

# 16 Proposals for North Walsham

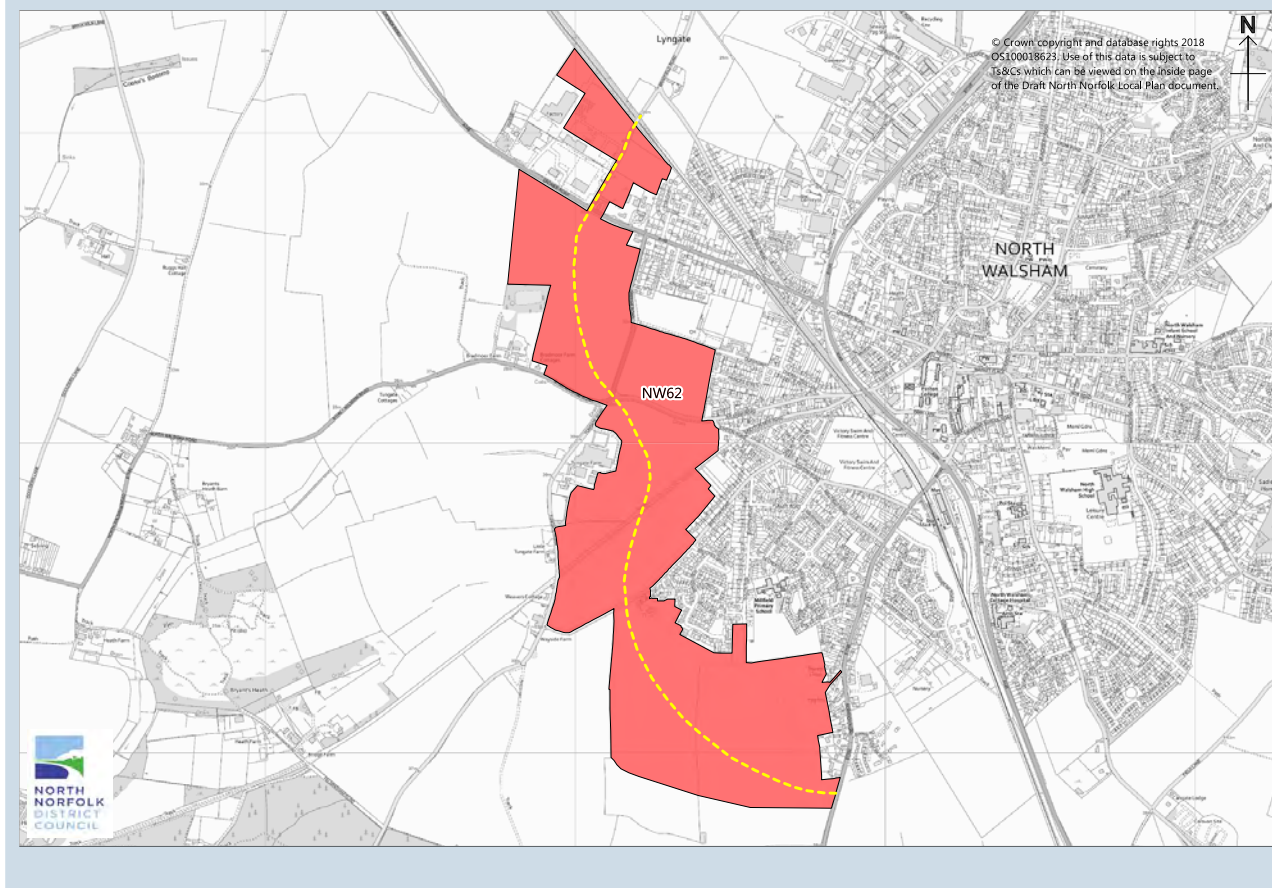
## APPENDIX 1

### Mixed-Use: North Walsham Western Extension

<b>Site Reference</b>	NW62
<b>Site Address</b>	North Walsham Western Extension
<b>Site Area</b>	95 hectares

#### Proposal

Mixed-use development of approximately 1,800 dwellings, including the delivery of a link road between Norwich and Cromer Road, associated supporting infrastructure including a new primary school, significant areas of public open space and green infrastructure and approximately 7 hectares of employment provision. The final mix, quantity and distribution of land uses to be subject to the production and approval of a comprehensive Development Brief.



#### Description

- 16.32** The proposed Western Extension for North Walsham covers a significant area of land that stretches from the railway line to the north west of the town, across arable land - around the west of the town, to Norwich Road to the south. The suggested development area covers a total 95 hectares and would envelop Link Road, Greens Road, Aylsham Road, Tungate Road and Skeyton Road.
- 16.33** In the 2018 Landscape Character Assessment the whole of the 95ha site is within the landscape type characterised as 'Low Plains Farmland'. The Low Plains Farmland Type is flat or gently undulating open landscape with long, uninterrupted views, predominantly arable land use and

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dispersed rural settlements, including the expanding market town of North Walsham. It is not identified as a landscape type which is more sensitive to the impacts of development and is not subject to any local or national landscape designations.

**16.34** It is proposed that the Western Extension would deliver the following:

- approximately 1,800 dwellings;
- a western link road - linking Cromer Road (with improvements to Links/Bradfield Road) to Norwich Road;
- 7 hectares of serviced employment land and retail provision;
- a new primary school;
- significant areas of landscaping and public open space;
- other required infrastructure, improvements and mitigation including, but not limited to, health services, drainage and power.

**16.35** The site (in part or whole) cannot be brought forward without the adoption of a comprehensive Development Brief for the whole site.

### Constraints

**16.36** Development proposals will have to take into account:

- a Transport Assessment will be required that will explore the benefits of the western link road and the impacts (with mitigation required) on the surrounding network. The Transport Assessment should include an assessment of walking and cycling routes and a comprehensive strategy to promote walking and cycling and other modes of sustainable transport;
- the site has a number of public rights of way running through it, including the Weaver's Way, and enhancements should be considered in line with the green infrastructure plan for North Walsham;
- the Weavers Way County Wildlife Site runs through the site and the site is close to Bryant's Heath SSSI;
- this is a large site that will require further investigation and survey work to be carried out on a range of factors and potential constraints;
- the production of a 'Health Impact Assessment' of the healthcare impacts arising from the proposed development;
- other evidence will be required on landscape, water, flooding & drainage.
- proposal will need to provide for the retention and potential expansion of North Walsham Football Club.

### Deliverability

**16.37** The delivery of the site will be complex and may take a number of years to come to fruition. The majority of the site is currently being promoted for development by a single consortium comprising three separate land owners. However, there may be a need to open this consortium up to other landowners whose land forms part of the western extension. This may require land assembly and equalisation agreements. A large-scale allocation such as this will be complex, however, it is expected that it will be substantially completed during the Plan period.

**16.38** The major land owners have appointed a developer partner to promote development on the site and prepare a range of evidence documents to demonstrate deliverability. These will include Transport, Ecology, Drainage, Utility and Viability Assessments.

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### Next Stages

**16.39** Before reaching any final decisions in relation to allocating the site the Council will wish to take account of the responses to this consultation. Following the consultation it is envisaged that further work will need to be completed to understand how the site could be developed and in particular:

- the options available for the distribution of various land uses.
- the impacts of development on traffic circulation particularly, but not solely, in relation to HGV movements to and from the industrial estate and town centre. This will include consideration of the practicalities and costs associated with undertaking works to the town's rail bridges or the merits, and deliverability, of securing direct road access via Bradfield/Link Road to the Industrial Estate.
- a Viability Appraisal to establish to extent to which the proposed development can fund or contribute towards the delivery of the necessary infrastructure including the link road, affordable homes, significant areas of public open space, primary school and all necessary physical and social infrastructure.
- establishing the broad design principles with which the proposal should comply with.

**16.40** These issues will be addressed via the preparation of a detailed Development Brief for the site, similar to that prepared for the comparable development proposals at Fakenham<sup>(101)</sup>. This Brief will be subject to public consultation and the Council intends that it will be prepared before the Plan, itself, is subject to a further round of public consultation.

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## Policy DS 15

### North Walsham Western Extension

Land amounting to approximately 95 hectares is proposed to be allocated for a mixed use development to include approximately 1,800 dwellings. Development proposals would need to comply with a number of policies (including those relating to affordable housing and other supporting infrastructure) elsewhere in this Plan and the following site specific requirements:

#### Development Brief

The allocation will be subject to the production of a **comprehensive site wide Development Brief**. The Development Brief will provide the over-arching guidance on the broad distribution of land use and the guiding principles against which future planning applications will be considered.

The development brief is to include:

1. overall aims and vision for the western extension in line with the Local Plan policies;
2. a strategy for the early delivery of the western link road;
3. a phasing strategy for the delivery of all land uses; including residential, employment and small scale retail;
4. an overall design framework building on the principles of the District's most up to date Design Guide;
5. a strategy for the delivery of essential infrastructure and mitigation measures, including (but not exclusively):
  - primary school;
  - highways mitigation to include a package of measures to mitigate the impact of the development on the highway network;
  - appropriate levels of affordable housing and housing & care provision for older people.
  - the production of a 'Health Impact Assessment' of the healthcare impacts arising from the proposed development;
6. A Green Infrastructure Delivery Strategy in line with the proposals and actions contained in the North Walsham Green Infrastructure Strategy, to include:
  - significant levels of public open space;
  - enhancements to the Weavers Way and provision of a network of new pedestrian and cycle routes;
  - enhancement to all public rights of way to and through the site;
  - mitigation and enhancement proposals for Bryant's Heath SSSI;
  - water, flooding & drainage management;
  - to consider options for the enhancement to North Walsham Football Club.

**The Development Brief will be developed in partnership between the landowners/promoters and the Council and will be subject to public consultation.**

Not all land parcels will deliver housing and other uses such as employment, local retail, landscaping or open space may be more suitable for some sites (in part or whole).

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It is expected that the landowners may need to work together on an equalisation agreement to ensure that all the assembled land is recognised as forming an integral part of the over-arching western extension.



### **Have any Alternative Site Options been considered?**

Yes, for further details see the [Alternatives Considered](#) document.