surveillance. Other parking areas e.g. in the local centre or on street will be similarly well overlooked.

Ownership:
- 6.15.11 Within private residential areas, the Village Square and Lime Tree Avenue, the distinction between public and private space will be clearly defined by physical means such as walls, fences and railings.
- 6.15.12 Properties will face each other across streets allowing residents to get to know their neighbours and recognise their cars etc – engendering a sense of community spirit.
- 6.15.13 Parking spaces will be clearly defined and areas where parking is not permitted will be protected by physical means such as bollards or knee rails.

Physical protection:
- 6.15.14 All buildings will be secured to the relevant standards as set out in building regulations or by other authorities. The option to exceed these standards will remain open to developers.

Activity:
- 6.15.15 The Village Square and Lime Tree Avenue will be active places throughout most of the day and into the evening, helping to increase levels of passive surveillance. Alfresco eating and drinking in the Village Square is one example of this.
- 6.15.16 Development will provide natural surveillance over associated open space, recreation areas and public footpaths.
- 6.15.17 Main entrances to individual dwellings, businesses or community facilities will be to the front or side of buildings leading to more activity on the street.

Management and maintenance:
- 6.15.18 Affordable dwellings and facilities for the elderly will be managed by public or private companies. Roads and footways will be designed to adoptable standards (based on MfS Guidance) and adopted by Norfolk County Council.
- 6.15.19 A management company may be contracted to oversee the areas for sports and recreation.

6.16 Sustainable Development

- 6.16.1 The Core Strategy is clear in setting out the responsibility of development with regard to its potential impact on climate change. This begins with the location of development - in places that will minimise the need to travel far to reach essential facilities - and also sets out standards for the sustainable design and construction of individual dwellings and other buildings.
- 6.16.2 The Council is seeking to ensure that all new development contributes towards sustainable development, reduces or minimises carbon emissions, is resilient to future implications of climate change and protects residents from the effects of fuel poverty.
- 6.16.3 The five main themes of the council’s policy on Sustainable Construction and Energy Efficiency (EN6) are set out below:
 - Minimising energy consumption;
 - Minimising resource consumption;
 - Adaption to future climate change;
 - Renewable and low carbon technologies; and
 - The Code for Sustainable Homes
- 6.16.4 The proposals outlined in this document demonstrate an approach to development that is compatible with policy EN6. This is particularly the case with regard to the location of the development, the retention of many existing landscape features and the provision of a substantial range of services and community facilities within the site or in close proximity to it.
- 6.16.5 Renewable energy could be provided by a variety of means. Combined Heat and Power fuelled by a sustainable source such as wood pellets are proving suitable for developments such as these, where a range of community facilities and residential development can be served from one central location. Wind energy may also be a suitable means of energy provision. On plot technology such as photovoltaic or solar thermal water heating could be used as an alternative or complimentary approach. These measures should be explored further during the later detailed design stages.
- 6.16.6 The extensive green infrastructure that permeates through development will provide space for a sustainable urban drainage system which will provide attenuation for water run off and help to mitigate against future flood risk - although the site itself is not within a flood risk area.
- 6.16.7 More detailed information on how the wider development and individual buildings will meet the aspirations of policy EN6 and other local, regional and national policies will be provided within future planning applications.

7.0 IMPLEMENTATION

7.1 Planning Application

- 7.1.1

The Council has set out the requirements of the urban extension in this Development Brief. However, developers should contact the Council at the earliest opportunity for advice in respect of the nature and scope of the planning applications and the submission requirements. The National and Local Requirements Checklist should also be considered.
- 7.1.2

Notably proposals must be accompanied by a Design and Access Statement that clearly demonstrates how the principles outlined in this Development Brief are reflected in the more detailed masterplanning required to support the planning application and how the proposals comply with the relevant policies of both the NNCS and SADPD.
- 7.1.3

Applicants are advised to request the District Council to adopt a screening and/or scoping opinion through The Town and Country Planning (Environmental Impact Assessment) Regulations 2011.
- 7.1.4

Notwithstanding that it is expected that the planning application submissions will need to include a Flood Risk Assessment and a Transport Assessment. The Transport Assessment will confirm the on and off site highway infrastructure improvements required to ensure that the planned development does not unacceptably impact upon the area’s highway network capacity and safe operation.
- 7.1.5

The Council’s preferred approach is that development of the allocated area is brought forward via the submission of a single outline or full planning application supported by the appropriate unilateral or multilateral legal agreement. In the event of separate applications being made for parts of the allocated site, each application will be expected to clearly demosntrate how it makes a proportionate and equitable contribution to the comprehensive and viable delivery of the entire allocation including the delivery of all proposed land uses and the physical and social infrastructure necessary to deliver sustainable development in accordance with this Brief.

7.2 Phasing

- 7.2.1

The proposed development phasing should ensure that the development proceeds organically and logically, but also in a viable manner. The provision of infrastructure and community facilities will need to come forward in tandem with the residential and employment development. However, their phasing will be agreed at the planning application stage to take account of the viability of the overall development viability. Notably there will need to be a critical mass of development on the site to provide the necessary funding and then sustain the services and facilities once they have been provided.
- Residential Development
- 7.2.2

Construction of the residential element of the development will logically begin at the western site access from the A148. The development will then proceed eastwards either side of Lime Tree Avenue towards the local centre and then on to connect to the employment area and the eastern access. This is illustrated in Figure 15 opposite.
- 7.2.3

There may, however, also be opportunities to bring forward discrete pockets of development elsewhere within the development at an early stage (subject to those developments respecting and making an appropriate contribution to the infrastructure requirements set out in the brief).
- 7.2.4

Each phase may require 2 or 3 separate building areas to maintain the required build rates to deliver the development in the anticipated period and allow access to the different aspects of the residential market.

Community Facilities and Green Infrastructure

- 7.2.5

The community facilities within the local centre should be provided as required to serve the new residents at a relatively early stage in the development programme, once there is sufficient critical mass to sustain their operation in the long term, and subject to the scheme’s viability. The actual need for a school (and other facilities) in the context of an assessment of existing capacity and future needs will be considered at the time of an application. Secondary school needs will also be assessed at the time of an application. The appropriate triggers will be agreed with the relevant providers.

Employment Land

- 7.2.6

Subject to market demand, some employment land should be made available at an early stage in the development programme. It is expected that serviced development plots will be provided and marketed on a phased basis determined by demand and uptake. The appropriate triggers will be agreed at the application stage.

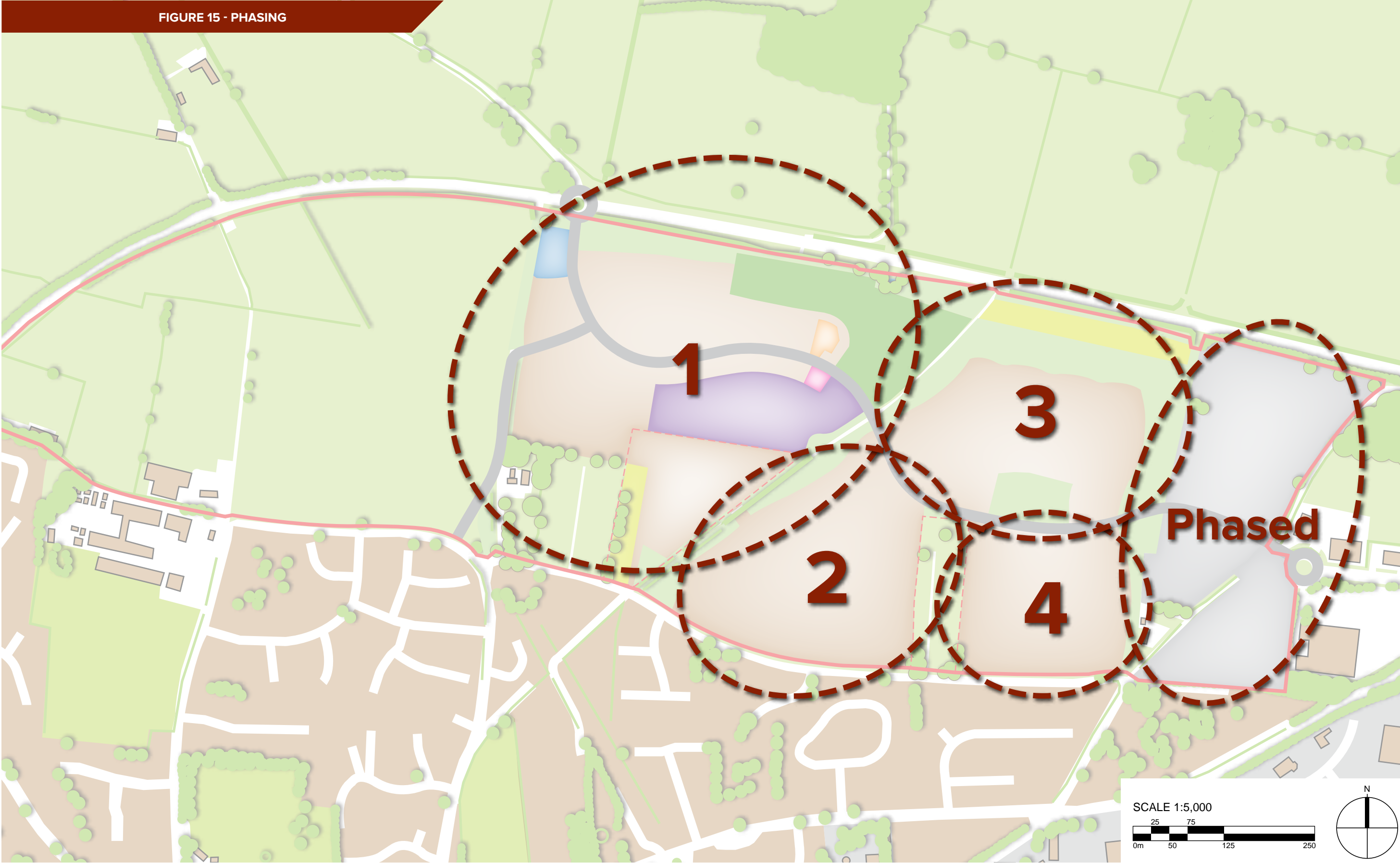
Infrastructure Provision

- 7.2.7

The transport infrastructure – both on and off site – required to facilitate the development will be identified in a detailed Transport Assessment. As well as the development access junctions and internal routes, it is anticipated that improvements to other key junctions close to the site on the A149 will be required. The triggers for any required works will be identified in the Transport Assessment to ensure that they are implemented at the appropriate juncture.
- 7.2.8

Some of the utilities required to serve the development, most notably the foul sewage infrastructure, will need to be put in place prior to the occupation of the development although the potential phasing of provision should be explained at the application stage.

FIGURE 15 - PHASING



8.0 CONCLUSION

- 8.2.1 This Development Brief for the Land North of Rudham Stile Lane, Fakenham highlights how the allocation requirements set out in SADPD Policy FO1 should be delivered through the delivery of a comprehensive mixed-use development that is well integrated with the existing town, and emphasises the existing character and identity.
- 8.2.2 Development of the site in accordance with this Development Brief will provide a range of housing types and sizes, including a significant amount of affordable housing, employment land and community facilities, including a new primary school, and recreation space to ensure the development of a balanced and sustainable community.
- 8.2.3 The proposed development will create a new northern edge to Fakenham, with pedestrian, cycle and public transport links that would integrate it with the existing town and communities, notably connecting it to the existing employment sites, and various community and leisure facilities.
- 8.2.4 The significant residential and employment development proposed will support the town’s role as a service centre, and provide an increase in the local labour supply. This should encourage existing businesses in the area to expand, and also attract new firms to the town. The development will also strengthen the viability and vitality of the town centre and can enable the provision of new community facilities, for the town’s existing and future population, and that of its hinterland on a day to day basis, supporting and enhancing the town’s critical role as a service centre in the district; a truly sustainable community.

