

North Walsham Development Brief Public Consultation	
Executive Summary	This report seeks agreement to publish a draft version of a Development Brief for the large-scale urban extension at North Walsham for a period of public consultation.
Options considered.	The Planning Policy and Built Heritage Working Party has previously considered the methods and time periods for consultation.
Consultation(s)	<p>The Local Plan has been subject to a number of external consultations in line with statutory requirements and been developed through collaborative internal engagement and Member steer through the Planning Policy & Built Heritage Working Party. Full Council authorisation for the submission of the Plan for independent examination was received on 1.3.23.</p> <p>The Authority has previously consulted on the scope of a Development Brief, a draft Master Plan, Vision, and set of high-level development principles. The Draft Development Brief builds on these previous themes.</p>
Recommendations	1. Members agree the Draft version of the North Walsham West Development Brief as a basis for a period of public consultation.
Reasons for recommendations	<p>The Local Plan is now at an advanced stage of production having been submitted for independent examination.</p> <p>Preparation and approval of a Development Brief is a policy requirement of the site allocation in the Local Plan. Its preparation will be a key indicator of the site's deliverability.</p> <p>The content of the Brief should be informed by comprehensive and inclusive engagement with stakeholders.</p>
Background papers	Submission version of the Local Plan and all background papers and supporting evidence including the previous consultation documents for North Walsham are published and available on the Councils new Local Plan examination Library Home Local Plan Examination (north-norfolk.gov.uk)

Wards affected	All
Cabinet member(s)	Cllr Andrew Brown: Portfolio Holder for Planning
Contact Officer	Mark Ashwell, Planning Policy Manager

Links to key documents:

Corporate Plan:	Production of the Local Plan is a cross cutting theme in regard to delivery of the Corporate Plan's priorities.
Medium Term Financial Strategy (MTFS)	N/A
Council Policies & Strategies	Core Strategy and Site Allocations Development Plan Documents. Housing Strategy.

Corporate Governance:	
Is this a key decision	No
Has the public interest test been applied	No
Details of any previous decision(s) on this matter	None

1. Background

1.1 The North Norfolk Local Plan proposes a large-scale urban extension to the west of North Walsham. The Local Plan policy attached to the proposed allocation includes a requirement that development should not occur until such time as a Development Brief has been prepared and approved for the site.

1.2 The policy requires:

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

1.3 The preparation and approval of a Development Brief is an important stage in the planning of the site. It is a tool used on largescale, multi-phase developments to establish the principles that subsequent planning applications should comply with. In the case of this proposal the policy also requires the approval of a number of other technical documents including a Design Code, Drainage Strategy, and Highway Strategy.

1.4 In May of 2021 the Council consulted on what were described as high level aims and objectives for the development of the site including an overall vision for the development and an illustrative Master Plan. The consultation responses and a number of technical appraisals have informed the preparation of a first draft of the Development Brief which, it is proposed, should be subject to public consultation.

- 1.5 The in-principal decision to allocate this site, or not, will be tested via the Local Plan examination so any final endorsement of the Brief will need to await the outcome of the examination, or be subject to allocation being confirmed. However, preparation of the Brief at this point in the process is clear evidence of the Authorities, and the site promoters, commitment to bring the site forward for development and would help at the Local Plan Examination hearings to demonstrate clearly to the Inspector that the proposals are deliverable.
- 1.6 At the July Working Party Meeting Members indicated their broad support for public consultation but deferred any final decision pending further work on the Brief and its endorsement, for public consultation purposes, at this meeting.

2. Consultation Proposals

- 2.1 It is recommended that the Brief should be subject to a significant period of public consultation similar to that undertaken on the Local Plan. This will include a range of media coverage, direct notifications, in person exhibitions, and consultation with all key internal and external consultees. Members indicated their broad support for the consultation arrangements at the last meeting.

3. The Brief

- 3.1 Abbreviated versions of the Draft Brief together with a summary of the off-site highway works are attached as Appendix to this report and have previously been circulated to Members

4. Recommendations

- 1. Members agree the Draft version of the North Walsham West Development Brief as a basis for a period of public consultation.**

5. Legal Implications and Risks

- 4.1 None

6. Financial Implications and Risks

- 5.1 None

Appendix – Consultation Draft – North Walsham West Development Brief and summary of off-site highway proposals.