

Vision Statement

‘The Vision is to provide a sustainable urban extension to North Walsham which integrates with, and positively contributes to, the existing community. The new development will promote high quality design and placemaking in the built and landscape environment. It will improve transport networks and enhance economic activity in the town. It will promote social cohesion through the provision of housing that meets a wide range of needs. Development will be planned around a new link road, community facilities, green infrastructure and a network of interconnected streets and open spaces. It will act as a catalyst for growth, helping to successfully integrate the sustainable urban extension into North Walsham.’

Core Themes

1: Delivering high environmental standards. It will be a place that responds to the challenges of climate change by achieving high environmental methods of construction and aim for carbon neutrality. It will deliver significant green infrastructure including improving biodiversity, significant levels of open space and enhancements to the Weavers Way.

2: An effective and efficient transport network including new link road. Create a development that prioritises safe, well designed and convenient walking and cycling routes and accommodating public transport. It will deliver a new western link road and associated transport network that will improve traffic circulation in and around the town.

3: A mix of homes to support a sustainable community. It will deliver approximately 1,800 new homes with a mix of different dwelling tenures, types, and sizes, including affordable housing, to meet a broad range of needs. It will deliver a mixed and sustainable community including a diverse range of employment sites.

4: Social and community infrastructure to create sustainable neighbourhoods. It will support the development of a healthy, thriving new community through the timely provision of the necessary social and community infrastructure, with local centres and schools at the heart of walkable neighbourhoods.

5: Design quality. It will be a high quality urban environment with clear character areas informed by the built and natural environment.

6: An integrated masterplan and comprehensive infrastructure delivery. To ensure that homes and infrastructure are comprehensively planned across the whole allocation, and that infrastructure is delivered at an appropriate time and in a coordinated manner.

Overarching Spatial Objectives

Residential development should create a network of interconnected streets and spaces that are easy to move around on foot, by bicycle and in the car;

There will be delivery of the western link road, suitable for HGV/LGV traffic that connects Norwich Road to Cromer Road including a link over the railway to connect with the highway network to the east of the railway;

Additional pedestrian, cycle and public transport connections will connect to the town and restrictions will be placed on the amount of motor vehicle traffic that can travel along the Aylsham Road and Skeyton Road;

A significant area of open space will be provided to the south of the site that creates a new edge of the town. Enhancement of the Weavers Way corridor so it acts as the green access spine through the development including improving biodiversity along the corridor,

providing a pedestrian & cycle priority crossing point across the link road. Additional open spaces and access routes will be provided creating a linked network of Green Infrastructure;

The focus for community facilities should be between in a broadly central location and provide connections from the wider town.

The employment land provision will assist in providing a range of premises that will serve the future employment needs of the town with the highest broadband and communications connectivity standards; It will be situated in a location that enables direct access from the major road network.

Environment and Climate Change

The development will positively confront the challenges of climate change through the use of sustainable construction materials, methods and designs and through sustainable transport; it will promote carbon neutral development in line with the council's ambitions and policies in the Local Plan.

North Norfolk experiences low levels of rainfall and is defined by the Environment Agency as an area of serious water stress. The development will have a fully integrated sustainable urban drainage system and introduce systems that reduces water consumption including reducing flow rates, harvesting rain water and grey water recycling;

Significant areas of green infrastructure which deliver a biodiversity net gain for the development will be provided with larger green spaces linked by access routes and green corridors. Residents will have access to high quality open space for informal recreation, play and dog walking.

Design Quality and Standards

The development will deliver the highest levels of design quality.

It will deliver high quality and exemplar placemaking, and building design standards, with a development character that respects and interprets existing settlement patterns in North Norfolk;

It will be a place that has regard to local vernacular whilst providing modern and innovative building designs. New homes will have model standards of living space for all types of dwellings with gardens and communal open spaces to generate community coherence;

All buildings will be constructed to the highest environmental standards;

Green Infrastructure, open space, sustainable transport and sustainable urban drainage systems will provide the spatial foundation for the development;

The 'Design Guide' provides more detail on what is expected in terms of residential development and non-residential development. This document will be a key tool in evaluating the suitability of future proposals.