

MASTERPLANNING,  
LANDSCAPE AND  
ASSESSMENT



July 2023

ABBREVIATED DEVELOPMENT BRIEF

# LAND WEST OF NORTH WALSHAM, NORFOLK

---



Quality Assurance

**Site name:** North Walsham West

**Client name:** Esco Developments, Lovell & Flagship  
Group

**Type of report:** Abbreviated Development Brief

**Prepared by:** Danielle Percy & Thomas Bacon

**Signed:**

 T. Bacon

**Date:** 18/07/2023

**Reviewed by:** Danielle Percy

**Signed:**



**Date:** 18/07/2023

Bidwells OS Licence number 100020449 All OS maps reproduced from  
Ordnance Survey digital map data © Crown copyright, All rights reserved  
2015 Licence number 0100031673



# CONTENTS

---

## 01. INTRODUCTION

Who Prepared the Brief

Site Location

Demographics

Site Information

## 02. THE DESIGN PROCESS

## 03. THE VISION

## 04. CONSULTATION & POLICY

Overview of Policy

Overview of Previous Consultation

## 05. SITE ANALYSIS

Topography

Significant Vegetation & Habitats

Flood Risk & Drainage

History

Ownership

Built Form Analysis

Opportunities & Constraints

## 06. THE DEVELOPMENT FRAMEWORK MASTER PLAN

## 07. GREEN INFRASTRUCTURE

## 08. TRANSPORT & ACCESS

Access Road

Public Transport

Off Site Improvements

## 09. CHARACTER AREAS

Visions for the Character Areas

## 10. CONCLUSION

Phasing & Infrastructure

Governance

Planning Applications

Conclusion

**Appendix A - List of Figures**

**Appendix B - Examples of Exhibition Boards**

# 01. INTRODUCTION

It is the intention of this document to provide you with a summary of the key information contained within the Development Brief for allocation NW62/A, known as North Walsham West. For further information, please refer to the Development Brief.

This document will cover the vision for the future development of North Walsham West, summary information on the policy, context and technical opportunities and constraints, and how this is reflected in the emerging framework masterplan and design guidance.

North Walsham West is an allocation in the North Norfolk District Council emerging Local Plan, known as Policy NW62/A, Land West of North Walsham. The policy identifies that the 108ha urban extension is allocated for *'approximately 1,800 dwellings, 7 hectares of employment land, green infrastructure, community facilities and a road linking Norwich Road, Cromer Road and the industrial estate.'*

The Development Brief will be used as a basis to progress the Design Code and subsequent planning applications, guiding future decision making and any subsequent applications.



## WHO PREPARED THE BRIEF

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



*'Our vision is to provide exemplar developments and to be respected by the Communities, Local Authorities and Landowners we work within. We believe the best and most successful residential developments are founded on a thorough understanding of the site location, local community interests and the local property market. We aim to deliver new developments that focus on complementing and enhancing their surroundings through comprehensive stakeholder engagement, public consultation and a hands-on approach.'*



*'Our vision to solve the housing crisis is based on a strong social purpose, reinvesting profit into providing more affordable homes through Profit for Purpose. We understand that locations can have a greater influence on people's lives, having the power to enhance or constrain the lives and opportunities for those that live there. We are confident in fulfilling our vision of ensuring that people can access high quality, affordable homes, which are well situated and part of a sustainable community.'*



*'We are a leading provider of partnership and open-market housing. We have expertise in housing-led regeneration including new-build, open market housing, refurbishment, planned maintenance and assisted living. As well as designing, building, and selling new homes, we work together with our partners to refurbish and maintain existing homes and regenerate neighbourhoods. We are committed to achieving Net Carbon Zero by 2030. We have been working in East Anglia for over 30 years, and pride ourselves on the high-quality homes we build and the legacy we leave in our communities. We work closely with local organisations, schools, and charities to support their work ensure our developments bring new opportunities and solid investment in long-term, sustainable skills for our region.'*

## SITE LOCATION

The site is located on the western boundary of North Walsham, a market town and civil parish in North Norfolk. It is the largest settlements within the district, and is located approximately 15 miles to the north of Norwich.

North Walsham offers a variety of existing facilities, including a collection of schools alongside a number of leisure, health and community buildings, which are well-distributed. North Walsham also benefits from a train station, operated by Greater Anglia on the Bittern Line, with hourly services in each direction. There are currently bus services which run along Cromer Road and Aylsham Road.

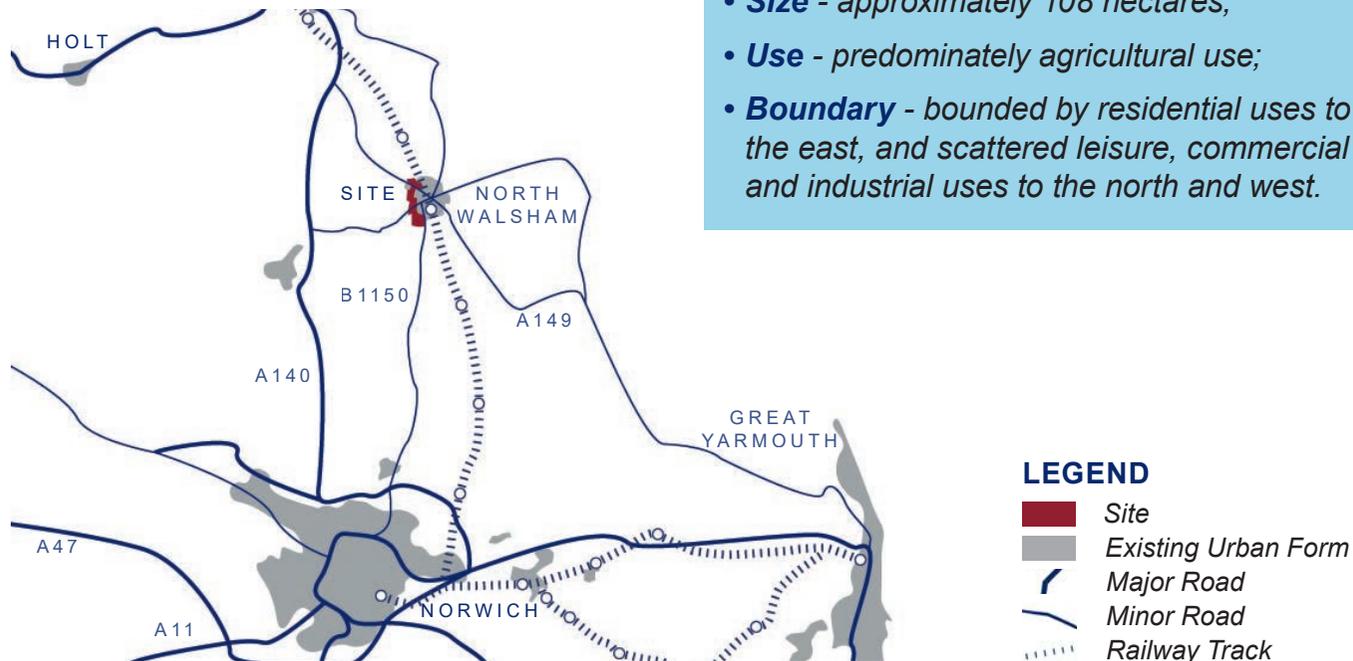


Figure 01; Regional site location

## DEMOGRAPHICS

The emerging North Norfolk Design Guide identifies:

- **Property Supply** - 10% Second Home Ownership
- **Rapidly Ageing Population** - 35% are Over 65
- **Minority Ethnic Population** - 66% Christian & 25.7% No Religion

## SITE INFORMATION

- **Size** - approximately 108 hectares;
- **Use** - predominately agricultural use;
- **Boundary** - bounded by residential uses to the east, and scattered leisure, commercial and industrial uses to the north and west.



Figure 02; Site aerial

# 02. THE DESIGN PROCESS

The delivery of a mixed-use development is being undertaken through a comprehensive and collaborative process with North Norfolk District Council, the community and stakeholders. This process is summarised below.

## SITE ALLOCATION

There is a need to identify and allocate sufficient land to meet demand for a wide range of uses, including housing.

Accordingly, parcels of land are suggested by landowners that could meet this demand. This site was deemed suitable after its development potential was assessed against evidence base studies and infrastructure capabilities, allocated as part of North Norfolk Local Plan.

## MASTERPLAN PREPARATION

Further analysis of the site is undertaken, which informed the vision, masterplans and design principles set out in the Vision Document and Development Brief.

These documents provide certainty in relation to the following;

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

## SUBMISSION & DELIVERY

Following the endorsement of the Development Brief, a planning application will be progressed for their land.

This will include a Design Code, to be approved as part of the application which will control the specific requirements to achieve the design principles within this document.

The Design Code will control the content of any subsequent reserved matters applications, as the allocation is built out.



# 03. THE VISION

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

North Walsham West will seek to support a development which is:

- **Sustainable** - Providing for the whole population, celebrating local pride and adaptability.
- **Landscape-Led** - Comprehensive Green Infrastructure Strategy which caters for ecology, recreation and sustainable travel.
- **Community Focused** - Inclusive, accessible community space at the heart of the development.
- **Employment Generating** - Enhance and create employment opportunities across the development.
- **Quality of Life Focused** - Achieved through seamless integration of the built and natural environment.



Figure 03; Vision for North Walsham West

# 04. POLICY & CONSULTATION

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

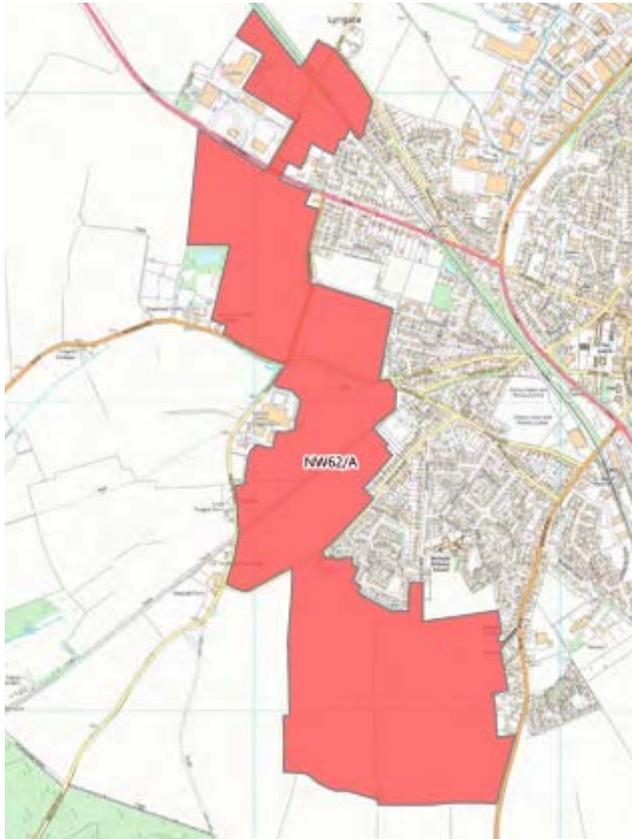


Figure 04; Map of Allocation NW62/A.

THE DEVELOPMENT BRIEF'S STUDY OF POLICY CONTEXT IS FULLY DETAILED ACROSS PAGES 16-20

## NATIONAL DESIGN GUIDE 2019

North Walsham West will be designed in accordance with the principles set out within The National Design Guide, which sets out ten characteristics of a well designed place, set under three overarching themes of Climate, Character and Community:

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

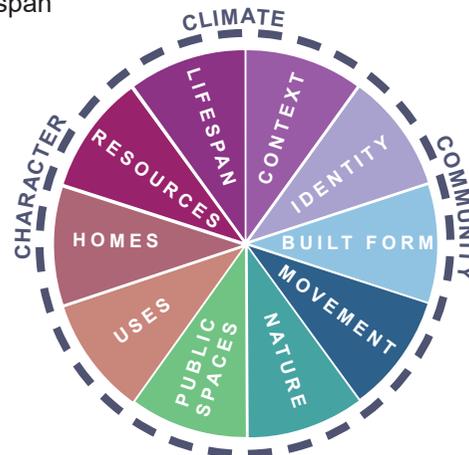


Figure 05; 10 Principles of a Well Designed Place, National Design Guide

## NORTH NORFOLK LOCAL PLAN 2016-2036 (REGULATION 19 VERSION) (WITH PROPOSED MINOR MODIFICATIONS)

The site is allocated within the North Norfolk Local Plan 2016-2036 Regulation 19 version as a Mixed Use allocation - Land West of North Walsham (NW62/A). This allocation sets out that the site should deliver:

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

This will be complimented by further consideration of:

- Development Brief & Design Code
- Green Infrastructure
- Environmental Mitigation
- Sustainable Transport
- Community Facilities & Employment
- New Homes
- Mineral Safeguarding

## CONSULTATION MASTERPLAN

North Norfolk District Council undertook the North Walsham West Consultation and Engagement, in 2021, on the basis of the master plan (shown in Figure 06, adjacent). Selected responses from the community are as follows:

### THE VISION

- Concern this will be a separate community on the outskirts of town, with a need to focus on benefits for all.

### ENVIRONMENT AND CLIMATE CHANGE

- There is a need to include planned habitats, protected existing vegetation, limit light pollution and protect surrounding heritage assets.

### HOMES AND HOUSING

- High level of social housing to accommodate local people, considering bungalows, shared ownership and starter homes and the needs of elderly, disabled and those with special needs.

### TRANSPORT AND MOVEMENT

- There is a need to prioritise high quality public transport, which includes pedestrians, cyclists, horse riders and buses.

### DESIGN QUALITY

- The new development must integrate with the town, with the aim to be 'listed buildings of the future'. This will include integrating green design features, public art, and enhanced planting. There needs to be a consideration for the local vernacular, and use of a Design Code.

### GREEN INFRASTRUCTURE AND OPEN SPACE

- Opportunity to provide high quality Green Infrastructure that provides for recreation and biodiversity.
- There is a need for green buffers along sensitive boundaries, which emphasise native tree planting.
- Approach to play must be inclusive, with facilities for older children and teens and creative approaches to sporting facilities.

### INFRASTRUCTURE, COMMUNITY FACILITIES AND EMPLOYMENT

- Community centre will be a widely supported hub, with facilities for toddler groups, day care and youth clubs. This could include healthcare uses to support existing uses, alongside new supermarket and retail spaces.

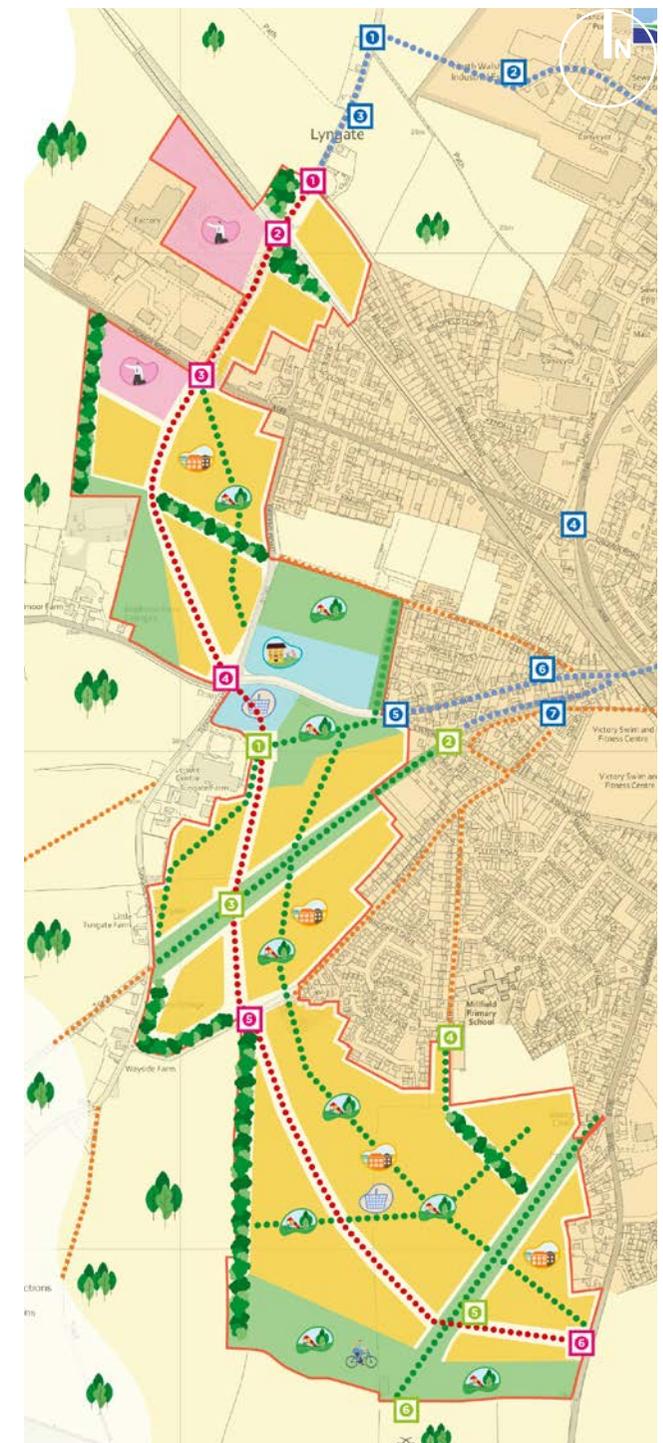


Figure 06; Consultation masterplan

# 05. SITE ANALYSIS

## TOPOGRAPHY

The proposed development site follows a downward slope from its highest point in the south, of 35m-40m Above Ordinance Datum (AOD), before reaching an even plateau of 30-35m AOD which the majority of the site sits on. The topography of the site is generally open and accessible.

### LEGEND

	Site Boundary		25m-30m AOD
	10m-15m AOD		30m-35m AOD
	15m-20m AOD		35m-40m AOD
	20m-25m AOD		40m-45m AOD

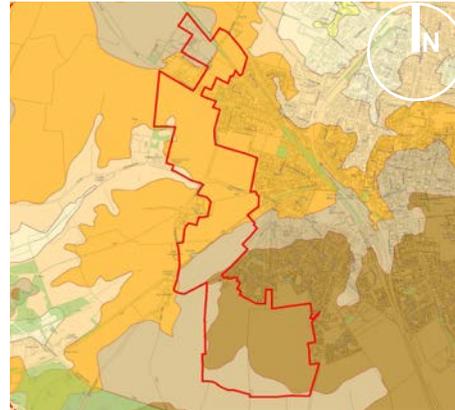


Figure 07; Topographic map

## SIGNIFICANT VEGETATION & HABITATS

The site itself lacks areas of significant vegetation, but it has proximity to a high concentration of woodland habitats, deciduous woodland and woodland cover to the west and south. Additionally, the length of Weavers Way is a County Wildlife Site.

### LEGEND

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

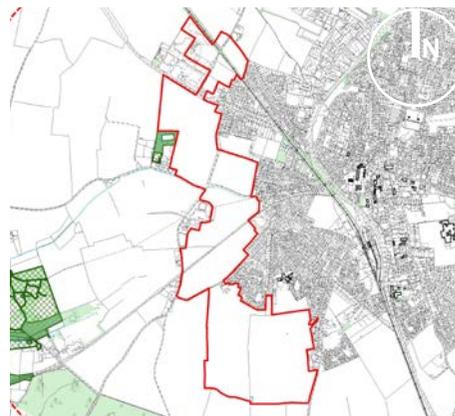


Figure 08; Significant vegetation map

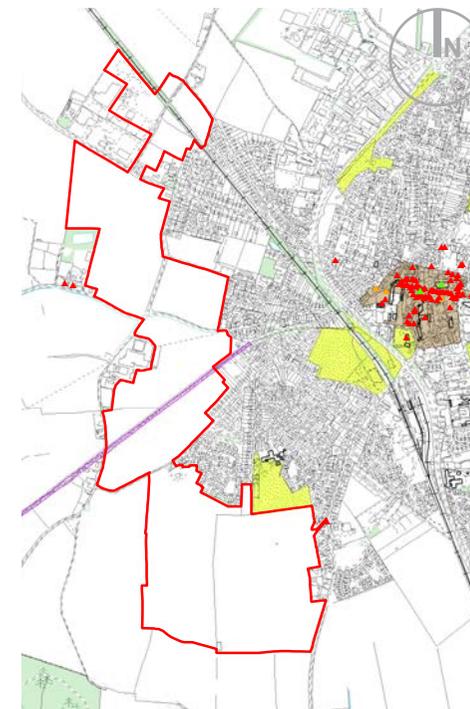
## FLOOD RISK & DRAINAGE

The site is at a low level of flood risk and contains no major watercourses, with GOV.UK mapping showing the site has less than 0.1% chance of flooding from rivers, the sea or surface water. Initial desktop studies and initial ground investigations show the site is predominantly underlain by sands and gravel and is understood to be generally freely draining.

## HISTORY

North Walsham is built upon a strong central core of Listed Buildings and heritage assets contained within the North Walsham conservation area. The proposed development site is linked to this historical core through the bridleway system and proximity to an ancient battleground and farmhouses. Listed assets in proximity to the site are;

- Bradmoor Farmhouse (Grade II)
- Two Barns to East of Bradmoor Farmhouse (Grade II)
- Stump Cross (Grade II)



### LEGEND

	Site Boundary
	County Wildlife Site
	Landscape Area
	Conservation Area
	Grade I Listed
	Grade II Listed
	Grade II* Listed

Figure 09; Heritage designations map

## OWNERSHIP

The Consortium are responsible for the preparation of this Brief, which covers the entire allocation area. The Consortium also have control over the majority of the allocation site, outlined on the Figure below.

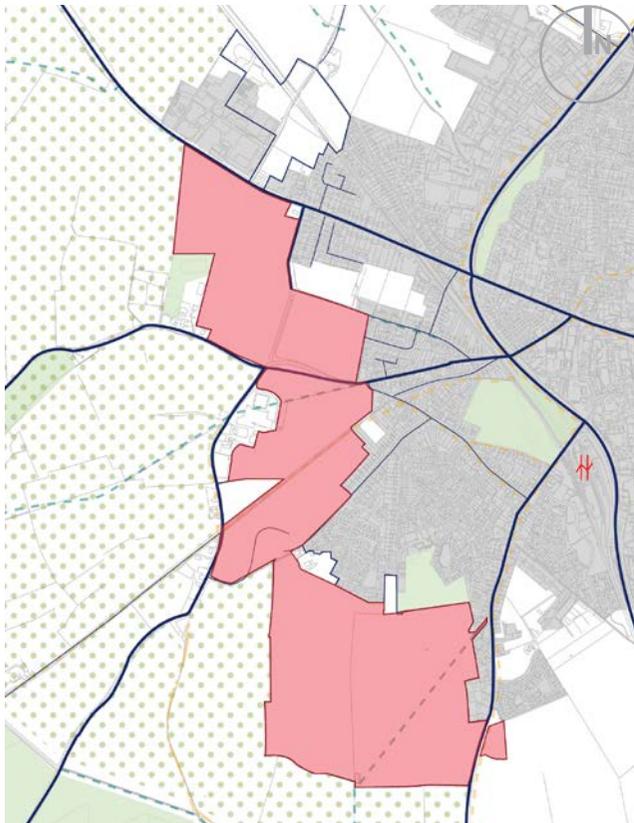


Figure 10; Area of consortium control

THE DEVELOPMENT BRIEF'S UNDERSTANDING OF SITE CONTEXT IS FULLY DETAILED ACROSS PAGES 22-41

## BUILT FORM ANALYSIS

There is a need to understand the current built form of North Walsham, ensuring that the development accurately reflects and compliments the local vernacular.

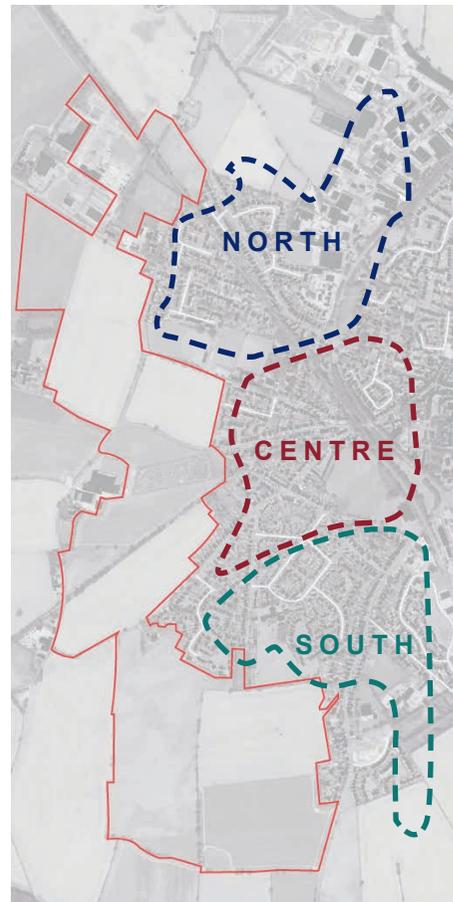


Figure 11; Built form & character study

### NORTH

Key principles evident in this area include:

- Detached bungalows, converted 1.5 storey and 2 storey semi-detached dwellings.
- Red brick facades, with instances of buff brick, render and hanging tiles.
- Varied roof lines and chimneys.
- Varied boundary treatments with planting.



### CENTRE

Key principles evident in this area include:

- Varied dwellings as part of cul-de-sacs and terraces, higher density streetscape.
- Red and buff brick facades, with instances of render and pebbledash.
- High proportion of listed buildings.
- Varied boundary treatments and limited setbacks.



### SOUTH

Key principles evident in this area include:

- Varied dwellings, materials and architectural choices reflect variety of development ages.
- Red brick facades, with instances of buff brick, render and flint.
- Varied roof lines, heights and chimneys.
- Varied boundary treatments and parking.



## OPPORTUNITIES & CONSTRAINTS

A number of constraints and opportunities have been identified which form the basis of the masterplan for North Walsham West. These have been identified through specialist technical work and site observations to ensure North Walsham West is responsive to its local context.

### SITE BOUNDARIES

- The eastern boundary of the site is shared with urban, residential areas. These boundaries, which include residential frontages and back gardens, need to be carefully considered to ensure safety, security and privacy.
- There are a number of Listed Buildings and structures in proximity to the site, with their setting requiring consideration.
- The North Walsham Football Club is of high social value, having the opportunity to potentially expand and enhance these facilities within the site.
- The North Walsham Industrial Estate and the Building Supply Yards are prominent in the landscape, and they should inform the location of the employment land proposed in the allocation.
- A sensitive boundary occurs with Millfield Primary School, currently bounded by agricultural fields, there will be a need to secure this boundary.

### POSSIBLE CONTAMINATION & GROUND CONDITIONS

- A preliminary risk assessment suggests overall risk from soil contamination is assessed to be low, therefore acceptable for human health and property.

### UTILITIES

- There are a number of easements which cross the site, associated with the alignment of known utility corridors. These are protected within the masterplan.
- A drinking water abstraction borehole is located in the south of the site, resulting in the site being within a Source Protection Zone. The resulting drainage strategy is subject to coordination with the Environment Agency.

### PUBLIC TRANSPORT

- There are bus stops in close proximity to the eastern boundary of the site. There is opportunity to provide new bus stops within the site, extending existing bus services frequency, alongside a bus interchange.
- The site is near North Walsham rail station which is on the Bittern Line with hourly Greater Anglia services to Norwich and Sheringham.

### SUSTAINABILITY

- There are opportunities to promote active travel, integrate vegetation into the scheme, deliver biodiversity net gain through a proactive approach to water, wellbeing and wildlife.

### VEGETATION

- There is opportunity to retain mature existing vegetation, as identified by an Arboricultural Assessment. This vegetation is associated with field margins, Public Rights of Way and Recreational Routes to provide structure to the development.

### PEDESTRIAN AND CYCLE LINKS

- Public Rights of Way and Recreational Routes will be protected, and improved as green corridors.
- All cycling routes and junctions will be designed to the standards set in Cycle Infrastructure design (LTN 1/20).
- There is a significant view of St Nicholas' Church along Public Footpath 2. This is a key wayfinding point and connection to North Walsham's Heritage to be retained.

### ECOLOGY

- The North Walsham Urban Extension will deliver a minimum of 10% uplift in biodiversity to achieve Biodiversity Net Gain.
- The Urban Extension of North Walsham sits on an area identified by Buglife as part of the B-Line network, aiming to connect and expand fragmented habitats for pollinators. Opportunity should be taken to ensure there is room for pollinators at all levels of detail.
- Trees identified as having a high potential for bat roosting will be protected and incorporated into the site's Green Infrastructure strategy.

## SUMMARY OF OPPORTUNITIES

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

The development has the opportunity to create new sustainable active travel and green links to connect North Walsham, whilst also retaining an appreciation for the town's rich historical core, with the opportunity to put sustainability at the heart of the proposals.

To conclude, the proposed development should adopt an accessible and appropriate approach, creating connections throughout North Walsham's. This will ensure acceptance and integration with the existing community, whilst maximising the potential for the future use and enjoyment of residents.

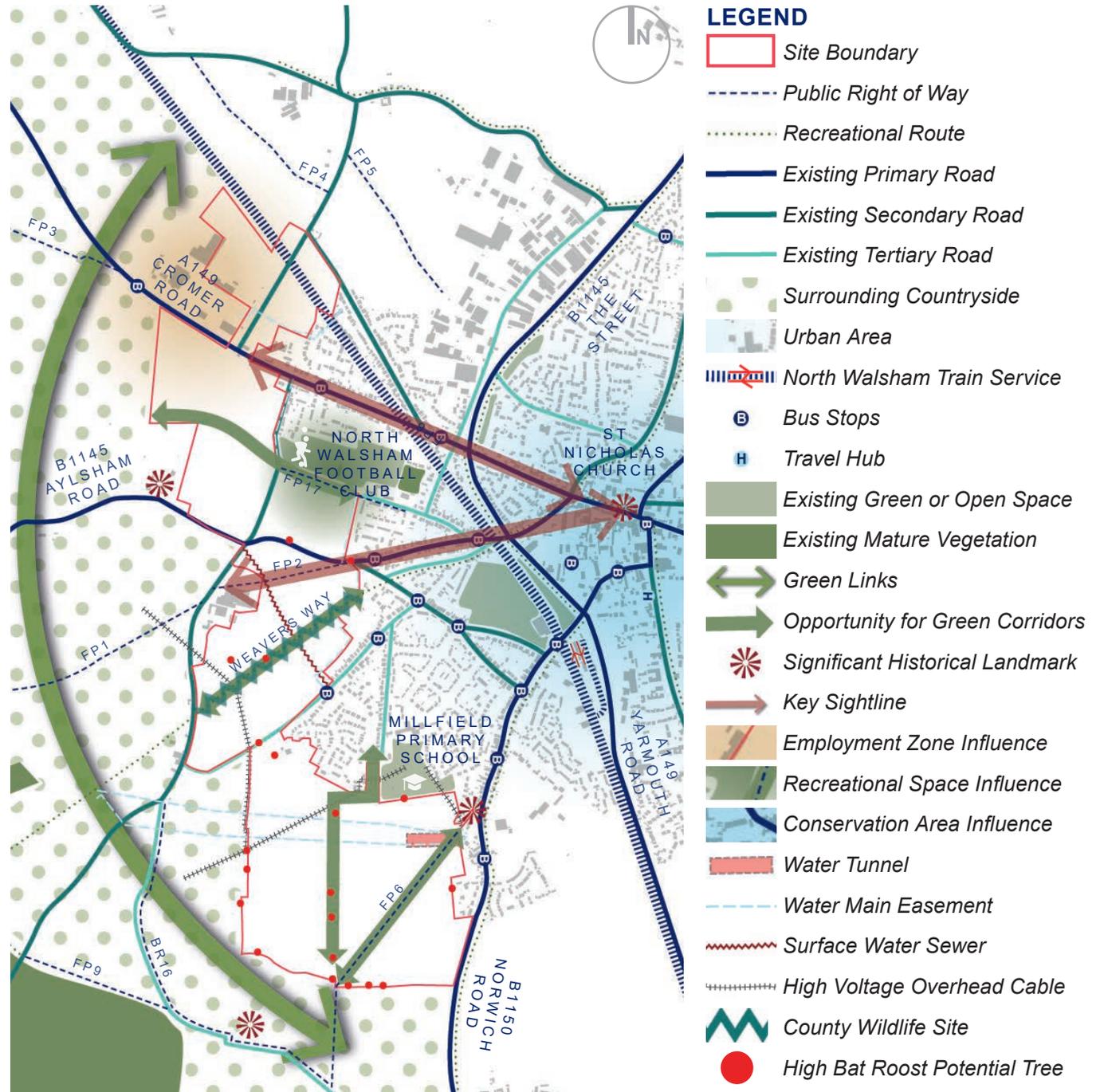


Figure 12: Opportunities and constraints diagram

THE DEVELOPMENT BRIEF'S APPROACH TO SITE ANALYSIS IS FULLY DETAILED ACROSS PAGES 42-49

# 06. THE DEVELOPMENT FRAMEWORK MASTER PLAN

The development framework master plan demonstrates how the vision for North Walsham West can deliver the aspirations set out within planning policy. The development will:

## SUSTAINABLE

- Provide a clear site-wide access and travel framework which prioritises active transport, enhancing the safe movement of people, wildlife and water, alongside native planting and green corridors.

## EMPLOYMENT GENERATING

- Create 7ha of employment land located in accessible, collocated hubs, which will encourage the use of low carbon and renewable energy technologies. This will demonstrate the site's investment into North Walsham's economy and job market.

## COMMUNITY FOCUSED

- Create a Local Centre and Primary School at the centre of the site co-located between the PRow North Walsham FP2 and Weavers Way, linked by the main residential street. This puts these community facilities at the strategic and physical heart of the new community, supported by a town plaza, town park, allotments and sports provision.
- An additional secondary retail and service space will be located to the south-east. Chosen uses will be reflective of local need and further demonstrate the 15-minute neighbourhood approach instilled across the development.

## LANDSCAPE LED

- Create a strong Green Infrastructure network which will compliment the proposed built form, informed by the existing landscape. This will also ensure the site delivers a minimum 10% Biodiversity Net Gain whilst providing recreational opportunities for new and existing communities.
- Establish a 10ha country park along the southern and western boundaries will provide an appropriate edge to the countryside beyond, especially the adjacent historic Battlefield Site.

## QUALITY OF LIFE FOCUSED

- Providing clear, distinctive neighbourhoods that are inclusive and enhance the character and setting of North Walsham. Active transport and considered connections with the existing community and amenities will be key to promoting a shared high quality of life across the site. Housing and public space will be adaptive to changing needs and uses, prioritise energy efficient design, and include a locally appropriate mix of affordable housing.

THE DEVELOPMENT BRIEF'S APPROACH TO KEY PRINCIPLES IS FULLY DETAILED ACROSS PAGES 50-58

## LEGEND

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

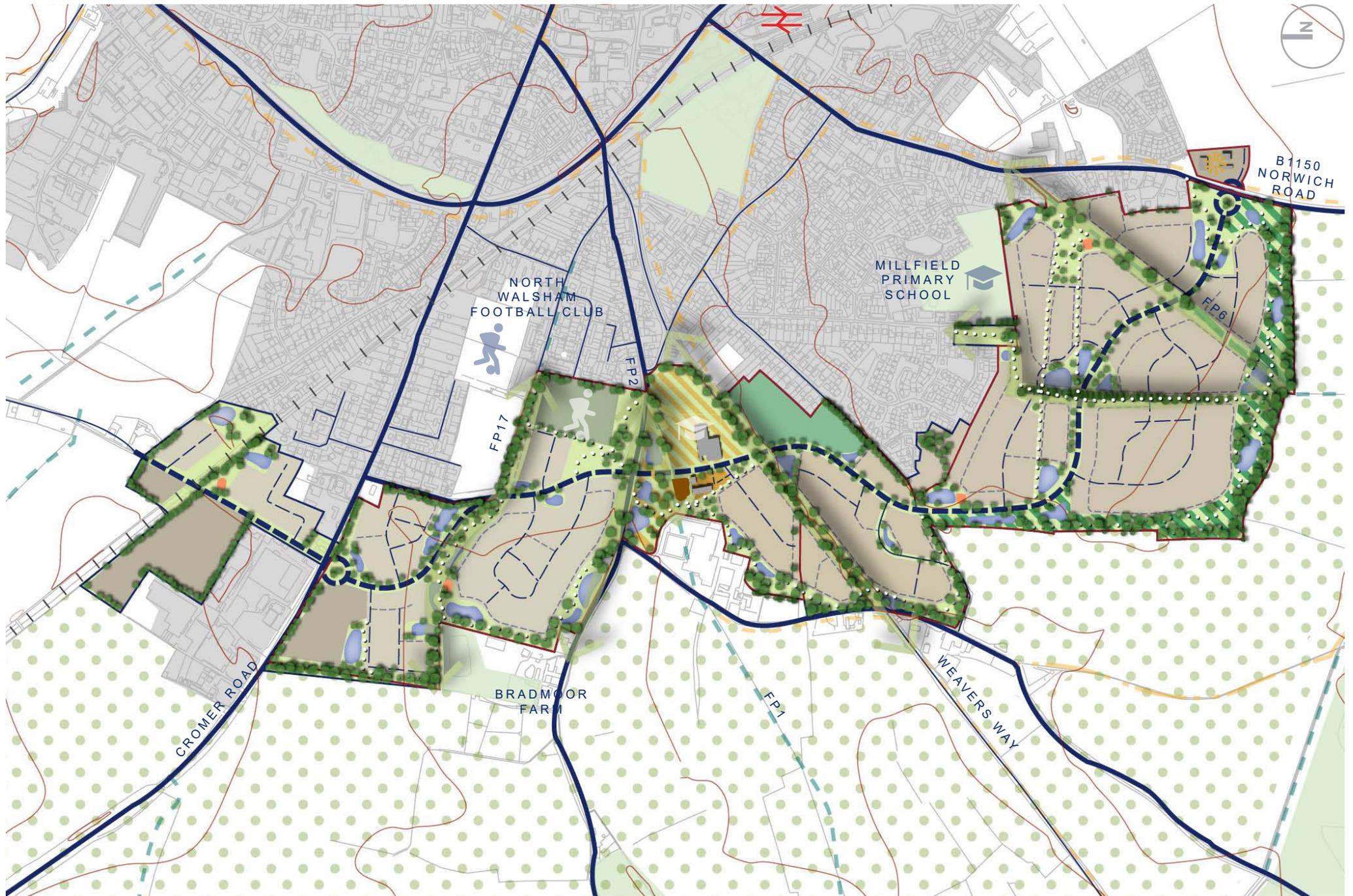


Figure 13; Framework masterplan

# 07. GREEN INFRASTRUCTURE

The strong Green Infrastructure network that is proposed as part of the development will provide extensive benefits to existing and proposed communities, alongside the surrounding landscape. This will deliver:

- 37.11 ha of proposed open space (34.27% of the total site area).
- A minimum 10% BNG uplift.
- Attractive and functional spaces for residents and local ecology.
- Accessible, well-distributed play spaces.
- Full compliance with the needed allocation policy features (sports provision, allotment, town park).
- Structural planting, which includes strong, natively planted buffers adjacent to existing residential properties.
- Appropriate sustainable drainage strategy.
- Integration of planned habitat features, such as bat and owl boxes along with wildflower and pollinator planting to support diverse ecology.

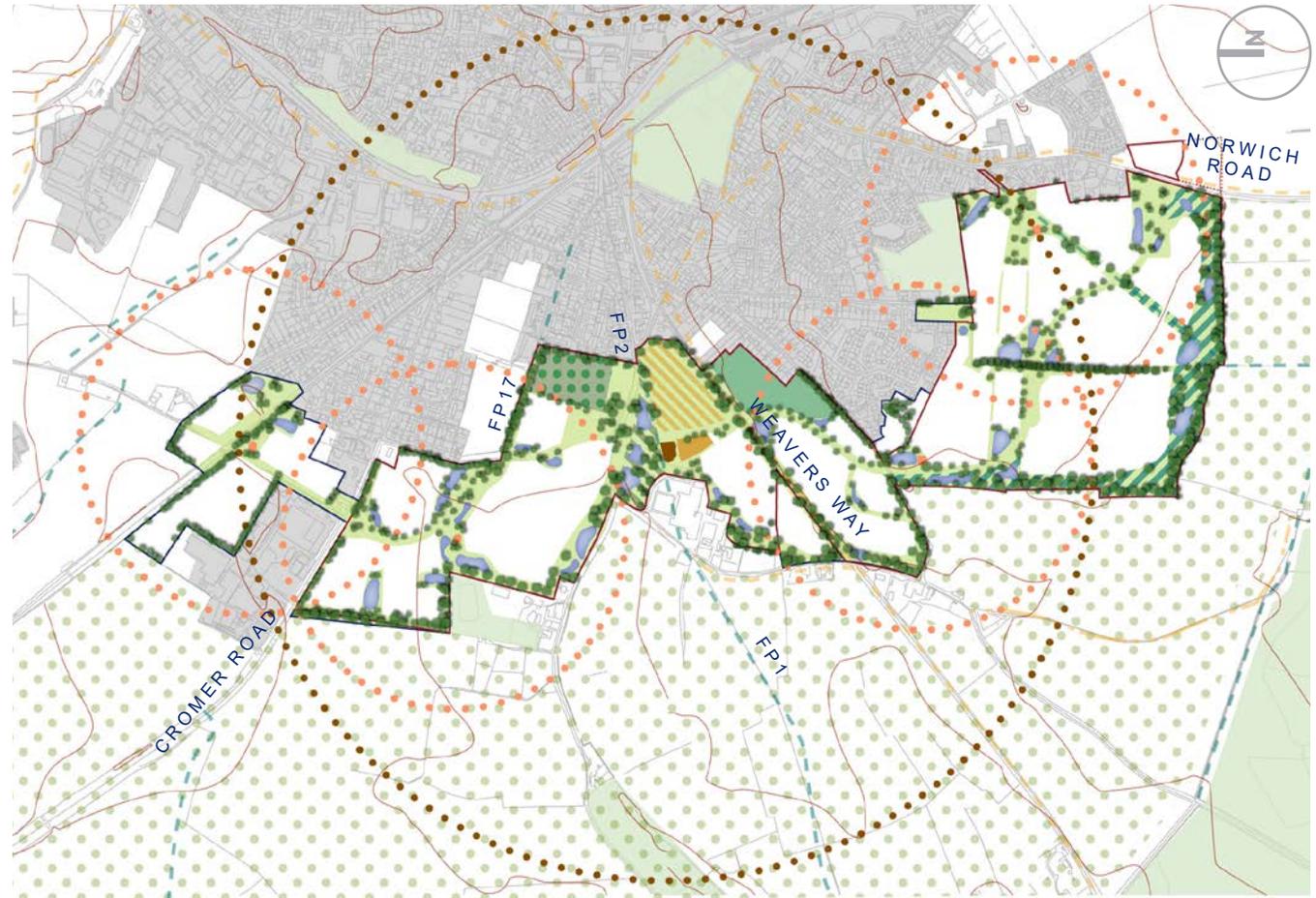


Figure 14; Green Infrastructure (GI) strategy

## LEGEND

- |   |   |   |              |   |                        |
|---|---|---|--------------|---|------------------------|
|  | Red Line Boundary                           |  | Allotment    |  | 1km Proximity to NEAP  |
|  | Local Equipment Area for Play (LEAP)        |  | Country Park |  | Surrounding Rural Land |
|  | Neighbourhood Equipped Area for Play (NEAP) |  | Town Park    |  | 500m Proximity to LEAP |
|  | Sport Provision (green dots)                |   |              |   |                        |

THE MASTERPLAN'S APPROACH TO GREEN INFRASTRUCTURE IS FULLY DETAILED ACROSS PAGES 58-63



Figure 15: Examples of how the site's green infrastructure will interact and be engaged with

# 08. TRANSPORT & ACCESS

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

- Enable safe, direct and accessible movement for people throughout, to and from, the development site.
- The urban transport hierarchy will be respected in the transport strategy, in line with the 15 minute neighbourhood ethos, with an emphasis on providing for active modes of transport and on site services.
- Design of all proposed infrastructure to correspond with the latest policy and guidance documents (e.g. Manual for Streets, LTN 1/20).

## ACCESS ROAD

Deliver a new access road to the west of North Walsham connecting B1150 Norwich Road, the B1145 Aylsham Road the A149 Cromer Road. Features of this Access Road include:

- High quality, segregated pedestrian and cycling routes with priority across side roads to support permeability across the access road;
- High Priority crossing points for pedestrians and cyclists along all key desire lines;
- Connect to network of pedestrian and cycle routes through development land;
- No on street parking proposed along primary route;
- Inclusion of urban roundabouts and traffic signals;
- Allowance for two green corridors along the length, which can be used for planting or swales;
- Designed to support bus routing and accommodating well positioned bus stops;
- Appropriately sized to accommodate all vehicle types and through diverted traffic;
- Corridor for utilities to minimise future disturbances;
- Designed to a 30 MPH speed limit, and;
- Access road and masterplan for allocation land to the north of Cromer Road to be designed to allow for future provision of an extension north to North Walsham Industrial Area.



Figure 16; Preferred hierarchy of movement



Figure 17; Typical section diagram of access road through the local centre

## PUBLIC TRANSPORT

Well positioned bus stops are proposed to be created on the access road between Cromer Road and Norwich Road. In addition, a bus interchange is proposed on the access road in the southern section of the site. This stop would serve the 20 minute frequency X55 service, with a short diversion into the site from Norwich Road.

## OFF SITE IMPROVEMENTS

Safe, active travel routes are to be achieved between the development and North Walsham Town Centre and North Walsham Railway Station with focused improvements on the following corridors:

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

These improvements include;

- Help deliver signalised crossing facilities at the Norwich Road / A149 traffic signal improvement scheme;
- Provide for longer distance, sustainable journeys through bus service, stop and routing enhancements, and improved accessibility to North Walsham Railway Station;
- Reduce HGV traffic, and local traffic on existing local routes through new access road; and
- Deliver traffic management improvements in Coltishall to reduce congestion.

THE MASTERPLAN'S APPROACH TO TRANSPORT & ACCESS IS FULLY DETAILED ACROSS PAGES 65-71

### LEGEND

- Site Boundary
- Link Road
- Existing Bus Stops
- Proposed Bus Stops
- Proposed 33A Extension
- Proposed X55 Extension
- Rail Line & Station
- X55
- 210
- 18
- 33A
- 6A
- \* Bus Interchange
- 500m Walking Radius

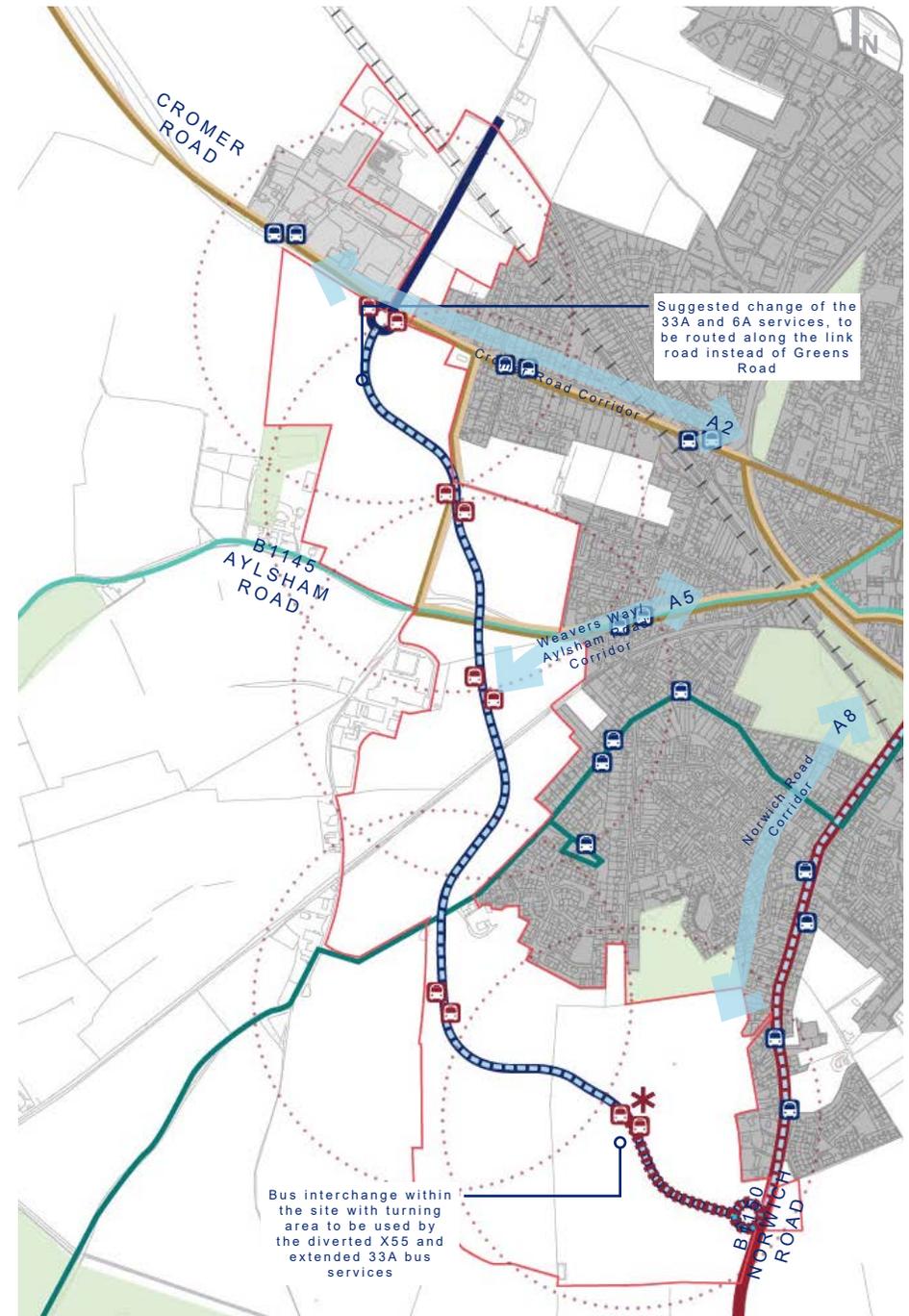


Figure 18; North Walsham West public transport plan

# 09. CHARACTER AREAS

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

The Northern Character Area will;

- Develop in keeping with the existing residential footprint and style.
- Retain open sightlines and connection to rural land.
- Be a mid to lower density neighbourhood.
- Be forward looking, containing employment areas to highlight invest into North Walsham's job market.

The Central Character Area will;

- Act as the nexus of the development, containing the majority of facilities, ensuring interaction and engagement.
- Be a higher-density residential area that reflects this more intensive use.
- Link to existing recreational routes and open space.

The Southern Character Area will;

- Be varied in density, building style and design.
- Respect the sensitive green boundaries through the placement of a country park.
- Be permeable and environmentally engaged through the use of green corridors.

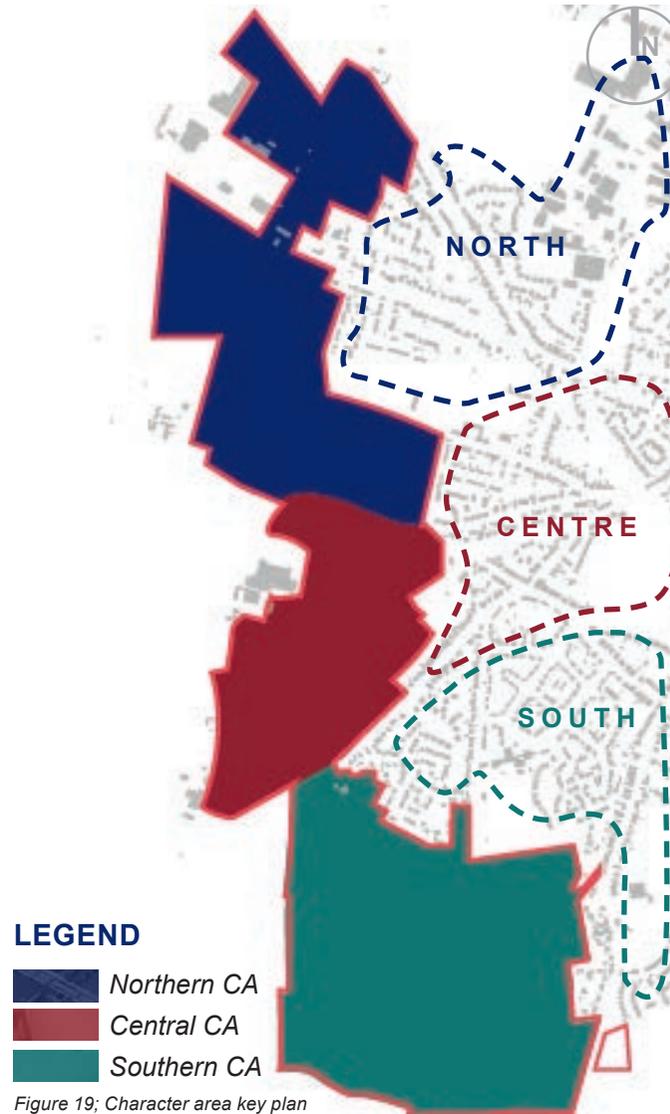


Figure 19: Character area key plan

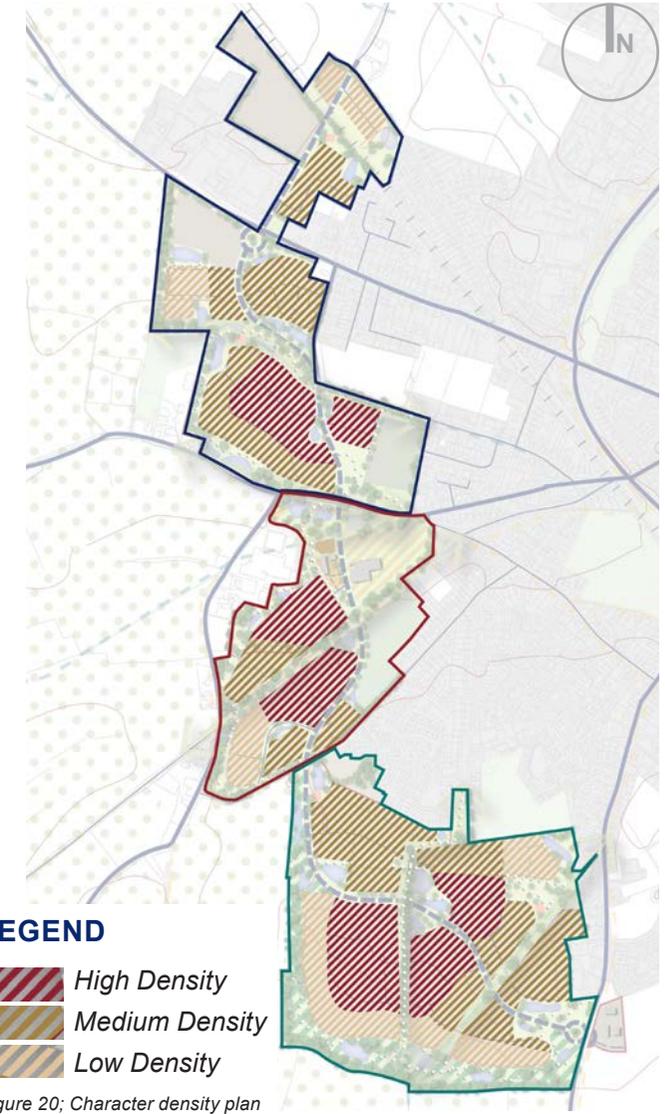


Figure 20: Character density plan

THE MASTERPLAN'S APPROACH TO CHARACTER AREAS IS FULLY DETAILED ACROSS PAGES 72-95

## NORTHERN

- INFORMAL
- INTEGRATED LANDSCAPE
- CONNECTED
- LOWER DENSITY



## CENTRAL

- COMMUNITY
- URBAN
- GREEN LINKS
- TREE LINED AVENUES
- PERIMETER BLOCKS



## SOUTHERN

- GREEN CORRIDORS
- COUNTRY PARK
- VARIED DENSITY
- INFORMAL
- GATEWAYS



Figure 21; Character area characteristics and precedents

# 10. DELIVERY

## PHASING AND INFRASTRUCTURE

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

### LOCAL CENTRE

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

### SCHOOL

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

### RESIDENTIAL DEVELOPMENT

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

### AFFORDABLE HOUSING

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

### GREEN INFRASTRUCTURE

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

### EMPLOYMENT LAND

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

## GOVERNANCE

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

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

## PLANNING APPLICATIONS

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

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



## CONCLUSION

This document summarises how the allocation requirements set out in Policy NW62/A of North Norfolk's emerging local plan will be achieved.

This document demonstrates how a development can be brought forward which integrates well with North Walsham, delivering a sustainable, mixed-use site which positively connects with and actively contributes to North Walsham. This will include;

- Housing which caters for a wide range of needs that responds proactively to climate change.
- A local centre and school, which will create a strong community core.
- Encouraging sustainable active travel alongside 15 minute neighbourhood principles.
- Proposed employment land which will act as a catalyst for growth for North Walsham, providing long term local employment opportunities.
- Proposed allotments and enhanced sports provisions will provide valuable opportunities for future and existing residents to mix.
- Proactive response to climate change, with high environmental standards, use of renewable energy sources and appropriate building techniques.



Figure 22; Framework masterplan

# APPENDIX A

## LIST OF FIGURES

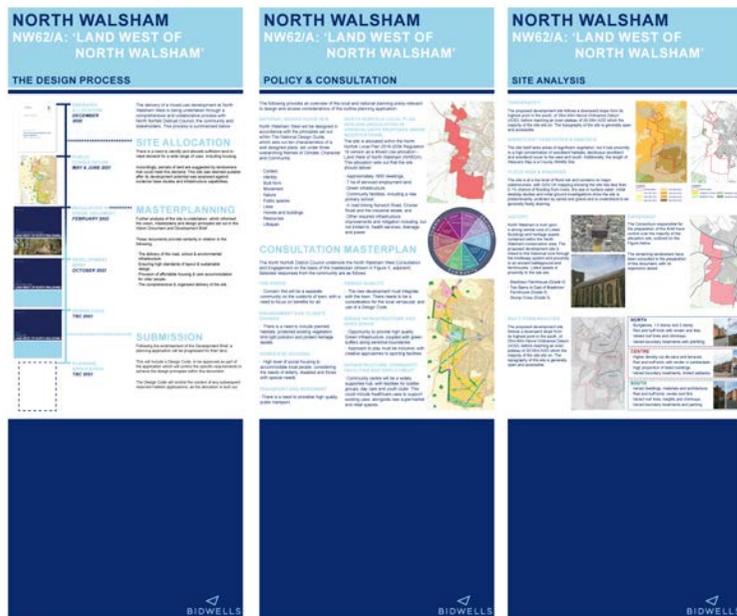
---

Figure 01;	Wider site location	5	Figure 17;	Typical section diagram of link road	18
Figure 02;	Site aerial	5	Figure 18;	North Walsham West public transport plan	19
Figure 03;	Vision for North Walsham West	7	Figure 19;	Charcater area key plan	20
Figure 04;	Map of Allocation NW62/A	8	Figure 20;	Charcater area density plan	20
Figure 05;	10 Principles of a Well Designed Place	8	Figure 21;	Character area qualities and precedents	21
Figure 06;	Consultation masterplan	9	Figure 22;	Framework masterplan	23
Figure 07;	Topographic map	10			
Figure 08;	Significant vegetation map	10			
Figure 09;	Heritage designations map	10			
Figure 10;	Area of consortium control	11			
Figure 11;	Built form & character study	11			
Figure 12;	Opportunities and constraints diagram	13			
Figure 13;	Framework masterplan	15			
Figure 14;	Green Infrastructure (GI) strategy	16			
Figure 15;	Examples of GI interaction and engagement	17			
Figure 16;	Preferred hierarchy of movement	18			

# APPENDIX B

## EXAMPLES OF EXHIBITION BOARDS

Examples of the proposed exhibition boards for NW62/A 'Land West of North Walsham', based on the content within the Development Brief. This includes a draft mock up of how these exhibition boards may be set up for a consultation session.



Bidwell House,  
Trumpington Road,  
Cambridge  
CB2 9LD

Bidwells is a trading name of Bidwells LLP,  
a limited liability partnership, registered in  
England and Wales with number OC344553.