

PUBLIC CONSULTATION

WELCOME

North Norfolk District Council is producing a new Local Plan

We have now produced the first draft and are seeking your views before progressing to the next stage.

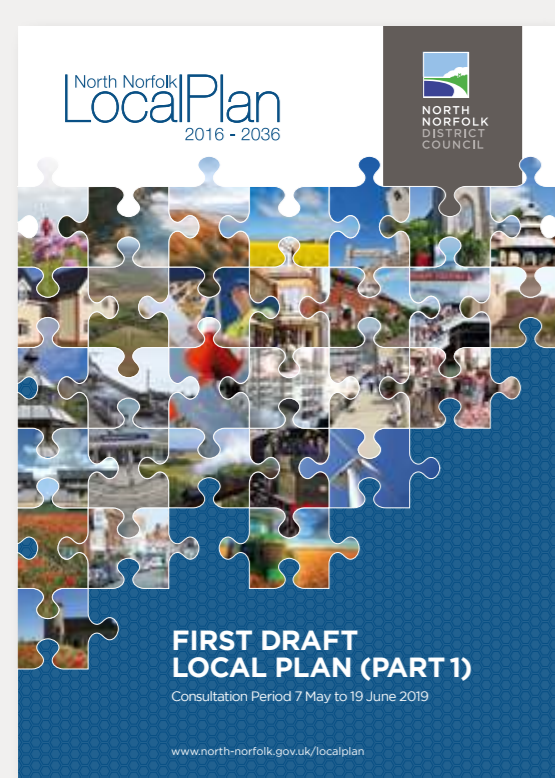
The following panels highlight key aspects of the Draft Plan and explain how to make comments. Copies of the main consultation documents and all supporting documents are available today for inspection, and can be found on our website www.north-norfolk.gov.uk/localplan

Following this consultation we will consider your feedback, publish our responses (along with details of any modifications that we feel should be made to the Plan), before seeking your views on a **Final Draft Local Plan** in late 2019.

We look forward to hearing what you think about the First Draft Local Plan!

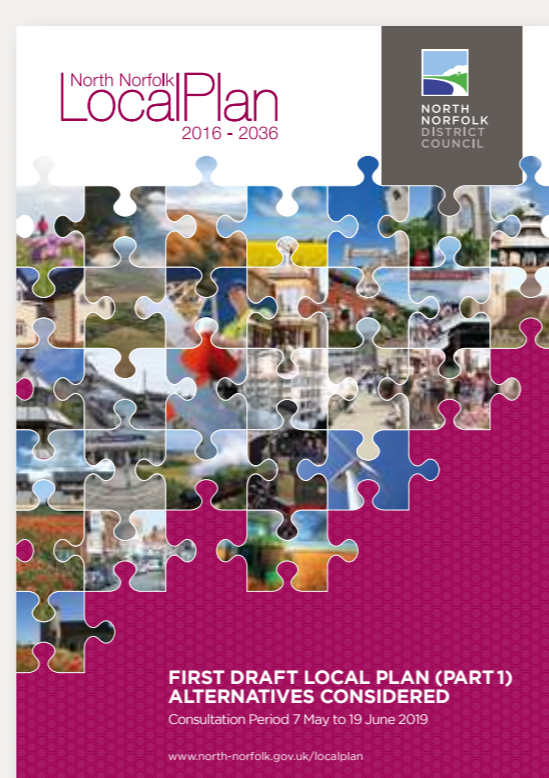
What are we consulting on?

The Plan includes **draft policies** which, following adoption of the Plan, will be used by the Council when making decisions on planning applications. It also identifies our **preferred development sites** for future housing, employment, open spaces and other uses. We are seeking your views on these and on a range of **alternative options** which have been considered. We are also consulting on a number of supporting documents.



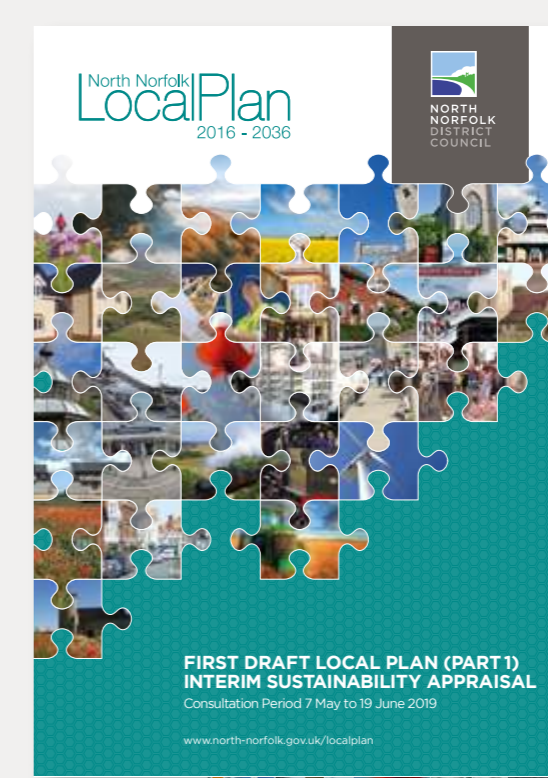
First Draft Local Plan (Part 1) 2016-2036

The proposed policies which will be used to consider planning applications and the preferred choices for new development sites.



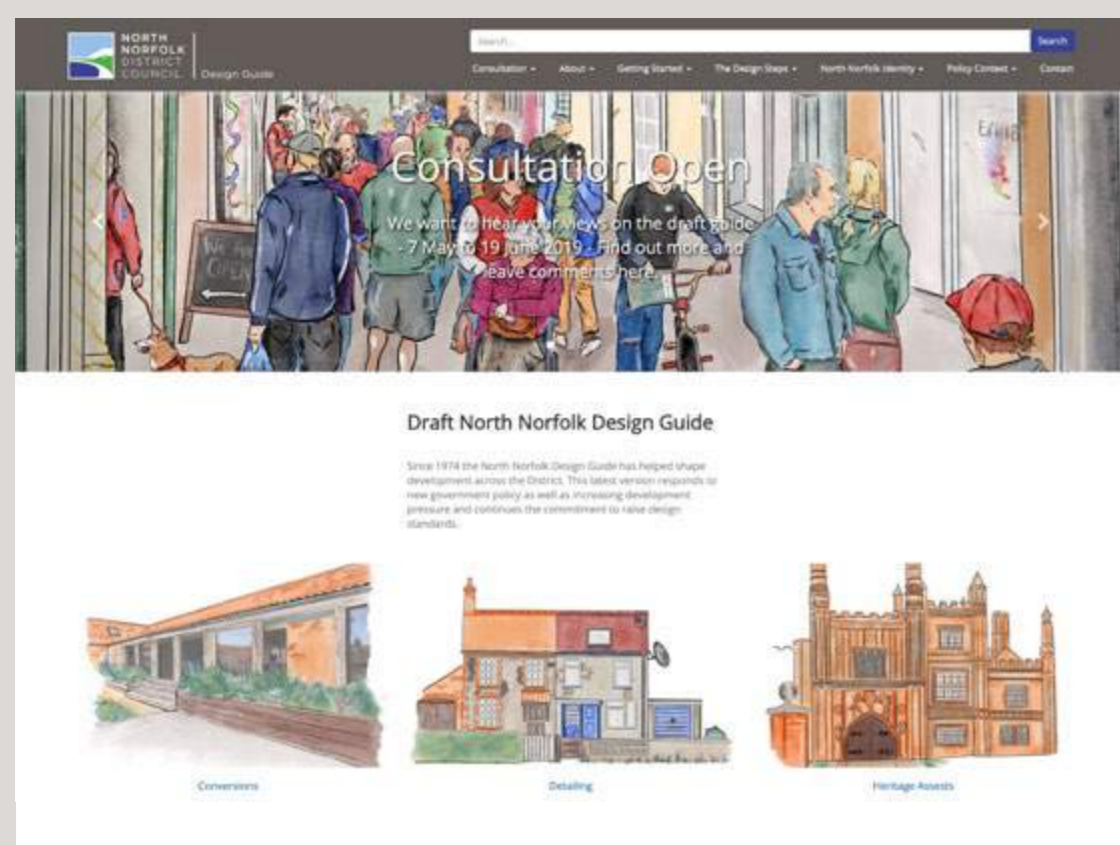
First Draft Local Plan (Alternatives Considered)

The alternative policies and sites which the Council has considered in preparing the Plan.



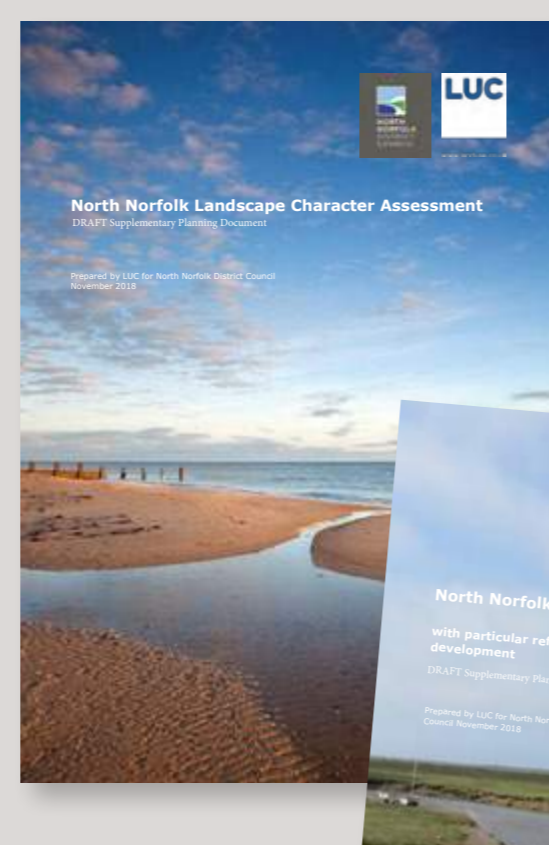
Sustainability Appraisal & Scoping Report

These interim technical documents consider key environmental, social and economic features of the District and explain how our proposals impact on these.



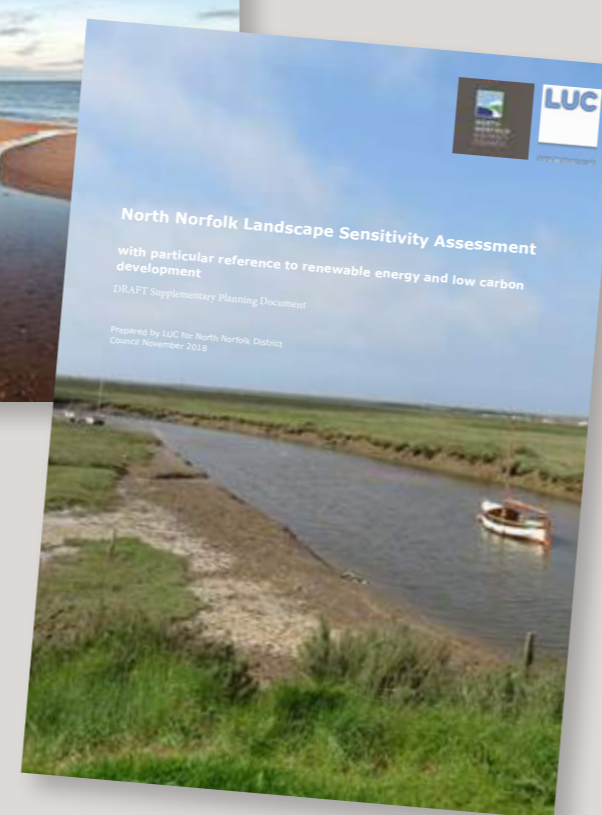
Draft Design Guide

The proposed design requirements for all new development which the Council intends to adopt as formal guidance and to use when making decisions on planning applications.



Draft Landscape Character Assessment

Provides an up to date assessment of the landscape characteristics of North Norfolk and describes the main landscape character types.



Draft Landscape Sensitivity Assessment

Assesses the sensitivity of the North Norfolk landscape to various types of renewable and low carbon energy developments.

'The Council intends to adopt these as formal guidance and will use them when making decisions on planning applications.'

Whether you wish to object, support, suggest an alternative, or propose a modification to the documents we want to hear from you. Details of how to respond can be found on the 'How to have your say' panel at the end of this display. If you have any questions or need help, please speak to a member of staff.

WHY AND WHERE?

Why do we need new development?

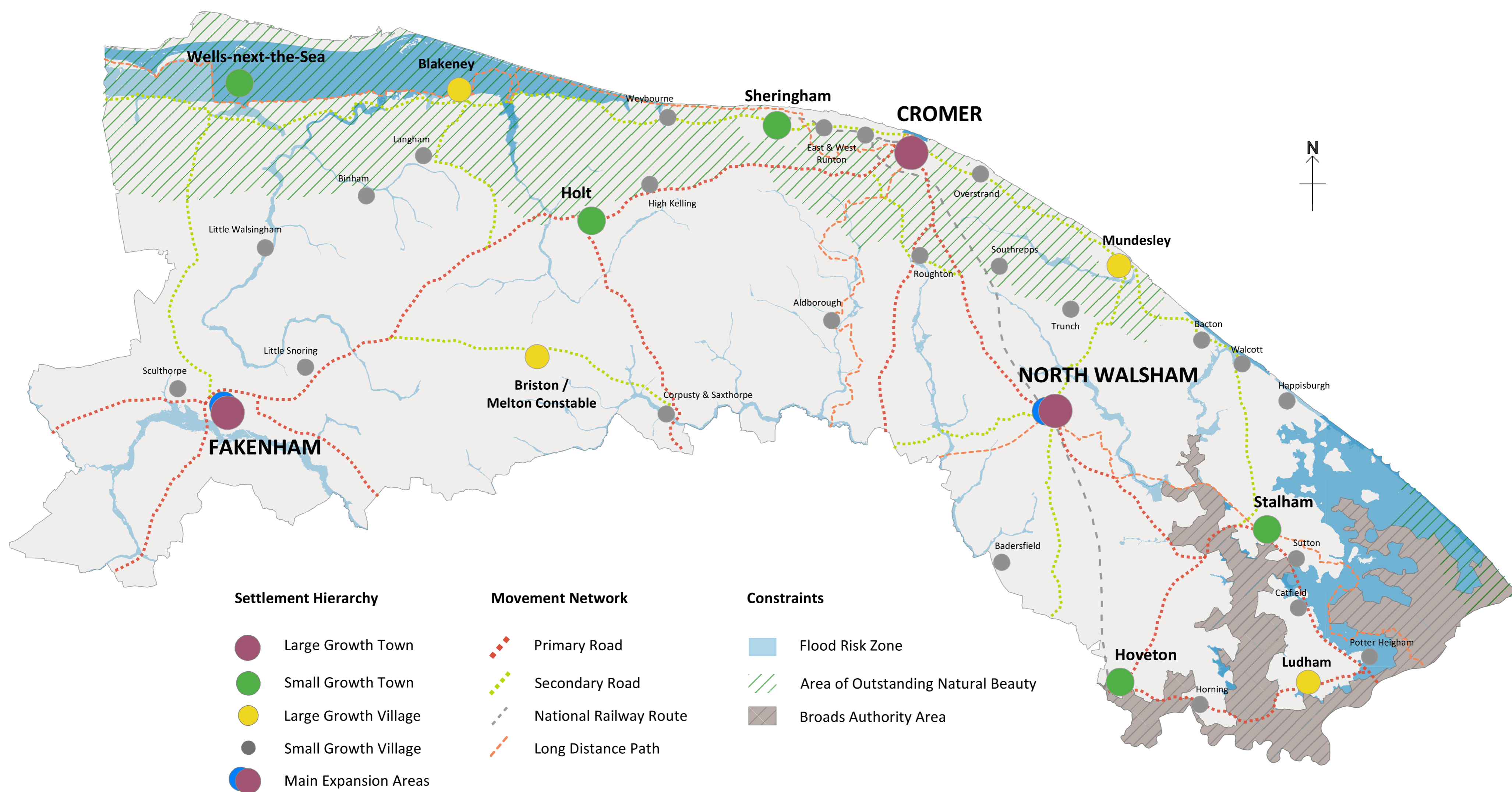
The population of the District is projected to grow by around **10,000 people by 2036** and nearly **40% of people living here will be aged 65 years or older**. Population is growing, many people move here to retire, we are living for longer and household sizes have been reducing. This and other issues such as the rate of second home ownership, vacant homes, and the use of homes for holiday accommodation means that around **10,500 new homes** are likely to be required. There are over **3,000 people on the housing waiting list** in need of new affordable homes. Providing the homes that are needed will also require new schools, health facilities, shops and new job opportunities and these will need to be provided alongside housing developments.

Some of this new development can be provided within towns and larger villages by making better use of existing sites, including developing **brownfield land** and re-using **existing buildings**, and we will allow this. Even so, new development sites will need to be identified for about half of the required new development. The **Draft Plan** explains where we think this should happen and how we will manage the impacts of new development.

Where are we planning new development?

We propose that most new development should be in and around the towns of North Norfolk. We believe that **North Walsham, Fakenham** and **Cromer** should be the main areas of growth, with smaller amounts of development in the remaining towns and four of the larger villages. In the rural parts of the District we will continue to allow building conversions, and affordable homes to be built for local people, but other types of development in the wider countryside, including many smaller villages, will be limited. The main growth locations are shown on the following map:

NORTH NORFOLK KEY DIAGRAM



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Later in the year we will produce and consult on a **Part 2 Plan** which will make proposals for a number of identified **Small Growth Villages**. The Council will make final decisions about which villages might be identified for small scale growth following this consultation. We have included a list of potential villages in the **Part 1 Plan** and are seeking your views.

WHAT IS IN THE PLAN?

AT A GLANCE.



ENVIRONMENT

- The protection of 300 hectares of **Open Space** including play areas, sports grounds and other important green spaces.
- Policies to protect the **Area of Outstanding Natural Beauty, Conservation Areas, Listed Buildings** and the **Undeveloped Coastal** areas from development.
- Policies to ensure that **wildlife habitats** are protected and visitor pressures are effectively managed.
- New **building design** policy supported by an updated **North Norfolk Design Guide** to improve the design quality of all developments in the District.



FIND OUT MORE...
IN SECTION 8 OF THE DRAFT PLAN



HOUSING

- Delivery of **10,500 - 11,000** new homes over a 20-year period at a rate of about **550** each year.
- **2,300** affordable homes and continuation of a '**rural exceptions**' policy to allow the building of affordable homes in smaller villages for occupation by local people in need.
- A **distribution** of development across North Norfolk which focuses the required development in the larger towns and villages.
- New **construction** and **design standards** to provide homes with larger rooms, which are energy efficient, are adaptable as people's needs change, and are better designed.
- Providing more accommodation for the **elderly** and those who may require care.
- Providing homes for **wildlife** within new dwellings.



FIND OUT MORE...
IN SECTION 9 OF THE DRAFT PLAN



THE ECONOMY & INFRASTRUCTURE

- The retention of **170 hectares of employment** land and allocation of a further **50 hectares** for employment uses.
- Proposals to protect the vitality and viability of the District's **Town Centres** by restricting out of centre developments.
- Support for **tourism** developments whilst protecting the character of the countryside from the possible impacts of development.
- Policies to support enhanced **telecommunications** and the roll out of new technologies including electric vehicle charging points.
- Requirements for new developments to contribute towards supporting **infrastructure** such as roads, schools and health services.



FIND OUT MORE...
IN SECTION 10 OF THE DRAFT PLAN

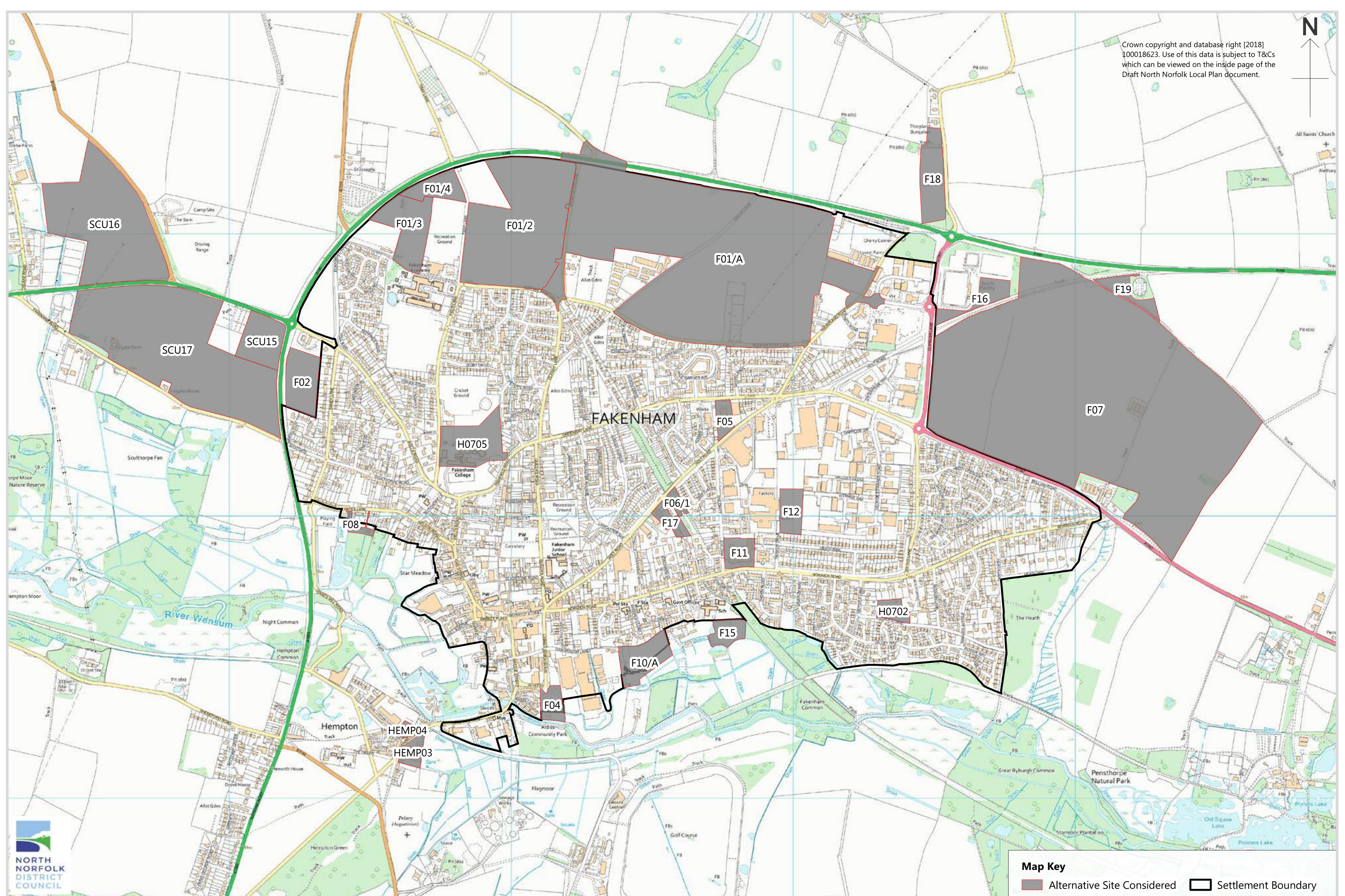
Andthe identification of specific development sites suitable for approximately 4,500 dwellings, employment, open spaces, schools and other uses.

WHAT ARE THE ALTERNATIVES?

A RANGE OF ALTERNATIVE OPTIONS HAVE BEEN CONSIDERED

In producing the Plan we have also considered a range of **alternative options** and it is important that they are **fully considered as part of this consultation**.

For most of the preferred policies, and all of the development site proposals in the Plan, there is an alternative or a number of alternative options that have been considered. This is particularly the case in relation to potential residential site allocations where a very large number of options have been suggested to us. Only a fraction of the possible sites are needed to address the development needs of North Norfolk.



Example 'Alternatives Considered' Map

If you wish to view Alternative Site Options in other settlements please ask a member of staff.

WE WANT YOUR VIEWS

We want to know if you agree with why we have discounted the alternative options and would like your comments on the **Alternatives Considered** document.

- Are we right in ruling out the **alternative policy options** for the Plan?
- Have we picked **the most appropriate sites for development?** Do you have any comments on our reasons **why sites have been ruled out?**

You can also find out more about the site selection process in **Background Paper 6 - Development Site Selection Methodology**.



**FIND OUT MORE...
IN THE 'ALTERNATIVES CONSIDERED' CONSULTATION DOCUMENT**



CONSERVING THE BUILT AND NATURAL ENVIRONMENT

The Plan aims to **conserve and enhance the natural and historic environment** of North Norfolk, **promote healthy communities** and meet the challenges of **climate change, flooding and coastal change**.

North Norfolk is characterised by an attractive rural landscape, which supports thriving agriculture and tourism industries and provides a valuable leisure and recreational resource for residents and visitors.

Our policies aim to:

NATURAL ENVIRONMENT

- Minimise the amount of development in the **Norfolk Coast Area of Outstanding Natural Beauty** and within the setting of the **Broads National Park**
- Protect and enhance **Landscape & Settlement Character**
- Protect the appearance and character of the **Heritage & Undeveloped Coast**
- Protect **Biodiversity and Geology**
- Provide new '**Green Infrastructure**'
- Protect important **Trees and Hedgerows** and requiring that new developments incorporate appropriate landscaping
- Provide new **Open Space and Local Green Spaces**
- Protect, enhance and promote **Public Rights of Way and Access**

BUILT ENVIRONMENT

- Provide a set of design principles which when followed will result in **High Quality Design**
- Protect residential **Amenity**
- Protect and enhance the **Historic Environment** including **Listed Buildings, Conservation Areas, Historic Parks and Gardens, and Ancient Monuments**

You can find out more about our approach to the design of development in our new **Design Guide**.



**FIND OUT MORE...
IN SECTION 8 OF THE DRAFT PLAN**



PROVIDING NEW HOMES



HOUSING



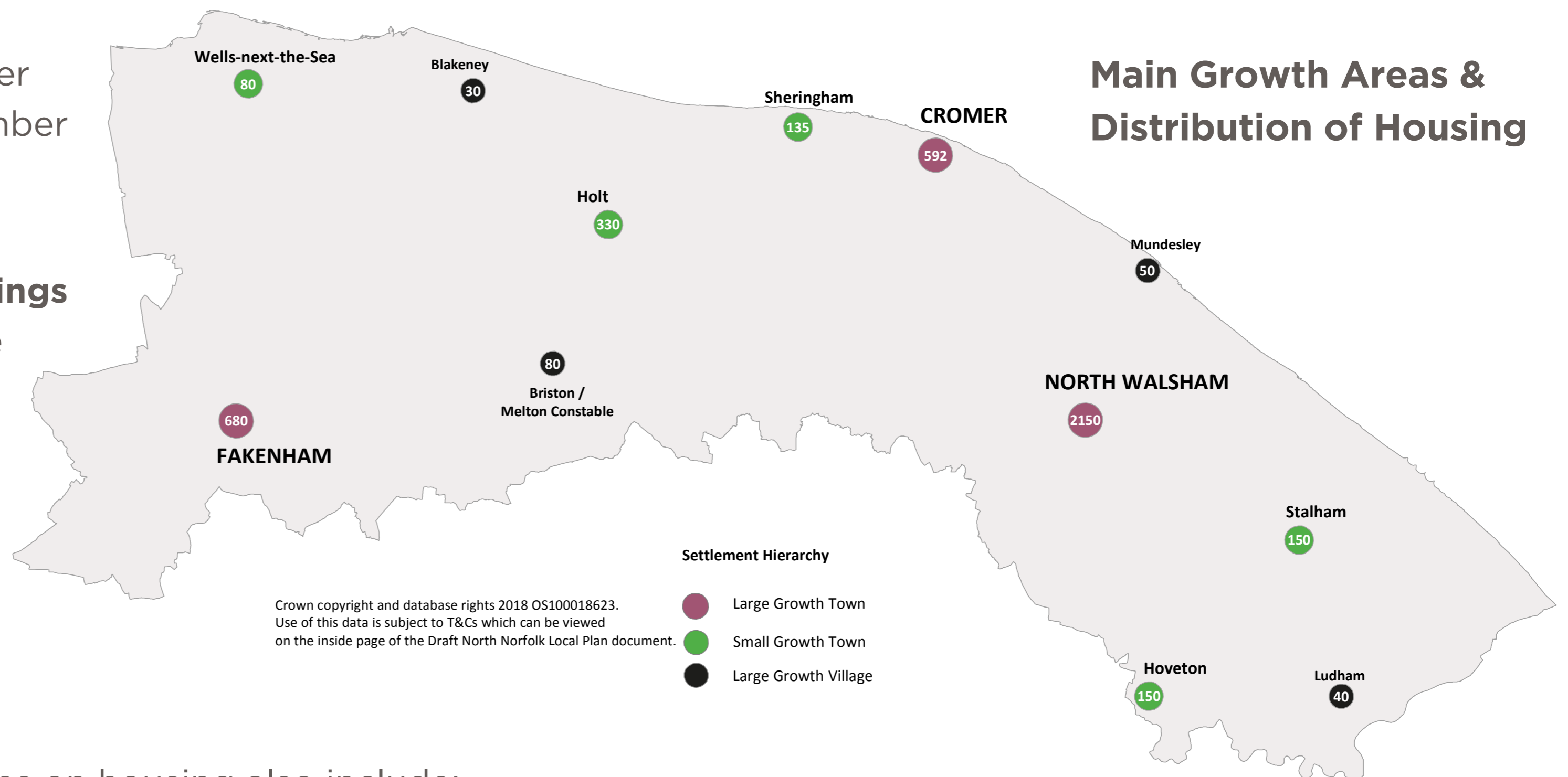
The Plan ensures that **enough homes** of the **right type** are built in the **right places** and at the **right time** to meet all identified accommodation needs for the District. This need is based on projected population growth, mainly from inward migration, as well as changes in the ways that existing homes are used. We have published a separate **Housing Target Background Paper** to explain how future housing needs are calculated.

By 2036 between **10,500** and **11,000 new homes** will be needed. We are planning to distribute around **4,600** of these homes within 35 Selected Settlements around North Norfolk with over half of these in **North Walsham, Fakenham** and **Cromer**. Details of individual sites can be found further along this display.

The following map details the locations where new housing growth is planned, and the number of new homes in each settlement:

As part of the total we aim to deliver **2,300 affordable homes** and a number of sites specifically for **elderly care accommodation**.

All housing proposals **over 6 dwellings** will require that a proportion of the homes built are affordable.



Our policies on housing also include:

Managing the **Dwelling Mix & Type** so that more one and two bedroomed properties are built and opportunities are available for **self-build**.

- Delivering **Affordable Homes in the Countryside** for local people (Rural Exceptions Housing).
- Managing the impacts of **Replacement Dwellings, Extensions & Annexed Accommodation** by controlling size and appearance.
- Allowing for the **Re-use of Rural Buildings** in the Countryside so more can be converted into dwellings and other uses.



FIND OUT MORE... IN SECTION 9 OF THE DRAFT PLAN



NEW HOUSING CONSTRUCTION & DESIGN STANDARDS

Our Plan encourages the building of **good quality, energy efficient, accessible and adaptable homes.**

Accessible & Adaptable Homes

All new homes in North Norfolk will be designed and constructed in a way that enables them to be adapted to meet the **changing needs of their occupants** over their lifetime.



Minimum Space Standards

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

Water Efficiency

The District is in an area of water stress and relies on water supplies imported from elsewhere. We have agreed with Anglian Water to introduce **measures to reduce the use of water.** We will ensure that all new development is designed and constructed in a way that **minimises its impact on water use.**



125 litres

110 litres

Sustainable Construction, Energy Efficiency & Carbon Reduction

New development in North Norfolk will be required to achieve a **high standard of environmental sustainability** by prioritising the use of design and energy efficient measures, maximising opportunities for solar gain and committing to **reducing carbon emissions** and **addressing climate change.**

Homes for wildlife

The Plan requires that all new homes **provide space for wildlife** by including swift boxes, house martin cups, sparrow, bat and owl boxes and connected spaces for hedgehogs and other mammals.



FIND OUT MORE... IN SECTION 9 OF THE DRAFT PLAN



STRENGTHENING THE ECONOMY



THE ECONOMY &
INFRASTRUCTURE



Our Plan supports job creation, the local retail and tourism economy and will allocate new employment land to address future employment needs.

It provides land for **employment development**, with a total of **220** hectares of land reserved solely for employment generating developments.

The Plan recognises that **Tourism** is vital to North Norfolk's economy and the policies support appropriate tourism facilities and accommodation.

We also want to support the District's **Town Centres** by making sure that large retail proposals are located in town centres where suitable sites are available.

The full suite of Economy policies includes:

- The allocation of **50 hectares of new employment land** across the District with new sites in North Walsham, Stalham and Holt. Tattersett Business Park is allocated as a large area where new employment development could take place.
- **Opportunities for existing businesses** situated outside of defined Employment Areas to expand and thrive.

- Maintaining and enhancing the vitality, viability and sustainability of the District's town centres by making sure that large scale retail proposals are located in town centres where sites are available.
- Ensuring that new-build tourist accommodation, static caravans, holiday lodges camping and touring caravan sites are located in appropriate locations.
- Support for **New-Build & Extensions to Tourist Attractions** in appropriate locations.
- Retaining an **Adequate Supply & Mix of Tourist Accommodation**.



FIND OUT MORE...
IN SECTION 10 OF THE DRAFT PLAN

SUPPORTING DOCUMENTS

ALTERNATIVES CONSIDERED

The policies and all of the development site proposals in the Draft Local Plan will often be the result of consideration of a number of alternative approaches. As part of this consultation you may wish to comment on one of the alternatives which have been considered. You can find details of these in the **Alternatives Considered** document.

Sustainability Appraisal & Habitat Regulations Assessment

The Policies and the Site Allocations suggested in the Draft Local Plan, and the options which are not currently favoured, have been subject to a comprehensive assessment process including **Sustainability Appraisal** and **Habitat Regulations Assessment**. We have published the results of these processes alongside the Plan.

Background Papers & Evidence

We have also published a number of **Background Papers** which provide more detail on the approaches proposed in the Plan. These together with a large number of technical evidence documents have been published and are available on the Council's web site.

Background Papers

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

Evidence Documents

- Strategic Housing Market Assessment 2017
- Housing & Economic Land Availability Assessment 2017
- North Norfolk Settlement Profiles 2018
- North Norfolk Strategic Flood Risk Assessment 2017
- North Norfolk Retail & Main Town Centre Uses Study 2017
- District Wide Viability Assessment
- Gypsy, Traveller & Caravan Needs Assessment
- North Norfolk Landscape Character & Sensitivity Assessments
- Amenity Green Space Topic Paper 2018
- Business Growth & Opportunities Study
- Recreational Visitor Pressure
- Infrastructure Position Statement



FIND OUT MORE...

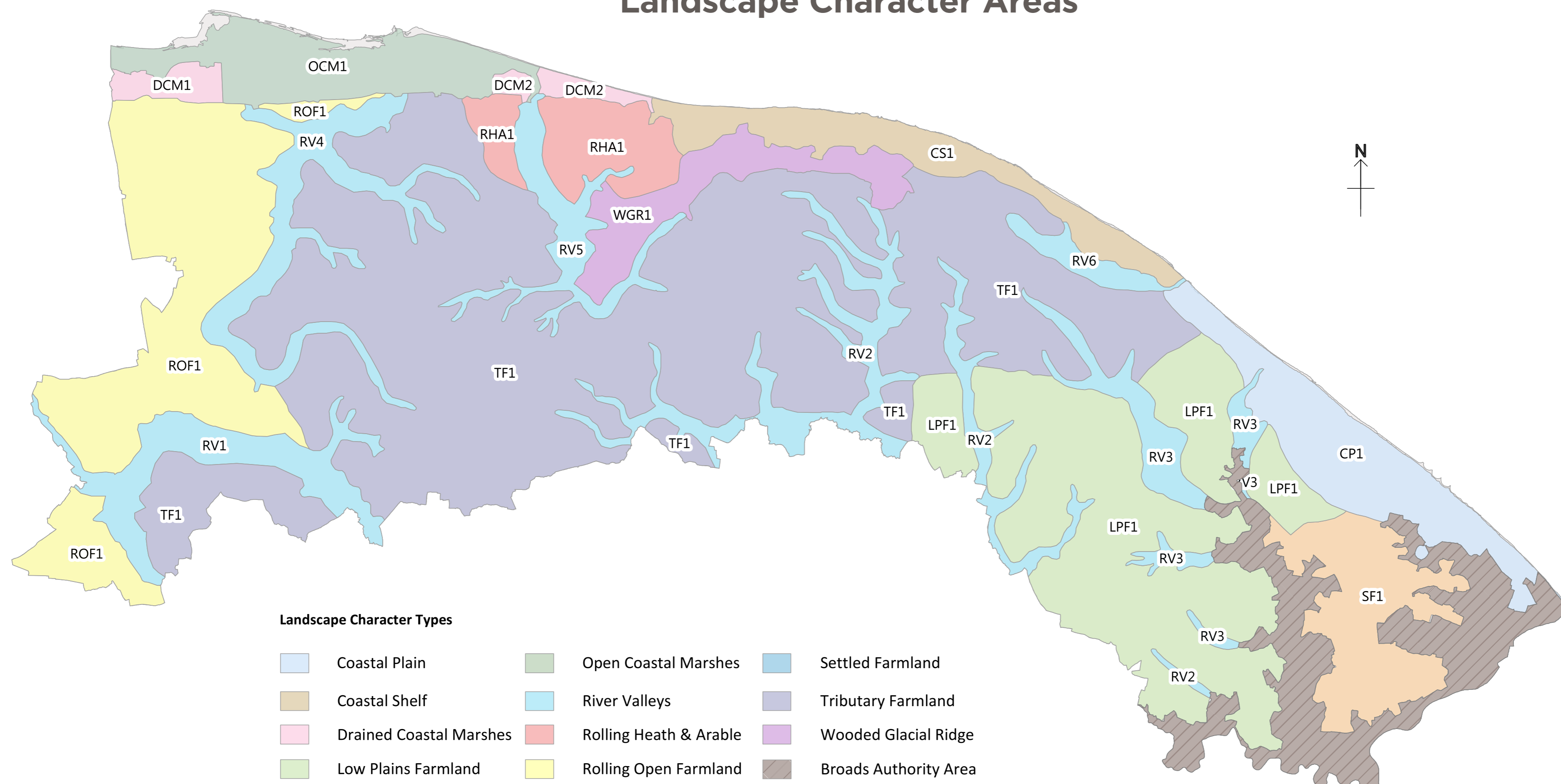
PLEASE SPEAK TO A MEMBER OF STAFF IF YOU WISH TO VIEW ANY OF THE ABOVE DOCUMENTS

NEW LANDSCAPE CHARACTER & DESIGN DOCUMENTS

Landscape Character Assessment

We have produced a new Landscape Character Assessment which provides up to date evidence on landscape to inform the new Local Plan. Landscape character assessment is an established technique used to provide a framework for decision-making and to promote understanding of the different landscape types in North Norfolk.

Landscape Character Areas



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Landscape Sensitivity Assessment

This is an important tool for informing the management of landscape change, by assessing and mapping the relative sensitivity of different landscapes to different types of change. Landscape sensitivity is a judgement based on the susceptibility of the landscape to change arising from a certain type of development, and the value placed on that landscape.

Design Guide

The main purpose of the Design Guide is to offer support to anyone involved or interested in design matters. The Design Guide covers a wide range of subject areas from barn conversions to listed buildings and from supermarkets to signage.

Please see our separate visual display about the Design Guide for further information.

FIND OUT MORE...
YOU CAN SHARE YOUR COMMENTS ON THE DESIGN GUIDE, DURING THE CONSULTATION PERIOD, AT [HTTPS://DESIGNGUIDE.NORTH-NORFOLK.GOV.UK](https://designguide.north-norfolk.gov.uk)



'CALL FOR SITES' IN SMALL GROWTH VILLAGES

The Council is seeking to identify available sites which could be considered for small-scale housing growth in the suggested '**Small Growth Village**' locations outlined in Policy SD3.

We are looking for potential **small sites** (of between 0.25 and 1 hectare in size) in the following village locations:

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



The identification of small sites will inform the **Part 2 Plan** which will outline our approach to development in the above village locations.

Sites can be submitted to us during the period **7 May to Wednesday 19 June** using the **Site Registration Form** which is available from www.north-norfolk.gov.uk/localplanconsultation which also provides further guidance on the process and what is required to support a submission.

Following this consultation the Council will consider the comments made and decide if it should proceed with identifying small sites in the named villages. We will consult again on any specific proposals.



HOW TO HAVE YOUR SAY

How to view the documents

The consultation is taking place between **Tuesday 7 May** to **Wednesday 19 June 2019**. During this time the consultation documents and supporting documents are available to view during normal opening hours at:

- NNDC Offices @ Holt Road, Cromer and @ Fakenham Connect, Oak Street, Fakenham;
- Local Libraries in North Norfolk District; and,
- Online at www.north-norfolk.gov.uk/localplan

Meet the planners

In addition to today's event we will be visiting various locations across the District in order to present the draft proposals and discuss with residents, businesses and local organisations. All events take place between 2:30pm to 7:30pm.

Location	Address	Date (May)
Sheringham	Room 5 & 6, Community Centre, Holway Road, NR26 8NP	7
Cromer	Parish Hall, Church Street, NR27 9HH	8
Briston & Melton Constable	Briston Pavilion, Recreation Ground, Stone Beck Lane, NR24 2PS	9
Holt	The Lounge, Community Centre, Kerridge Way, NR25 6DN	15
North Walsham	Community Centre, New Road, NR28 9DE	16
Mundesley	Coronation Hall, Cromer Road, NR11 8BE	17
Ludham	Village Hall, Norwich Rd, NR29 5PB	20
Stalham	Town Hall, High Street, NR12 9AS	21
Hoveton	Broadland Youth & Community Centre, Stalham Road, NR12 8DJ	23
Fakenham	Community Centre, Oak Street, NR21 9DY	24
Blakeney	Village Hall, Langham Road, NR25 7PG	29
Wells-next-the-Sea	The Maltings, Staithe Street, NR23 1AU	31

How to respond

In order to comment on any of the consultation documents, responses must be submitted using the online Consultation Portal, by visiting <https://consult.north-norfolk.gov.uk/portal>. If you would have any difficulty in using the Consultation Portal please speak to us today so that we can arrange an alternative.

Take away our 'How to make comments on the Local Plan' cards for use when responding.

The purpose of this consultation stage is to invite general comments on the emerging policies and site proposals, and supporting documents, before preparing a **Final Draft Local Plan** for further public consultation. We anticipate that this will take place at the end of 2019.

Please note that comments made outside of the advertised consultation period will not be accepted.

For further information regarding the Local Plan or supporting documents please **speak to us today** or you can contact us at a later time by email to planningpolicy@north-norfolk.gov.uk or on 01263 516318.

Will my opinion matter?

Yes! The local knowledge of residents and expertise of local businesses and organisations will help to make the Plan better. Whether you object to, or support an element of the Plan, or wish to suggest some modifications, we are keen to have your feedback.

