

APPLICATION REFERENCE: PM/25/0776

LOCATION: Land Off Overstrand Road, Cromer

PROPOSAL: Reserved Matters application (details relating to appearance, landscaping, layout and scale) pursuant to outline planning permission PO/23/0596

(Erection of up to 118 dwellings and up to 60 units of specialist elderly care accommodation with public open space, landscaping and sustainable drainage system (SuDS) and vehicular access point (Outline with all matters reserved except for access))

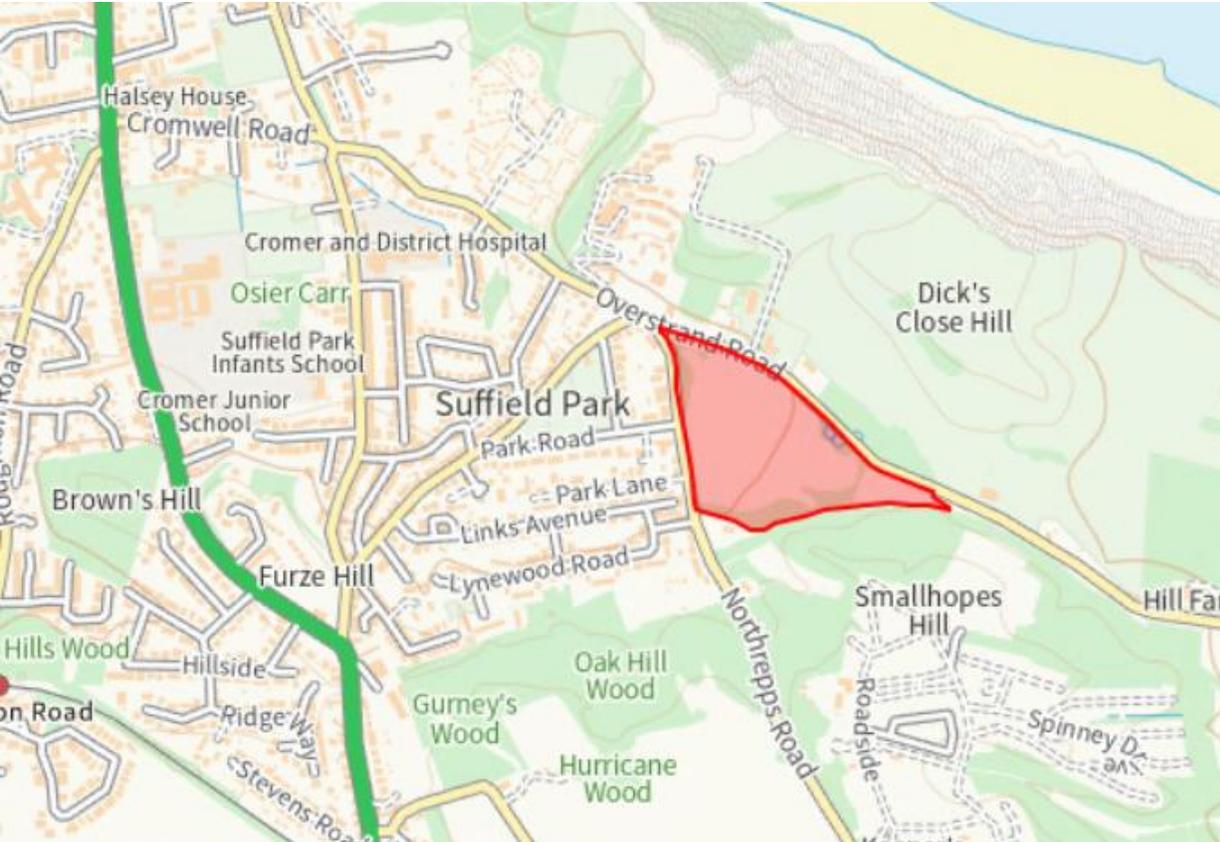


NORTH
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DISTRICT
COUNCIL

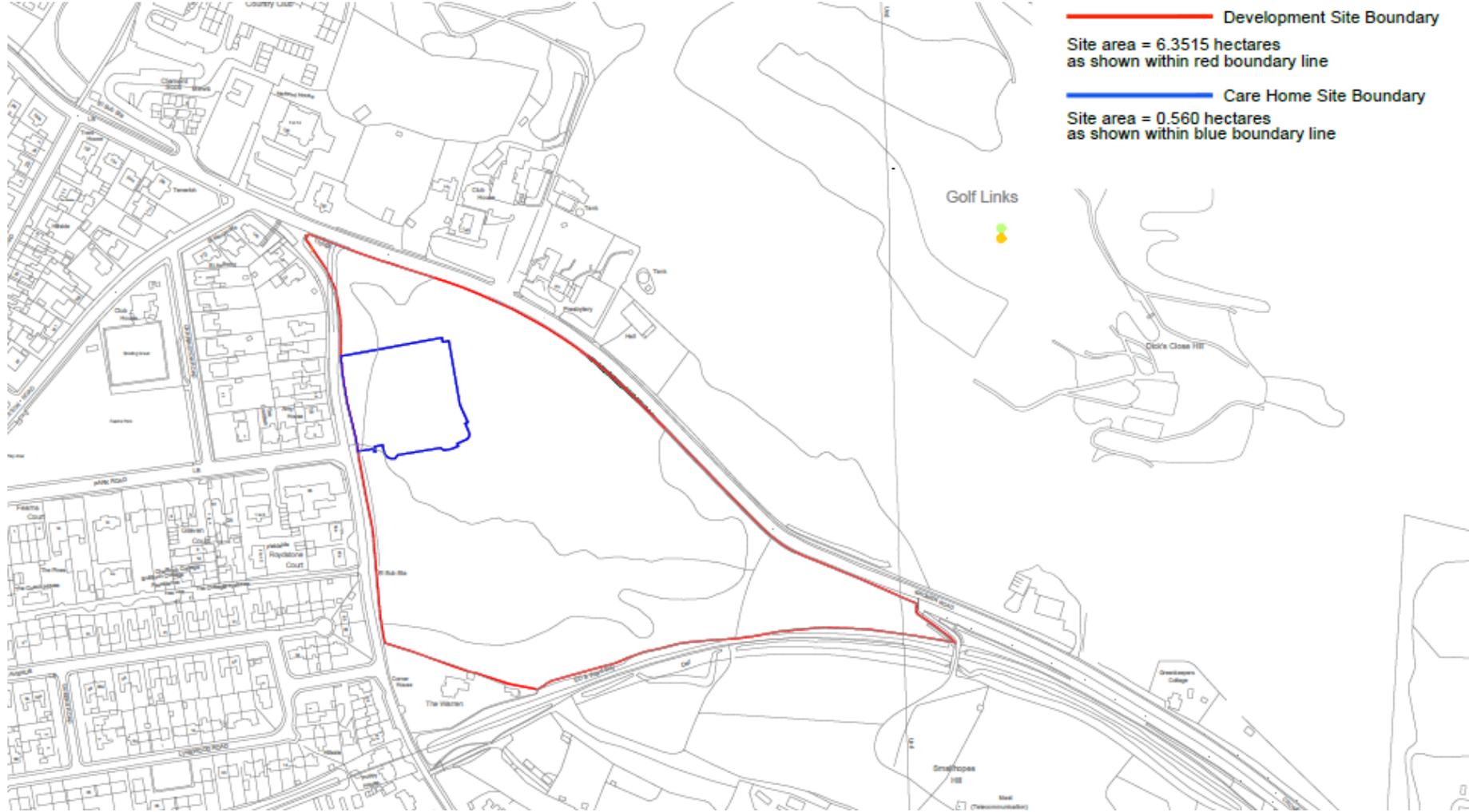
north-norfolk.gov.uk

19th March 2026

Site Location

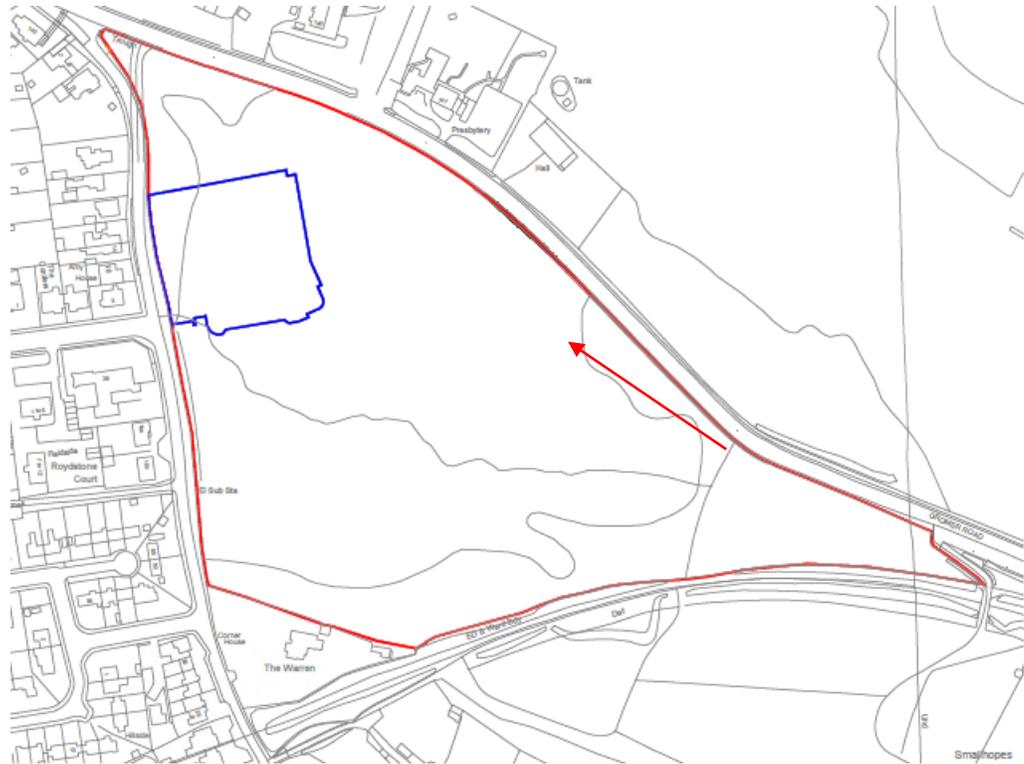


Location Plan



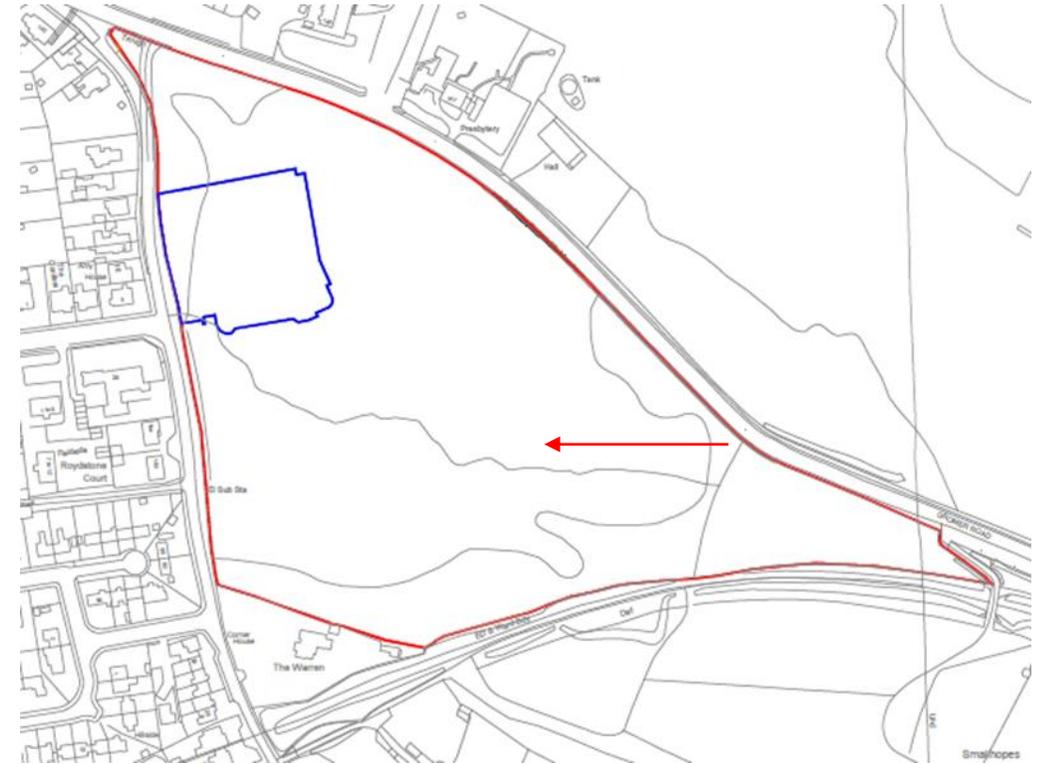


Site Context



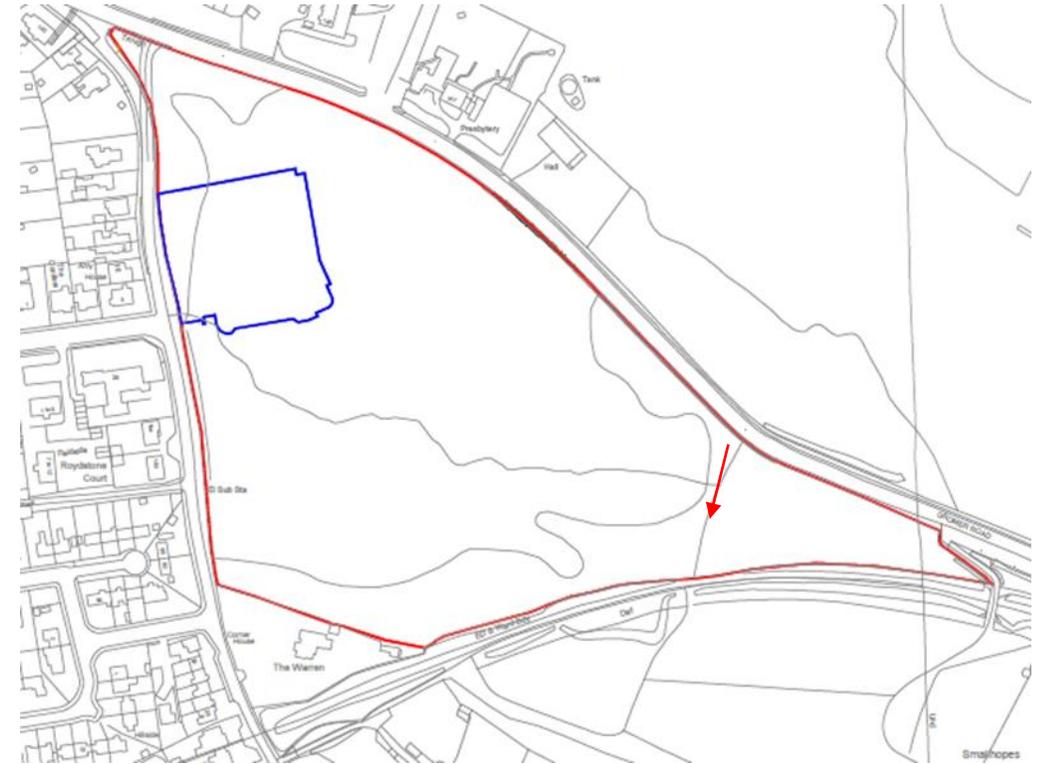
View north-west towards Northrepps Road

Site Context



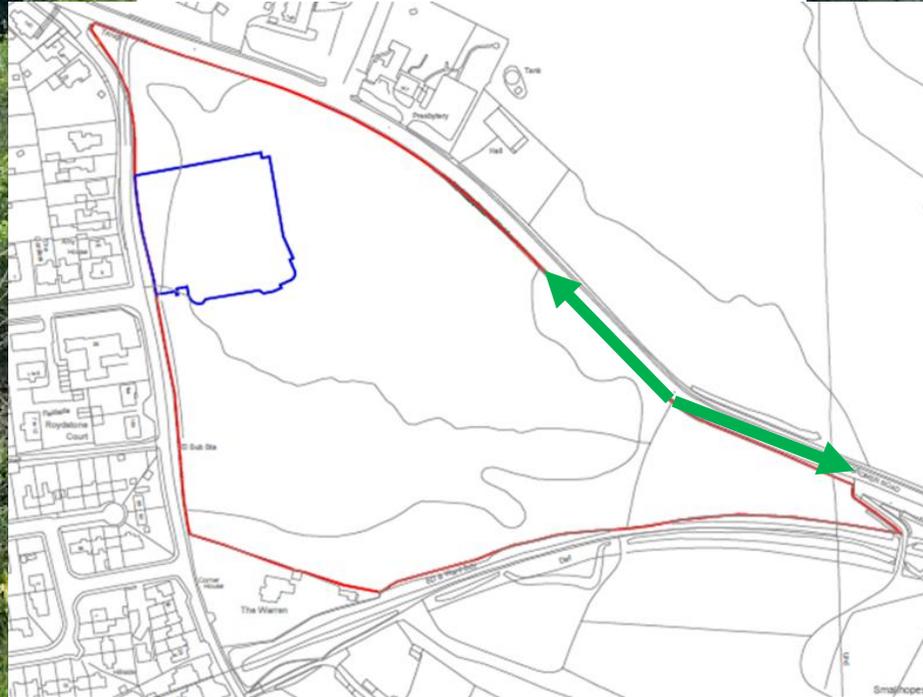
View towards south-west corner of site

Site Context



View towards southeastern site boundary

Site Context



Views along Overstrand Road
from existing construction
access

Site Context



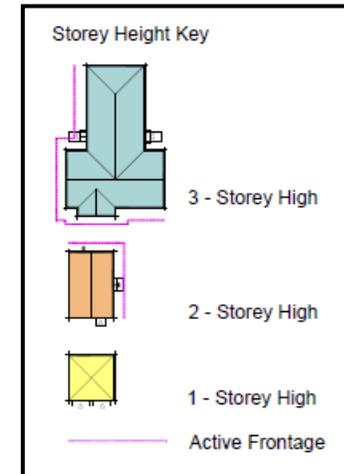
Views along Northrepps Road



Proposed Site Plan



Storey Heights



Housing Tenure Plan

Tenure Plan

- Shared Equity Homes
- Rented Homes
- Private Homes



TENURE	TYPE	QUANTITY	% MIX OF TENURE	% MIX OF TOTAL
Open Market	2 Bedrooms	3	4.6%	2.5%
	3 Bedrooms	26 (-2)	40.0%	22.0%
	4 Bedrooms	31 (+2)	47.7%	26.3%
	5 Bedrooms	5	7.7%	4.2%
	Total	65	100.0%	55.0%
Affordable Rent	1 Bedroom	27	84.4%	22.9%
	2 Bedrooms	2	6.2%	1.7%
	4 Bedrooms	3	9.4%	2.6%
	Total	32	100.0%	27.2%
Intermediate (incl. Shared Ownership)	2 Bedrooms	12	57.1%	10.2%
	3 Bedrooms	9	42.9%	7.6%
	Total	21	100.0%	17.8%
Total Market		65	-	55.0%
Total Affordable		53	-	45.0%
Total Dwellings		118	-	100.0%

Character Areas



The proposed Character Areas comprise:

- The Village Core (shown in yellow)
- The Villas (shown in blue)
- The Western Edge (shown in purple)

Visualisations



Looking towards Plots 39-33 'Village Core'



Looking towards Plots 95-98 and apartments 'Village Core'



Looking towards Plots 17-21 'Villas'



Looking towards Plots 94-98 'Village Core'

Village Core House Types



Street Scene of Plots 94-98



Street Scene of Plots 1, 5-9



Beckingham



Lindisfarne



Hazely



Western Edge House Types



Street Scene of Plots 50, 53, 59, 61, 62, 63

Street Scene of Plots 77-85, 64-65, 63



Marwick (Terrace)

Portmore (Semi)



Villas House Types



Street Scene of Plots 20, 21, 25



Street Scene of Plots 24, 30, 31



Stanford



Kelham



Street Scenes



Landscape Plan



50	Carex Ice Dance	Seign
18	Dryopteris Filix-mas	Male
18	Ajuga reptans 'Catlin's Giant'	Bugle
50	Iris sibirica	Siber

On Plot Plant

INDIVIDUAL TREE

Qty	Latin Name
3	Amelanchier a
1	Crataegus pin
10	Eucalyptus aur
11	Magnolia kobu
2	Prunus hibicri

HEDGEROWS (pl)

Qty	Latin Name
1060	Hamamelis m
595	Escallonia hec
482	Rosa carnea
68	Rosa carnea

PLANTING BEDS

Qty	Latin Name
55	Asplenium soci
40	Astragalus mag
33	Calamagrostis
1	Cornus sangu
31	Cornus stolon
63	Deschampsia r
121	Geranium 'Roz
14	Hebe 'Mrs Win
16	Hebe 'Red Edg
15	Hebe 'Wirt Cha
118	Hebe x francis
45	Helioberus fox
14	Hydrastaphira
15	Hydrastaphira
15	Lavandula ang
78	Nepeta 'Six Hi
1	Nepeta 'Walke
61	Persicaria ang
77	Persicaria ang
24	Persicaria bist
11	Pteroporum b
53	Pulmonaria 'La
11	Rosmarinus of
23	Salvia memora
202	Sarracenia flu
97	Stachys officin
25	Verbena bonari

Site Frontage/ Access



KEY ISSUES

1. Design and Appearance
2. Scale & Layout
3. Housing Mix
4. Landscaping

RECOMMENDATION

Delegate authority to the Assistant Director of Planning to APPROVE subject to conditions relating to the following matters:

- Approved plans
- Materials
- Phasing compliance
- Flood risk compliance
- LEMP compliance
- Landscape Plan compliance
- Boundary treatments plan compliance
- HC5 compliance
- CC8 Plan compliance
- Fire hydrant compliance (partially discharged)
- MMP-M compliance (partially discharged)

Final wording of conditions and any others considered necessary to be delegated to the Assistant Director – Planning