

North Norfolk District Council

Site Assessment Regulation 19: Wells-next-the-Sea

Draft - Planning Policy & Built Heritage Working Party
30/07/2020

Document Control

Date	Officer	Content Added	Actions / Remaining Tasks
19/03/20	CB	Reg 18 & cumulative highway comments	N/A
19/03/20	CB	Summary Consultation Comments Regulation	N/A
08/04/20	JM	Updated Open Space, PPS and Education. Education, Infrastructure and Employment awaiting updates	Complete – subject to updates to studies/ background papers
21/04/20	CB	<ul style="list-style-type: none"> - Part 1 / Part 2 of booklet made clearer - Cover added - References to original sources of information removed throughout. - Open Space table updated to included LGS refs, removed ref to 'provisional recommendation', and changed title from 'Open Space – AGS Study' to 'Open Space'. - Action column deleted from Reg 18 Summary of Comments 	N/A
29.4.20	iw	- Site assessment headings template imported	
10/05/20	CB	- Site Maps added	Review if meets needs.
28.5.20	iw	- Introduction, floodrisk, CCMA information updated	Complete
17.06.20	CD	- SA reg 19 conclusions	Complete
30/07/20	SH	- Site Assessment started	1 st draft complete

Site Assessment Booklet (Wells-next-the-Sea)

This booklet provides a high-level overview of Wells-next-the-Sea as a growth location in the Local Plan and looks in detail at the promoted sites identifying which are the most suitable to contribute towards the allocation requirements for the settlement and the protection of important areas of various types of green open space.

The sites referred to in this booklet are shown, together with their reference numbers on the Maps to the rear of the document and include all of those which were subject to consultation at Regulation 18 stage of plan preparation and any additional sites which were suggested in response to the consultation.

The intention is that the booklet will be updated throughout the remainder of the plan preparation process.

The booklet contains:

Part 1 - Contextual background information about Holt together with a summary of the Regulation 18 consultation responses from statutory consultees, individuals and town and parish councils.

Part 2 – Updated assessment and Sustainability Appraisal of each of the sites considered.

Part 3 – The Council’s conclusions on the availability and suitability of each of the sites drawing together the Sustainability Appraisal and Site Assessment and the Regulation 18 consultation responses.

Part 1: Background Information

Settlement: Wells-next-the-Sea - Small Growth Town

Plan Requirements:

Wells-next -the-Sea is one of five identified Small Growth Towns in the settlement hierarchy and acts as a district centre where some growth can be accommodated. The Local Plan sets a modest housing target of approximately 80 dwellings.

Settlement Description:

Wells-next-the-Sea is identified as a Small Growth Town in the proposed Settlement Hierarchy. This means it has been identified as one of four towns, together with Holt, Sheringham and Stalham and the village of Hoveton, where a relatively modest scale of growth is promoted compared to the Districts three Larger Growth Towns which are North Walsham, Cromer and Fakenham. With a resident population in the region of 2,200 the town is a local centre for retail, leisure and other services but is also a thriving and popular tourist destination, which supports the economic vitality of the town and provides extensive employment.

Characteristics

The town is situated within the Norfolk Coast Area of Outstanding Natural Beauty, with the attractive surrounding countryside and coastline, quality built heritage reflected in the Conservation Area that covers the historic heart of the town and the proximity of a number of international wildlife

designations making Wells-next –the Sea an attractive but heavily constrained location which limits the potential to accommodate larger scale growth. Located on the North Norfolk Coast and the main coastal highway the settlement is an appealing seaside town and a popular tourist destination throughout the year which helps support the local economy. The town however is relatively remote from the key and principle settlements of the District, Fakenham, the nearest Large Town is approximately 10 miles and 20 minutes' drive away along the B110. The town has a good range of shops and services including a community hospital which provides a wide range of flexible and integrated health & wellbeing services for the community, GP Surgery, convenience and comparison shopping as well as a thriving harbor front and the recently built state-of-the-art Maltings Theatre, Cinema and community hub.

Employment (To update with findings of the employment study)

Wells- next –the Sea has a thriving tourism industry that supports the economic vitality of the town. Due to the remote rural location and the limited public transport available many visitors arrive by car. Wells has only one specific employment area, the Great Eastern Way site, representing limited opportunities for recycling of employment land over the Plan period. Due to the environmental constraints and the local road network there are limited opportunities for the expansion of employment land within the town. However, Egmere Enterprise Zone, situated 4 miles to the south of Wells, provides opportunities for further economic development and the prospect of additional job creation over the Plan period.

Town Centre & Retail

The town centre plays an important role as a service centre for residents and tourists. A good range of shops and services along with community facilities are provided, however residents rely heavily on convenience goods shopping in the adjacent and higher order settlement of Fakenham. Expenditure rates on retail are low, which underlines the reliance and importance of the tourist spend in the town.

The town centre has a dual role in serving residents and tourists and is classified as a medium tier centre within the retail hierarchy. Given the smaller traditional units and the low expenditure retention rates a small locally derived impact threshold of 250 sqm is set for retail and leisure development in the town through policies in the emerging Local Plan (ECN4@Regulation 18). Growth in retail expenditure is expected to remain low in the Plan period and it is expected that future development should be through small infill opportunities and shop extension including expansion onto upper floors. Permitted Development rights that allow for the change of use from shop (A1) or financial and professional services (A2) to residential (C3) without the requirement to obtain planning permission are a local concern and may impact on the range and quantity of services and choice available in the future,

Designated Sites

Wells- next the –Sea is located next to the Internationally designated North Norfolk Coast Special Area of Conservation (SAC) and Special Protection Area (SPA) which is also designated as a Site of Special Scientific Interest (SSSI), Ramsar site and a National Nature Reserve. Designated sites are those areas which are particularly important for their features, flora or fauna. Some are designated under the terms of international or European agreements such as the Ramsar convention and the EC Habitats Directive and are among the most important sites nationally.

The North Norfolk Coast Ramsar Site is a wetland of international importance and is designated under the Ramsar Convention. The SAC is strictly protected under the EC Habitats Directive, forming part of a European network (Natura 2000) and the site makes a significant contribution to conserving those habitats and species considered most in need of protection at a European level. The SPA forms the other part of the Natura 2000 network and is designated due to its importance for birds, in accordance

with the EC Birds Directive. The site is further protected by UK law as an SSSI and National Nature Reserve.

Infrastructure (To update following updates to the IDP)

The proposed land allocations have been developed in conjunction with advice and information from infrastructure providers and statutory consultees. Background Paper 4 - Infrastructure Position Statement provides more details.

The highway network in and around the town centre is constrained with the road network following the historic street pattern. Some streets adjacent to, and leading to, the town centre are narrow and are used for on street car parking. In busy periods these and some major junctions into the town can become congested and can result in conflict with pedestrians and other road users. As a busy tourist destination there is seasonal pressure on the highway network and on parking. However, public transport is available and for the visitors that arrive by car, there are permanent and additional seasonal public car parks.

Wells-next –the –Sea is identified in the Strategic Flood Risk Assessment as being at risk of flooding primarily driven by tidal/coastal influences and residual risk should defences fail. Tidal locking has potential to increase levels upstream not draining effectively during high tide. Surface water flood risks, however, are generally restricted to roadways and gardens.

The main infrastructure considerations are:
Constrained road network;
Seasonal traffic and parking issues.

School Provision (To review following update from Norfolk County Council Education)

There are two schools in Wells-next-the-sea: Wells-next-the-sea Primary and Nursery School provides the primary provision while Alderman Peel High School provides secondary education. Alderman Peel High School has a wide catchment and also provides for secondary education from Langham, Walsingham, Hindringham and Blakeney.

Norfolk County Council consider that the capacity within the available education infrastructure is adequate to meet North Norfolk's proposed housing growth through the emerging Local Plan. Section 106 monies will be sought on new residential developments to mitigate the impact of additional housing growth.

Affordable Housing Zone & Policy Percentage

Wells-next-the-Sea is identified in Zone 2 for affordable housing with a plan requirement for 35% of the total dwellings provided on schemes of 6+ dwellings.

Sports Pitch Strategy

Tennis

Wells LTC and Alderman Peel High School are priority site for floodlighting

Cricket

Limited or no cricket provision in Wells

Open Space Requirements

The 2019 North Norfolk Open Space Assessment sets the quantum of open space for new residential developments across the district for the plan period. Assessed against these standards the study identifies that Wells-next-the-sea has a surplus of Allotments, but has a requirement for all other types of open space, particularly Parks and Recreation Grounds.

Connectivity

Wells-next-the-Sea is located on the A149 coast road. The coastal hopper provides regular bus services along the coast and connects the Town to Sheringham to the east and Hunstanton - Kings Lynn to the west. The closest large town is Fakenham approximately 10 miles inland on the B1105. The Norfolk Coastal Path and Peddars Way running along the Norfolk coast connects the town to other villages along the coast. A network of paths and lanes contribute to the local green infrastructure and increase permeability throughout the town. The local road network also connects the village to the surrounding countryside settlements of Holkam, Burnham Overy Stithe, Burnham Market, Warham, Little Walsingham and Egmere to name but a few. Beach Road and associated embankment path connects the town to Wells and Holkham beach as well as Pinwoods caravan park and a number of wooded trails along the coast towards Holkham and wider afield.

Constraints & Opportunities

There is very little previously developed land in and around the town which inevitably means that new locations for development are on the edge of town in countryside locations. Whilst over the Plan period it is expected that a process of re-development, infill developments, and changes of use will continue to provide a supply of new homes and other uses, these opportunities are relatively modest and will not address the identified strategic need for new homes in particular. New greenfield allocations are therefore necessary in order to deliver the required growth. There are a range of factors which influence the potential location of development in the town including, environmental and landscape considerations and the need to take into account available infrastructure. Overall both the suggested scale and location of development has sought to balance the need for growth with protecting the nationally important landscape setting of the town.

In summary, the main considerations which influence the suggested location of development sites are the need to:

In summary, the main considerations which influence the suggested location of development sites are:

- Location on the coast, with coastal marshes and beach;
- European and Internationally designated wetland sites;
- very high landscape quality, including nationally protected landscapes as part of the North Norfolk Coast AONB and Heritage Coast;
- Conservation Area;
- constrained land supply; and
- Flood Risk areas.

Demographics:

Population in Wells-next-the-Sea: 2155

	Number	%
Aged 0 to 15	250	11.5
Aged 16 to 29	502	23.2
Aged 30 to 44	258	11.9
Aged 45 to 64	615	28.4
Aged 65+	790	36.5

Housing Stock

	Number	%
Detached house or bungalow	484	30.2
Semi-detached house or bungalow	542	33.9
Terraced house or bungalow	387	24.2
Flat, maisonette or apartment - Purpose-built block of flats	102	6.4
Flat, maisonette or apartment - Part of a converted or shared house	40	2.5
Flat, maisonette or apartment - In a commercial building	43	2.7
Caravan or other mobile or temporary structure	3	0.2

Affordability

Priority Ward	16.57
North Norfolk	8.72

Parish Boundaries:

All sites are within Wells-next-the-Sea parish.

Services:

Wells-next-the-Sea offers a wide range of shops and services which serve residents of the town and the surrounding area.

Services & Facilities		
Category	Services	Conclusion
Education	<ul style="list-style-type: none"> Wells-next-the-sea Primary & Nursery School Alderman Peel High School 	There are a range of education facilities within the town.
Health care	<ul style="list-style-type: none"> Wells Health Centre Compass Dental Clinic Clark P M Dental Clinic 	There are a range of healthcare opportunities within the town meeting the needs of the residents and the wider community
Retail	37 comparison retail units and 12 convenience retail units within the town's primary shopping area.	Extensive choice of comparison and convenience goods shopping within the town centre
Public transport	Regular bus services to Fakenham and Holt.	Good public transport to a number of other town

Employment opportunities	A number of opportunities for employment within the sectors of: Wholesale and retail trade; Human health and social work activities; Construction; Education; and Accommodation and food service activities.	It is considered that there is a broad range of employment opportunities within the town.
--------------------------	--	---

DRAFT

Constraints

Built Environment:

Wells-next-the-Sea has the largest urban Conservation Area in the District, with the designation covering over 34 hectares from south of the A149 extending north to the harbour front and stretching west along Freeman Street.

There are a total of 182 Listed Buildings in Wells-next-the-Sea, four of which are Grade II*. Currently no buildings have been locally listed.

Natural Environment

Environmental Designations

Wells-Next-the-Sea is naturally constrained by marsh land to the north and by the North Sea beyond. These Marshes form part of the Greater Wash Special Area of Protection (SPA), the Wash Norfolk Coast Special Area of Conservation (SAC) and the North Norfolk Coast Ramsar. The marshes are also designated a Site of Specific Scientific Interest (SSSI) and a National Nature Reserve.

To the south East of the town Wells Chalk Pit is also designated as a SSSI with the Wells to Walsingham Railway line running to the south designated as a County Wildlife Site. To the north of the town Wells Meadow is also designated a SSSI.

The entirety of the town of Wells-Next-the-Sea is situated within an Area of Outstanding Natural Beauty (AONB).

Landscape Character:

The North Norfolk Landscape Character Assessment (2018) identifies that the town is situated within the Rolling Open Farmland character area. The area to the east of the town is defined as being within the River Valleys (River Stiffkey and Tributaries) character area, the area to the north east is defined as being within the Coastal Marshes character area while the area to the north west is defined as being within the Drained Coastal Marshes character area.

The **Rolling Open Farmland** is characterised by high level open, gently rolling arable farmland with relatively large, geometric fields enclosed by hedgerows. With the exception of the Holkham estate there is limited woodland cover and relatively few field/hedgerow trees. Flatter plateau areas are associated with former airfield sites. Settlement is focused principally on river valleys that pass through and alongside the Rolling Open Farmland – the Stiffkey Valley to the east and the Wensum Valley which cuts through the southern part of the area – which are assessed as a separate Landscape Character area. There is little habitation within the Character area other than farmsteads, small hamlets, development associated with airfields and the two towns: Wells-next-the-Sea and Fakenham.

The vision for this landscape character area is of a sustainably managed and actively farmed rural landscape that makes the most of field margins for biodiversity to provide a network of semi-natural features, and where increasing visitor numbers are managed in a sensitive and co-ordinated manner. New development within the existing settlements will reinforce traditional character and incorporate green infrastructure to provide visual screening and integration, improved habitat connectivity and recreational links to the countryside and neighbouring settlements via pedestrian and cycle routes. A

wild coastal edge with semi-natural habitats with opportunities to enjoy the landscape and the scenic long views along the coast, and dark skies at night.

The **River Valley** (Stiffkey and tributaries) character area is characterised by steep sided and canalised lower reaches, with a scenic coastal character. The natural beauty of the river valley landscape downstream of Wighton is recognised by its inclusion within the Norfolk Coast AONB, and, where the river meets the coastal marshes, the North Norfolk Heritage Coast.

The vision for this landscape character area is of intimate, small-scale landscapes with a wide variety of land uses / habitats, offering a contrast to the more expansive, open, largescale arable farming and coastal landscapes that surround the valleys. New development should be appropriate in scale, unobtrusive and readily accommodated into its landscape setting. Woodland and hedgerows should be a major landscape element, helping to contain development. The linear valley form should be apparent, and should dictate land use and development form. Valley sides should offer some degree of transition between the contrasting scales of the valley floors and surrounding arable farmlands.

The **Open Coastal Marshes** character area is characterised by an open, low-lying and naturally dynamic coastal barrier beach system with one of the largest single areas of undrained saltmarsh in Europe. Extensive areas of saltmarsh, with characteristic creek patterns, have formed behind a protective barrier of sand and shingle bars, which in some areas have led to the formation of significant areas of dune habitat. The marine and coastal habitats form a complex mosaic of shallow seas, intertidal sand and mud flats, coastal vegetated shingle, saline lagoons, salt marsh and creeks, largely devoid of any settlement and dominated by natural dynamic processes. All of this landscape carries the highest designations in relation to its landscape and ecological value.

The vision for this landscape character area is a naturally dynamic landscape comprising a mosaic of saltmarsh, mud and sandflats, shingle and dunes, which is shaped by the tides where natural forces predominate. An area which prioritises the conservation and enhancement of the highly valued coastal ecosystem and its wilderness qualities, including dark skies at night and scenic unspoilt views, and with sensitively managed recreational access.

The **Drained Coastal Marshes** character area is part of the former Open Coastal Marsh (inter-tidal marsh) that have been drained and enclosed, forming a flat open landscape comprising some important grazing marsh habitat as well as sand dunes, pine woodland and arable farmland. All parts of the Type fall within the Norfolk Coast AONB.

The vision for this landscape character area is an expansive, transitional coastal landscape, which is undergoing a gradual long-term transition from farmland to inter-tidal environment with natural wilderness qualities. Key features of geomorphological and habitat value are conserved within an increasingly natural, shifting mosaic of marsh and wetland habitats fringed by pasture and visitor numbers are managed to ensure the remote and naturalistic character of the landscape predominates.

Flood Risk:

The North Norfolk Strategic Flood Risk Assessment (SFRA) (2017) climate change flood risk layers in regard to fluvial, tidal and surface water flooding indicates that the town is constrained to the north by the functional floodplain, which, as shown by the Tidal Climate Change layers, is encroaching on the town. The quay area and seaward side of the town and coastal marshes are subject to tidal flooding along with low lying land to the east of the town adjacent to Northfield Crescent and Great Eastern Way. These parts of the town and adjacent land including Marsh lane and western end of Burnt Street are also identified as falling into Flood Zone 2. Wells east bank defences provide flood defended coast line for approximately 150 properties and surrounding low lying land, infrastructure and historic assets (ref SLM Plan page 127) . The town itself is subject to pockets of surface water flooding, predominantly along

the roads through the town in the area of Burnt Street / A149. The majority of the settlement and site options are on higher ground and away from the quay area and as such are situated within Flood Zone 1 (low risk).

Coastal Change Management Area:

North Norfolk's coast is in places low-lying and in others it is characterised by cliffs comprising soft sandstone, clays and other material that is susceptible to erosion.

National Planning Practice Guidance sets out that local planning authorities should demonstrate that they have considered Shoreline Management Plans (SMPs). SMPs provide a large-scale assessment of the risks associated with coastal process, and set out how the coastline should be managed and determine appropriate, strategic policies for coastal management that balance the many and often competing aspirations of stakeholders with due regard to economic and environmental sustainability. The area of coast relevant to Wells-next-the-sea is included within SMP5 and super frontage 2- Thornham to Stiffkey. The wider landscape is dominated by intertidal saltmarsh and mudflats. There are long stretches of sand dunes at Holkham and Brancaster. With the exception of Deepdale and Holkham marshes, the entire super frontage is part of the North Norfolk Ramsar site, SPA, SAC and SSSI. Apart from the low lying defended area east of Wells –next –the –Sea the inland boundary of the designated areas roughly coincides with the tidal flood zone boundary.

The 2010 SMP states that for the overall Plan *“is to investigate the possibility of gradually increasing natural processes while continuing to provide flood defence where this is technically possible and economically viable. Where there is no active management now, the plan is to allow natural development to continue. In the medium to long term, the plan is to investigate ways to sustain or increase the role of natural process in providing flood defence. Ref 4.3 sMP main report p95*

The SMP intends to hold current defences where they are now at the River Burn outfall, Burnham Overy Staithe, Wells flood West embankment, Wells quay and Wells East bank.

Summary of SLM Policies

Wells Flood Embankment

Policy PDZ 2J	To 2025	2025-2055	2055 - 2105	What this means
National SMP policy	Hold the line	Hold the line	Hold the line	Maintain all the defences where they are now to sustain current land use (tourism, beach access, agricultural, freshwater habitats and lifeboat station).
Local management policy	Maintain the defences where they are now			

Wells Quay

Policy PDZ 2k	To 2025	2025-2055	2055 - 2105	What this means
National SMP policy	Hold the line	Hold the line	Hold the line	Maintain all the defences where they are now to sustain current land use of the quayside and associated features in Wells-next-the-Sea
Local management policy	Maintain the defences where they are now			

Wells East Bank

Policy PDZ 2L	To 2025	2025-2055	2055 - 2105	What this means
National SMP policy	Hold the line	Hold the line	Hold the line	

Local management policy	Maintain the defences where they are now	Maintain all the defences where they are now to sustain the community of Wells-next-the-sea and current land use in Warham marshes
-------------------------	--	--

Source SLM main document pages 123-128

Policy SD11 of the emerging plan includes a wider requirement for coastal communities and new development in a coastal location. Proposals outside the Coastal Change management Area, will need to demonstrate that the long-term implications of coastal change on the development have been addressed

No Coastal Change Management Areas, CCMA are identified in or adjacent to the settlement as CCMA's represent erosion zones and the area suffers from tidal flooding rather than erosion.

DRAFT

Statutory Consultees Regulation 18

Highways:

W01/1

Policy DS22: Land To Rear of Market Lane

Sustainability

Schools are within acceptable walking distance. Wells provides shopping and leisure opportunities along with some employment. Bus services are accessible from the town.

Safety

Vehicular access to be via Home Piece Road and Market Lane only. Pedestrian and cycle access to also be provided via Ashburton Close. Junction(s) to accord with MfS.

Mitigation

PROW BR23 at southern boundary of site to be upgraded for use by cycles and pedestrians with access provided via site to Ashburton Close. No vehicular access via Ashburton Close.

W01/7

Policy DS23: Land Adjacent Holkham Road

Sustainability

Schools are within acceptable walking distance. Wells provides shopping and leisure opportunities along with some employment. Bus services are accessible from the town. Cycle and step-free pedestrian access should be provided to Bases Lane and Holkham Road. The footway is required to be improved to a minimum width of 2.0m between the Holkham Road pedestrian/cycle access and the boundary of 4 Laylands Yard.

Safety

Vehicular access required at Mill Road only. Visibility is required in accordance with DMRB and shall be 90m x 4.5m x 90m.

Mitigation

Footway improvement required at Holkham Road.

W11

Land at Warham Road

The Highway Authority has concerns associated with highway safety and would wish to object to allocation.

Sustainability

It does not appear feasible to deliver a footway at the south side of Warham Road between the site and the A149 due to difference in levels between the carriageway and adjacent land. The same seems to apply at the south side of the A149.

Safety

The Warham Road junction with the A149 is skewed and would require improvement to accommodate development traffic but the highway is constrained and would limit the ability to deliver a meaningful improvement. Access to the site would need to accord with DMRB. Frontage footway would also be required along with a crossing to the north side of Warham Road. The required highway infrastructure would result in the requirement for wholesale removal of trees at the frontage. Pedestrian access to Wells and most significantly, all walking/cycling journeys to school would require crossing the A149, at least once.

Mitigation

Improvement to Warham Road junction with A149, along with comprehensive review of walk to school routes and delivery of any identified measures.

Cumulative Comments for Settlement

None received.

Minerals & Waste:

W01/1

Policy DS22: Land To Rear of Market Lane

LP739- The following wording should be included in the allocation policy - The site is underlain by a defined Mineral Safeguarding Area for sand and gravel. As the site is under 2 hectares it is exempt from the requirements of Norfolk Minerals and Waste Core Strategy Policy CS16 – ‘safeguarding’, in relation to mineral resources. If the site area is amended in the future to make the area over 2 hectares CS16 (or any successor policy) will apply.

W01/7

Policy DS23: Land Adjacent Holkham Road

LP739- The following wording should be included in the allocation policy - The site is underlain by a defined Mineral Safeguarding Area for sand and gravel. Any future development on this site will need to address the requirements of Norfolk Minerals and Waste Core Strategy Policy CS16 - ‘safeguarding’ (or any successor policy) in relation to mineral resources, to the satisfaction of the Mineral Planning Authority.

Utilities Capacity

Anglian Water

W01/1

Policy DS22: Land To Rear of Market Lane

Anglian Water: LP418 - Policy DS22 states that enhancements to the public foul sewerage network may be required based upon comments previously made by Anglian Water. However the opening sentence states that developments proposals will be required to comply with both Local Plan policies and site specific requirements. Wording relating to foul drainage be amended to ensure it is effective as follows: ‘details of any required enhancement to the foul sewerage network’

Education

Norfolk County Council

No comments received.

Others

Historic England

(Comments on all Preferred Sites)

LP705 - It is important that policies include sufficient information regarding criteria for development. Paragraph 16d of the NPPF states that policies should provide a clear indication of how a decision maker should react to a development proposal.

To that end we make the following suggestions.

a) The policy and supporting text should refer to the designated assets and their settings both on site and nearby. By using the word 'including' this avoids the risk of missing any assets off the list.

b) The policy should use the appropriate wording from the list below depending on the type of asset e.g. conservation area or listed building or mixture

c) The policy and supporting text should refer to specific appropriate mitigation measures e.g. landscaping or careful design or maintaining key views or buffer/set Therefore, please revisit the site allocations and ensure that policy wording/supporting text is consistent with the advice above. Where a site has the potential to affect a heritage asset, we would expect the following typical wording within the policy:

- listed building 'Development should preserve the significance listed building and its setting'. This is based on the wording in Part 1, Chapter 1, paragraph 1 (3) (b) of the Planning (Listed Buildings and Conservation Areas) Act 1990.
- conservation area 'Development should preserve or where opportunities arise enhance the Conservation Area and its setting'. This is based on the wording in Part 2, paragraph 69 (a) of the Planning (Listed Buildings and Conservation Areas) Act 1990.
- registered park and garden - 'Development should protect the registered park and garden and its setting.'
- scheduled monument 'Development should protect the scheduled monument and its setting.'
- combination of heritage assets 'Development should conserve and where appropriate enhance heritage assets and their settings.' This is based on the wording in the Planning Practice Guidance Paragraph: 003 Reference ID: 18a-003-20140306 Revision date: 06 03 2014

Alternatively, you may prefer to adapt the above and incorporate the following, 'preserve the significance of the [INSERT TYPE OF HERITAGE ASSET] (noting that significance may be harmed by development with the setting of the asset)'. This is perhaps technically more accurate but perhaps slightly less accessible.

There may be occasions where particular mitigation measures proposed should also be mentioned in policy e.g. landscaping, open space to allow breathing space around heritage asset etc.

Sometimes it may be appropriate to present proposed mitigation measures (both to heritage and other topics) in a concept diagram as this quickly conveys the key policy intentions.

By making these changes to policy wording the Plan will have greater clarity, provide greater protection to the historic environment and the policies will be more robust.

W01/1

Policy DS22: Land To Rear of Market Lane

There are no designated heritage assets on the site. Holkham Hall Registered Park and Garden (grade I) lies to the south and west of the site. Careful landscaping should ensure that the site is well screened from the registered park and garden. To that end we welcome bullet point 2.

W01/7

Policy DS23: Land Adjacent Holkham Road

There are no designated heritage assets within this site. However the Wells Conservation Area lies to the north east of the site and Holkham Hall grade I registered park and garden lies to the south west of the site. The site is reasonably prominent in the landscape. There is currently no mention of the proximity of the Conservation Area and Registered Park and Garden Paragraph 19.24 should be amended to reflect this. The policy should also make reference to these assets. However, with careful design, some limited development should be possible on this site. We welcome bullet point 1 of the policy that addresses design issues.

Suggested Change: Amend policy to reference the Conservation Area and Holkham Hall Registered Park and Garden.

None agreed.

DRAFT

List of Sites Promoted / Considered at Regulation 18 Stage

Residential Site Options

Site Ref	LP Ref	HELAA Ref	Site Name	Site Size (Ha)	Proposed Number Dwellings
W01/1	DS22	H0700	Land To Rear of Market Lane	0.78	20
W05	N/A	H1015	Land North Of Field View Adjacent Stiffkey Road	0.37	15
W07	N/A	H0699	Land Adjacent Holkham Road	5.34	214
W08	N/A	H1011	Land Adjacent 106 Mill Road	0.64	19
W09	N/A	No Ref	Land at Cadamy's Yard	0.13	4
W10	N/A	No Ref	Land West of Polka Road	0.61	6

Mixed-Use Site Options

Site Ref	LP Ref	HELAA Ref	Site Name	Site Size (Ha)	Proposed Number Dwellings
W07/1	DS23	H0699	Land Adjacent Holkham Road	2.60	50-60
W06/1	N/A	H0285	The Old Coal Yard, East Quay	0.25	10
W11	N/A	H0288	Land at Warham Road	14.37	430

Additional sites promoted through Reg 18

Site Ref	LP Ref	HELAA Ref	Site Name	Site Size (Ha)	Proposed Number Dwellings
W11/A	N/A	N/A	Land South of Grove Road	2.19	65
W12	N/A	N/A	Former Allotments, South of Mill Road	0.96	29
W13	N/A	N/A	Land South of Former Railway, Two Furlong Hill	2.00	60

Additional sites promoted following Reg 18

Site Ref	LP Ref	HELAA Ref	Site Name	Site Size (Ha)	Proposed Number Dwellings
W11/B	N/A	N/A	Land at Warham Road and Stiffkey Road	5.91	120-150

Summary Consultation Comments Regulation 18 June 2019

W01/1

Policy DS22: Land at Market lane

Individuals	Number Received	Summary of Responses (Site Policy DS22)
Summary of Objections	3	Three objections received. Majority consider this to be a suitable site but affordable housing issue still applies. Concerns over the potential impact of development on the AONB, key to the future growth of the local economy. Linear development could comprise the valuable marsh environment and heritage of this settlement. Also potential impact on protected birds.
Summary of Support	2	Two comments of support, understands the need for housing especially affordable housing. Consider that this site would have the least adverse impact on the town. Raises concerns over significant housing developments due to the pressure on existing infrastructure and if there is sufficient amenities. Development should be sensitive to local environment and provide basic infrastructure. Disappointed that site would no longer be for solely affordable housing.
Summary of General Comments	0	None received
Overall Summary		Limited responses received. Majority consider this to be a suitable site for housing but expressed a preference for affordable housing. Some concerns over the potential impact of development on the AONB, key to the future growth of the local economy. Linear development could comprise the valuable marsh environment and heritage of this settlement. Potential impact on protected birds. Development should be sensitive to local environment and provide basic infrastructure.
Council's Response		Noted: Consider comments in the finalisation of the policy. Addressing ALL housing needs, including both market and affordable is an important consideration in meeting all identified housing needs across the district (both Local and District wide) and contributing to a balanced and sustainable community. The location of development in Wells has been informed by proximity to the designated sites on the marshes to the north of the town, the high quality of the landscape around the town and the potential impact on the AONB. Landscape and settlement considerations including environmental constraints and designations, the potential impact of development on landscape and views, along with a site specific SA have all informed site selections. Background paper no6 published with this consultation provides full detail on the methodology used and the results of each site assessment. The proposed allocation is subject to a specific policy which identifies requirements that development proposals would need to address in order to secure planning permission. This includes a requirement for the retention and enhancement of mature hedgerows and trees around the site. The Council will take into account consultation feedback from bodies such as Norfolk County Council, Norfolk Wildlife Trust and Natural England to inform decisions regarding the likely impact of developing a site for biodiversity and geodiversity and continue to work with site promoters to take into account biodiversity and geodiversity features. Mitigation measures will be a requirement to offset any potential adverse impact. The Parish Council is also developing its own neighbourhood plan and is currently understood to be assessing the level of additional local need to inform its own NP policies on additional growth to address local needs.

Parish & Town Councils	Number Received	Combined Summary of Responses (Site Policy DS22)
Objection	0	One comment of support received.
Support	1	
General Comments	0	

Statutory & Organisations	Number Received	Combined Summary of Responses (Site Policy DS22)
Objection	1	General support for site allocation, considered suitable site for housing but expressed a preference for affordable housing. Historic England sought consistency in approach to heritage assets and requested consistent wording. Anglian Water and Minerals and Waste recommended consideration be given to the use of additional phrases in the policy wording.
Support	4	
General Comments	2	

W07/1

Policy DS23: Land Adjacent Holkham Road

Individuals	Number Received	Summary of Responses (Site Policy DS22)
Summary of Objections	8	<p>Eight objections received. A number of concerns raised, mainly the potential impact on the environment and the AONB (alignment with paragraph 172 of NPPF). Concerns that development would be prominent, have detrimental impact on views, the countryside and coastal paths and could impact on character of the town. Insufficient space for landscaping. Potential adverse impact on designated sites from new residents, unable to be mitigated by open space. Western boundary is arbitrary and hard to resist further development. Damage dark skies and impact on wildlife. Other concerns; impact on the capacity of local services, the amenity of existing residents, the loss of a beneficial use and access concerns. Traffic impact, especially in summer. Suggest that a safer access route could be onto Mill Rd or Holkham Rd. Part of the land is in different ownership with the right of way. Affordable homes should be for local people and market housing should not be available for second homes. Concerns over the design of the development.</p> <p>Suggestions that a number of smaller sites would be more beneficial or this site should be for 40 dwellings rather than 60. Development should form a coherent extension to the existing settlement and be sensitive to the existing townscape. Would require large amount of landscaping and restrict housing to maximum height of 1.5 stories. Add 'landscaping' to criterion 1. Specify satisfactory vehicular access to the site within criterion 3. Amend criterion 5 to: retention and enhancement of mature hedgerows and trees around the site including provision of generous landscaping within the site and landscaping along the northern boundary of the housing.</p>
Summary of Support	2	<p>Two comments of support received. Understands the need for housing especially affordable housing. Consider that this site would have the least adverse impact on the town. Raises concerns over significant housing developments due to the pressure on existing infrastructure and suitability of the access road and the likelihood of the remaining section of the site being built once site is developed. Also whether there are sufficient amenities. Suggests that a safer access route would be onto Mill Rd or Holkham Rd. Development should be sensitive to local environment and provide basic infrastructure.</p>

Summary of General Comments	0	None received
Overall Summary		<p>A number of concerns raised, mainly the potential impact on the environment and the AONB (alignment with paragraph 172 of NPPF). Concerns that development would be prominent, have detrimental impact on views, the countryside and coastal paths and could impact on character of the town. Insufficient space for landscaping. Potential adverse impact on designated sites from new residents, unable to be mitigated by open space. Western boundary is arbitrary and hard to resist further development. Damage dark skies and impact on wildlife. Other concerns; impact on the capacity of local services, the amenity of existing residents, the loss of a beneficial use and access concerns. Traffic impact, especially in summer. Suggest that a safer access route could be onto Mill Rd or Holkham Rd. Part of the land is in different ownership with the right of way. Affordable homes should be for local people and market housing should not be available for second homes. Concerns over the design of the development. Suggestions that a number of smaller sites would be more beneficial or this site should be for 40 dwellings rather than 60. Development should form a coherent extension to the existing settlement and be sensitive to the existing townscape. Would require large amount of landscaping and restrict housing to maximum height of 1.5 stories. Add 'landscaping' to criterion 1. Specify satisfactory vehicular access to the site within criterion 3. Amend criterion 5 to: retention and enhancement of mature hedgerows and trees around the site including provision of generous landscaping within the site and landscaping along the northern boundary of the housing.</p>
Council's Response		<p>Noted: Consider comments in the development of the policy. The Local Plan is informed by a sustainability appraisal which reviews the key environmental, social and economic considerations that affect the District. Landscape and settlement considerations including environmental constraints and designations, the potential impact of development on landscape, views, the scale of development relative to the settlement size and whether the site preserves the separate identity of a settlement and the importance of natural and built features have been taken into account. Background paper no6 published with this consultation provides full detail on the methodology used and the results of each site assessment. A density of approximately 30 dwellings per hectare has been applied but it is considered that sites may not be suitable e.g. due to local character considerations, we have adjusted our assessment accordingly and this allows space for landscaping. The location of development in Wells has been informed by proximity to the designated sites on the marshes to the north of the town, the high quality of the landscape around the town and the potential impact on the AONB. The proposed allocation is subject to a specific policy which identifies requirements that development proposals would need to address in order to secure planning permission. This includes a requirement for the careful attention to site layout, building heights and materials in order to minimise the visual impact of development. And the retention and enhancement of mature hedgerows and trees around the site including provision of landscaping along the northern boundary of the housing. Development proposals would need to comply with a number of policies (including those relating to affordable housing, open space, providing supporting infrastructure and design) elsewhere in the plan. Dark skies will be considered in line with Policy SD13 Pollution & Hazard Prevention & Minimisation, comments will be considered in the finalisation of this policy. The Council will take into account consultation feedback from bodies such as Norfolk County Council, Norfolk Wildlife Trust and Natural England to inform decisions regarding the likely impact of developing a site for biodiversity and continue to work with site promoters to take into account biodiversity features. Mitigation measures will be a requirement to offset any potential adverse impact. The draft Plan has been subject to an Interim Habitat Regulation Assessment (HRA) with the purpose</p>

		to assess the potential impacts on Natura 2000 or European Sites and if necessary specify any mitigation measures. The results can be found within the published HRA. A further Green Infrastructure and Recreational Impact Avoidance Mitigation Strategy (RAMS) is currently being commissioned collectively by the Norfolk Authorities and Natural England. Both of these studies will inform the next stages of plan making. The Council has engaged with the County Highways Authority to ensure that highways impacts are manageable in terms of site access, road network considerations including suitability in relation to scale and potential cumulative impacts and potential mitigation measures. The Parish council is also developing its own neighbourhood plan and is currently understood to be assessing the level of additional local need to inform its own NP policies on additional growth to address local needs.
--	--	---

Parish & Town Councils	Number Received	Combined Summary of Responses (Site Policy DS22)
Objection	1	Given the prominent position limited access and existing use.
Support	0	
General Comments	0	

Statutory & Organisations	Number Received	Combined Summary of Responses (Site Policy DS22)
Objection	2	General support for site allocation, but though some raised a preference for alternative sites and the need to address high levels of affordable housing. Historic England sought consistency in approach to heritage assets and requested consistent wording. NCC (M & W) provided supporting comments to add to appropriate site policies.
Support	2	
General Comments	2	

Reg 19 SA Conclusion:

Site Reference	Reg 19 SA Conclusion - Residential
W01/1	<p>Overall the site scores as positive</p> <p>Reviewing the SA in light of the consultation comments/ objections it is concluded that the SA objectives scoring is unaltered.</p> <p>Environmental – Scores mixed; edge of settlement, FZ1, low susceptibility GWF, not considered at risk of SWF (CC). Potential negative biodiversity impact; within AONB, arable land, part of boundary comprised of mature hedgerow / trees. Localised potential to contribute to and / or impact on GI network. Loss of agricultural (1-3) land.</p> <p>Social – Scores positively; edge of settlement with good access local healthcare service, education facilities, leisure and cultural opportunities. Public transport links mainly rely on Coastal Hopper.</p> <p>Economic – Scores positively; edge of settlement, good access to educational facilities, services / facilities, some access to employment. High speed broadband in vicinity, limited transport links. Town centre easily accessible from the site.</p>
W05	<p>Overall the site scores as negative</p> <p>Environmental – Scores negatively; loosely related to the settlement, FZ1, low to moderate & moderate to high susceptibility GWF, not considered at risk of SWF (CC). Rural; potential to increase light pollution. Potential negative biodiversity impact; within AONB, close proximity CWS (Wells to Walsingham Railway), SSSI & local geodiversity site (Wells Chalk Pit), grass field, mature trees / hedgerow surrounding. Loss of agricultural (1-3) land.</p> <p>Social – Scores positively; loosely related to the settlement, good access local healthcare service, education facilities, leisure and cultural opportunities. Public transport links mainly rely on Coastal Hopper. Limited scope for open space provision.</p> <p>Economic – Scores neutral; loosely related to the settlement, good access to educational facilities, services / facilities, some access to employment. High speed broadband in vicinity, limited transport links. Town centre accessible from the site. Likely to rely on car.</p>
W06/1	<p>Overall the site scores as negative</p> <p>Environmental – Scores negatively; edge of settlement, part PDL (boatyard), within FZ2, FZ3a, 0.5% & 0.1 % AEP Tidal (CC), moderate to high susceptibility GWF, not considered at risk of SWF (CC). Potential for remediation of contamination. Potential negative biodiversity impact; within AONB, close proximity of NNR (Holkham), SAC (The Wash & North Norfolk Coast), RAMSAR, SPA & SSSI (North Norfolk Coast), boat yard, some mature trees. Localised potential to contribute to and / or impact on GI network. Loss of agricultural (1-3) land.</p> <p>Social – Scores positively; edge of settlement, good access local healthcare service, education facilities, leisure and cultural opportunities. Public transport links mainly rely on Coastal Hopper. Limited scope for open space provision.</p> <p>Economic – Scores positively; edge of settlement, good access to educational facilities, services / facilities, some access to employment (but loss of undesigned employment land – small boat yard). High speed broadband in vicinity, limited transport links. Town centre easily accessible from the site.</p>
W07	<p>Overall the site scores as negative and positive</p> <p>Environmental – Scores negatively; edge of settlement, north boundary just within FZ2, FZ3a, 0.5% & 0.1 % AEP Tidal (CC), low / low to moderate susceptibility GWF, not considered at risk of SWF (CC). Potential to affect setting of CA. Potential negative biodiversity impact; within AONB, close proximity of SAC (The Wash & North Norfolk Coast), arable surrounded by mature hedgerow / trees. Loss of agricultural (1-3) land.</p> <p>Social – Scores positively; edge of settlement, good access local healthcare service, education facilities, leisure and cultural opportunities. Public transport links mainly rely on Coastal Hopper.</p>

	<p>Economic – Scores positively; edge of settlement, good access to educational facilities, services / facilities, some access to employment. High speed broadband in vicinity, limited transport links. Town centre easily accessible from the site.</p>
W07/1	<p>Overall the site scores as positive</p> <p>The consultation comments/ objections are noted. They do not alter the scoring of any of the SA objectives.</p> <p>Environmental – Scores mixed; Holkham Road and edge of north boundary (area proposed for open space) within FZ2, FZ3a, 0.5% & 0.1 % AEP Tidal (CC), low / low to moderate susceptibility GWF, not considered at risk of SWF (CC). Potential to affect setting of CA. Potential negative biodiversity impact; within AONB, arable / grazing land, part of boundary comprised of mature hedgerow / trees. Loss of agricultural (1-3) land.</p> <p>Social – Scores positively; edge of settlement, good access local healthcare service, education facilities, leisure and cultural opportunities. Public transport links mainly rely on Coastal Hopper.</p> <p>Economic – Scores positively; edge of settlement, good access to educational facilities, services / facilities, some access to employment. High speed broadband in vicinity, limited transport links. Town centre easily accessible from the site.</p>
W08	<p>Overall the site scores as positive</p> <p>Environmental – Scores neutral; edge of settlement, FZ1, low susceptibility GWF, not considered at risk of SWF (CC). Potential negative biodiversity impact; within AONB, grazing land, part of boundary comprised of mature hedgerow / trees. Loss of agricultural (1-3) land.</p> <p>Social – Scores positively; edge of settlement, good access local healthcare service, education facilities, leisure and cultural opportunities. Public transport links mainly rely on Coastal Hopper.</p> <p>Economic – Scores positively; edge of settlement, good access to educational facilities, services / facilities, some access to employment. High speed broadband in vicinity, limited transport links. Town centre easily accessible from the site.</p>
W10	<p>Overall the site scores as negative</p> <p>Environmental – Scores negatively; within settlement, within FZ2, FZ3a, low to moderate susceptibility GWF, whole of site considered potentially at risk of SWF (CC). Potential to affect settings of Grade II* Listed Buildings (Marsh House & Church of St Nicholas) and CA. Potential negative biodiversity impact; within AONB, close proximity of NNR (Holkham), SAC (The Wash & North Norfolk Coast), RAMSAR, SPA & SSSI (North Norfolk Coast), grazing land. Loss of agricultural (1-3) land.</p> <p>Social – Scores neutral; within settlement, good access local healthcare service, education facilities, leisure and cultural opportunities. Public transport links mainly rely on Coastal Hopper. Would result in loss of designated open land area.</p> <p>Economic – Scores positively; within settlement, good access to educational facilities, services / facilities, some access to employment. High speed broadband in vicinity, limited transport links. Town centre easily accessible from the site.</p>
W11	<p>Overall the site scores as negative</p> <p>The consultation comments are noted. They do not alter the overall SA objectives scoring.</p> <p>Environmental – Scores negatively; loosely related to settlement, FZ1, low susceptibility GWF, not considered at risk of SWF (CC). Rural; potential to increase light pollution, potential significant detrimental impact on landscape. Potential negative biodiversity impact; within AONB, close proximity CWS (Wells to Walsingham Railway), SSSI & local geodiversity site (Wells Chalk Pit), arable, mature trees / hedgerow to majority of boundaries. Localised potential to contribute to and / or impact on GI network. Loss of agricultural (1-3) land.</p> <p>Social – Scores positively; loosely related to settlement, good access local healthcare service, education facilities, leisure and cultural opportunities. Public transport links mainly rely on Coastal Hopper.</p> <p>Economic – Scores neutral; loosely related to settlement, good access to educational facilities, services / facilities, some access to employment. High speed broadband in vicinity, limited transport links. Town centre accessible from the site. Likely to rely on car.</p>

Additional Reg 19 sites:

Site Reference	Reg 19 SA Conclusion - Residential
W11/A (north western section of W11)	<p>Overall the site scores as negative</p> <p>Environmental – Scores negatively; loosely related to settlement, FZ1, low susceptibility GWF, not considered at risk of SWF (CC). Rural; potential to increase light pollution, potential detrimental impact on landscape. Potential negative biodiversity impact; within AONB, close proximity CWS (Wells to Walsingham Railway), SSSI & local geodiversity site (Wells Chalk Pit), arable, mature trees / hedgerow to majority of boundaries. Localised potential to contribute to and / or impact on GI network. Loss of agricultural (1-3) land.</p> <p>Social – Scores positively; loosely related to settlement, good access to local healthcare service, education facilities, leisure and cultural opportunities. Limited public transport links mainly rely on Coastal Hopper.</p> <p>Economic – Scores neutral; loosely related to settlement, good access to educational facilities, services / facilities and some access to employment. High speed broadband in vicinity, limited transport links. Town centre accessible from the site. Likely to rely on car.</p>
W11/B (inc. part W11)	<p>Overall the site scores as negative</p> <p>Environmental – Scores negatively; loosely related to settlement, FZ1, low susceptibility GWF, not considered at risk of SWF (CC). Rural; potential to increase light pollution, potential detrimental impact on landscape. Potential negative biodiversity impact; within AONB, close proximity to Heritage Coast, CWS (Wells to Walsingham Railway), SSSI & local geodiversity site (Wells Chalk Pit), arable, paddocks & mature trees / hedgerow to majority of boundaries. Localised potential to contribute to and / or impact on GI network. Loss of agricultural (1-3) land.</p> <p>Social – Scores positively; loosely related to settlement, good access to local healthcare service, education facilities, leisure and cultural opportunities. Limited public transport links mainly rely on Coastal Hopper.</p> <p>Economic – Scores neutral; loosely related to settlement, good access to educational facilities, services / facilities, some access to employment. High speed broadband in vicinity, limited transport links. Town centre accessible from the site. Likely to rely on car.</p>
W12	<p>Overall the site scores as negative and positive</p> <p>Environmental – Scores negatively; edge of settlement, FZ1, low to moderate susceptibility GWF, not considered at risk of SWF (CC). Potential negative biodiversity impact; within AONB and adjacent to undesignated woodland plus limited trees and hedging on site. Potential for limited detrimental impact to landscape. Loss of agricultural land (1-3)</p> <p>Social – Scores positively; edge of settlement, good access to local healthcare service, education facilities, leisure and cultural opportunities. Limited public transport links, mainly rely on Coastal Hopper.</p> <p>Economic – Scores positively; edge of settlement, good access to educational facilities, services / facilities, some access to employment. High speed broadband in vicinity, limited transport links. Town centre easily accessible from the site.</p>
W13	<p>Overall the site scores as negative and positive</p> <p>Environmental – Scores negatively; edge of settlement, FZ1, low to moderate susceptibility GWF, not considered at risk of SWF (CC). Potential negative biodiversity impact; within AONB, arable with hedgerows to two boundaries. BR W57/2 runs along north side of site so potential to impact or enhance. Potential for significant detrimental impact to landscape as remote from settlement in landscape terms. Loss of agricultural land (1-3)</p> <p>Social – Scores positively; edge of settlement, good access to local healthcare service, education facilities, leisure and cultural opportunities. Limited public transport links, mainly rely on Coastal Hopper.</p> <p>Economic – Scores positively; edge of settlement, good access to educational facilities, services / facilities, some access to employment. High speed broadband in vicinity, limited transport links. Town centre easily accessible from the site.</p>

Site Reference	Reg 19 SA Conclusion - Employment
HE0121	<p>Overall the site scores as negative</p> <p>Environmental – Scores negatively; loosely related to settlement, part PDL, FZ1, low / low to moderate susceptibility GWF, insignificant area potentially susceptible to SWF (CC). Rural; potential to increase light / noise / odour pollution, likely significant detrimental impact on landscape. Potential for remediation of contamination. Potential negative biodiversity impact; within SSSI and Local Geodiversity Site (Wells Chalk Pit), within AONB, close proximity CWS (Wells to Walsingham Railway), part PDL, scrub, mature hedgerows / trees to boundary. Loss of agricultural (1-3) land.</p> <p>Social – Scores negatively; loosely related to settlement.</p> <p>Economic – Scores mixed; loosely related to settlement, potential to provide a range of employment opportunities, access to potential employees and good transport links. High speed broadband in vicinity. Likely to result in reliance on the car.</p>
HE0122	<p>Overall the site scores as negative</p> <p>Environmental – Scores negatively; loosely related to settlement, FZ1, low susceptibility GWF, not considered at risk of SWF (CC). Rural; potential to increase light / noise / odour pollution, potential significant detrimental impact on landscape. Potential negative biodiversity impact; within AONB, close proximity CWS (Wells to Walsingham Railway), SSSI & Local Geodiversity Site (Wells Chalk Pit), arable, mature trees / hedgerow surrounding. Localised potential to contribute to and / or impact on GI network. Loss of agricultural (1-3) land.</p> <p>Social – Scores neutral; loosely related to settlement</p> <p>Economic – Scores mixed; loosely related to settlement, potential to provide a range of employment opportunities, access to potential employees and transport links. High speed broadband in vicinity. Likely to result in reliance on the car.</p>

Site Reference	Reg 19 SA Conclusion – Mixed Use
W06/1	<p>Overall the site scores as negative</p> <p>Environmental – Scores negatively; edge of settlement, part PDL (boatyard), within FZ2, FZ3a, 0.5% & 0.1 % AEP Tidal (CC), moderate to high susceptibility GWF, not considered at risk of SWF (CC). Potential for remediation of contamination. Potential negative biodiversity impact; within AONB, close proximity of NNR (Holkham), SAC (The Wash & North Norfolk Coast), RAMSAR, SPA & SSSI (North Norfolk Coast), boat yard, some mature trees. Localised potential to contribute to and / or impact on GI network. Loss of agricultural (1-3) land.</p> <p>Social – Scores positively; edge of settlement, good access local healthcare service, education facilities, leisure and cultural opportunities. Public transport links mainly rely on Coastal Hopper. Limited scope for open space provision. Limited scope to provide new services.</p> <p>Economic – Scores positively; edge of settlement, good access to potential employees, educational facilities, services / facilities, some access to employment (but loss of undesignated employment land – small boat yard). Limited potential to accommodate a range of uses. High speed broadband in vicinity, limited transport links. Town centre easily accessible from the site.</p>

Planning History:

None

Sites Assessment:

Overall site / settlement conclusions

Site Ref	Assessment
W01/1	<p>Land To Rear of Market Lane</p> <p>SA Conclusion: The site scores as positive. The Environmental objectives score is mixed due to its greenfield status, being edge of settlement, within Flood Zone 1 and having a potential negative biodiversity impact being within the AONB. The Social and Economic objectives both score positively as the site has good access to educational facilities, services / facilities, some access to employment with the town centre being easily accessible from the site.</p> <p>Connectivity: The site has good connectivity to the town centre which is within reasonable walking distance. Wells offers a range of employment, shopping and leisure opportunities together with a primary and high school which are all readily accessible from the site. The site is within 50m of the High School and less than 1km from the primary school.</p> <p>Wells does have limited public transport options with the only regular bus service in the town being the 'Coast Hopper' service.</p> <p>Highways: Suitable highway access can be achieved from the existing estate road, Home Piece Close, and Market Lane. This access is acceptable to the Highway Authority who would also like to see PROW BR23 upgraded for use by cycles and pedestrians.</p> <p>Environmental: This is a small field located on the southern edge of the town. It is the remnant of an arable field that was developed to the north. To the north of the site is a recent residential development. To the south is a mature hedge and tree boundary.</p> <p>HRA (where relevant) The site is within 2500m of the North Norfolk Coast SAC/SPA/Ramsar site. Within 2500m of The Wash and North Norfolk Coast SAC. Within 5000m of the Greater Wash SPA.</p> <p>Landscape and Townscape: The site is within the North Norfolk Coast Area of Outstanding Natural Beauty (as is the whole of Wells parish). The North Norfolk Landscape Character Assessment (2018) identifies that the town is situated within the Rolling Open Farmland character area.</p> <p>This small site is located to the south of a recent residential development and is very well contained in the landscape being screened behind existing houses and a mature hedge and tree boundary. Residential development on the site would be a natural continuation of the urban development to the north. Development in this location would have</p> <p>Other: None</p>

	<p>Conclusion:</p> <p>The site is available and if allocated there is no evidence to suggest that development is undeliverable.</p> <p>The site is well positioned for access to the town centre, school and services. The site has acceptable highway access off the development to the north. Although the site is within the Area of Outstanding Natural Beauty, it is well-contained in the landscape. The site scores positively in the Sustainability Appraisal.</p> <p>The site is considered to be one of the most suitable of the Wells alternatives.</p> <p>Recommendation:</p> <p>That this site is identified as a Proposed Allocation for approximately 20 dwellings subject to the detailed policy requirements and no new substantive issues being identified in the HRA and/or Heritage Impact Assessment.</p>
<p>W07/1</p>	<p>Land Adjacent Holkham Road</p> <p>SA Conclusion:</p> <p>The site scores as positive. The Environmental objectives score is mixed due to its greenfield status, being edge of settlement where there is a potential to affect the setting of Wells CA and a potential negative biodiversity impact, being within the AONB. The Social and Economic objectives both score positively as the site has good access to educational facilities, services / facilities, some access to employment with the town centre being easily accessible from the site.</p> <p>Connectivity:</p> <p>The site has good connectivity to the town centre which is within reasonable walking distance. Wells offers a range of employment, shopping and leisure opportunities together with a primary and high school which are all accessible from the site. The site is around 1.3km walking distance from both schools.</p> <p>Wells does have limited public transport options with the only regular bus service in the town being the 'Coast Hopper' service.</p> <p>Highways:</p> <p>Suitable highway access can be achieved from Mill Road. NCC Highways require that the access should be constructed to the appropriate DRMB standards. Cycle and step-free pedestrian access should be provided to Bases Lane and Holkham Road. The footway is required to be improved to a minimum width of 2.0m between the Holkham Road pedestrian/cycle access and the boundary of 4 Laylands Yard.</p> <p>Environmental:</p> <p>The site forms part of a large grass field, partly used for paddocks and for seasonal CL camping. To the east and south is existing residential development. The site slopes from north to south with the frontage along the Holkham Road at sea level with southern portion approximately 20m higher. There are mature hedge and trees on the eastern and northern boundary. There are no other obvious environmental features on the site.</p> <p>HRA (where relevant)</p> <p>The site is within 2500m of the North Norfolk Coast SAC/SPA/Ramsar site. Within 2500m of The Wash and North Norfolk Coast SAC. Within 5000m of the Greater Wash SPA.</p>

Landscape and Townscape:

The site is within the North Norfolk Coast Area of Outstanding Natural Beauty (as is the whole of Wells parish). The North Norfolk Landscape Character Assessment (2018) identifies that the town is situated within the Rolling Open Farmland character area.

Development on the site would change the existing character of the land from a pasture field to an urban, edge of settlement, residential development with public open space. The existing character of the land does contribute to the landscape character type. There is a mix of existing housing types and land uses in the area with detached properties to the south on large plots with gardens abutting the site. To the east the residential development is denser with a number of terraced and semi-detached properties and to the west is a farm with farmhouse and associated buildings. The majority of the residential properties to the east reflect typical and unsympathetic national building design of the time and do not reflect or incorporate features that would typify the North Norfolk or Wells vernacular.

Residential development on the site would have a medium level of impact on the character of the Holkham Road approach and would have a medium impact on the wider character of the southern part of Blakeney. If the site was developed for residential development, the resulting character of the landscape provides an opportunity to enhance the build environment and provide a cohesive design to sympathetically.

Development of the site would be visible in the landscape when viewed from the Holkham Road. The view into the site immediately adjacent to the site from the Holkham Road is reasonably open and development would be on the elevated portion of the site although in the rear portion of the site and nestled in with the other residential properties in the area.

Residential development on the site would have a moderate adverse impact on medium and long distance views from the Beach Road and footpath. The view into the site is predominantly a long distance view. The character and amenity value of the view would, effectively, be similar to existing: i.e. the new residential development on the edge of this part of Wells would replace the existing view of the urban edge of the village. With landscaping to the north of the site the impact on short and long distance views into the site would be significantly mitigated.

Other:

There are no designated heritage assets within this site. However the Wells Conservation Area lies to the north east of the site and Holkham Hall grade I registered park and garden lies approximately 650 to the south west of the site. However, between the site and the Registered Park and Garden there is existing residential development, Mill Road, the former railway line (now heavily wooded) and Wells Cottage Hospital.

The site abuts Flood Zone 2 & 3a

Conclusion:

The site is available and if allocated there is no evidence to suggest that development is undeliverable.

The site is well positioned for access to the town centre, school and services. Highway access can be achieved off Mill Road. Although the site is within the Area of Outstanding Natural Beauty, considerate landscaping to the north of the site, design and layout, together with the on-site open space, will mitigate the impact on the landscape. The site scores positively in the Sustainability Appraisal.

The Local Plan must seek to address the development needs of the village over a 20 year period. Sites which were previously made available through the last Local Plan are now being developed and are therefore no longer available. This site is considered the most suitable for

	<p>allocation in Wells. The site is considered to be one of the more suitable of the Wells alternatives</p> <p>Recommendation: That this site is identified as a Proposed Allocation for approximately 60 dwellings and an area of public open space subject to the detailed policy requirements and no new substantive issues being identified in the HRA and/or Heritage Impact Assessment.</p>
<p>W05</p>	<p>Land North Of Field View Adjacent Stiffkey Road</p> <p>SA Conclusion: The site scores as negative. The Environmental objectives score is negative due to its greenfield status, being loosely related to the settlement, within Flood Zone 1 and a potential negative biodiversity impact being within the AONB and in close proximity to CWS (Wells to Walsingham Railway), SSSI and a local geodiversity site (Wells Chalk Pit). The social objectives score positively, having good access local healthcare service, education facilities, leisure and cultural opportunities, whilst the Economic objectives score neutral due to being loosely related to the settlement and there being limited transport links.</p> <p>Connectivity: The site has good connectivity to the town centre which is within reasonable walking distance. Wells offers a range of employment, shopping and leisure opportunities together with a primary and high school which are all accessible from the site. The site is an acceptable walking distance from both schools; however, it would require a crossing of the main road in order to access the primary school. Wells does have limited public transport options with the only regular bus service in the town being the 'Coast Hopper' service.</p> <p>Highways: Suitable highways access is possible from the Stiffkey Road, however, highways do have concerns regarding the impact on traffic on the coast road.</p> <p>Environmental: The site is a small grass and scrub field with hedge boundaries. To the south are the detached properties along Warham Road and to the east is an arable field.</p> <p>HRA (where relevant) N/A</p> <p>Landscape and Townscape: The site is within the North Norfolk Coast Area of Outstanding Natural Beauty (as is the whole of Wells parish). The North Norfolk Landscape Character Assessment (2018) identifies that the town is situated within the Rolling Open Farmland character area. The site is reasonably well contained in the landscape, however, residential development would detrimentally alter the character of this edge of settlement parcel of land. The approach into Wells is predominately rural until the Warham Road and residential development on the site would be an obvious urban extension into open countryside on the edge of town.</p> <p>Other: None</p> <p>Conclusion:</p>

	<p>The site is remote and detached from the town and services. It would be a development in open countryside and could have an adverse impact on the landscape. Highways access and the local network are considered to be unsuitable. The site is not considered to be suitable for development.</p> <p>Recommendation: That this site is discounted from further consideration.</p>
W06/1	<p>The Old Coal Yard, East Quay</p> <p>SA Conclusion: The site scores as negative. The Environmental objectives score is negative due to it being edge of settlement, within Flood Zone 2, Flood Zone 3a, 0.5% & 0.1 % AEP Tidal (CC) and having moderate to high susceptibility to Groundwater Flooding. In addition, there is a potential negative biodiversity impact, being within the AONB and in close proximity to NNR (Holkham), SAC (The Wash & North Norfolk Coast), RAMSAR, SPA & SSSI (North Norfolk Coast). The Social and Economic objectives both score positively as the site has good access to educational facilities, services / facilities and some access to employment, with the town centre being easily accessible from the site.</p> <p>Connectivity: The site has good connectivity to the town centre which is within reasonable walking distance. Wells offers a range of employment, shopping and leisure opportunities together with a primary and high school which are all accessible from the site. The site is an acceptable walking distance from both schools. Wells does have limited public transport options with the only regular bus service in the town being the 'Coast Hopper' service</p> <p>Highways: Suitable access to the site cannot be achieved.</p> <p>Environmental: This site is a small enclosed boat yard with an access track located adjacent to the harbour. The site has hedge boundaries to the south and east.</p> <p>HRA (where relevant) N/A</p> <p>Landscape and Townscape: The site is within the North Norfolk Coast Area of Outstanding Natural Beauty (as is the whole of Wells parish). The North Norfolk Landscape Character Assessment (2018) identifies that the town is situated within the Rolling Open Farmland character area. The site is a boat yard within the harbour area. There is little residential development in the area and, as such, development in the area would be out of character to the area which is as a working harbour and associated boat yard.</p> <p>Other: Majority of the site is in Flood Zone 2 and 3b</p> <p>Conclusion:</p>

	<p>The development would be an extension into the countryside and the port area. The site is in a Flood Risk Zone. The site is considered to have unsuitable highways access and network connections. The site is not considered to be suitable for development.</p> <p>Recommendation: That this site is discounted from further consideration.</p>
<p>W07</p>	<p>Land Adjacent Holkham Road</p> <p>SA Conclusion: The site scores as negative and positive. The Environmental objectives score is negative due to being edge of settlement where there is a potential to affect the setting of Wells CA and a potential negative biodiversity impact, being within the AONB and in close proximity of a SAC (The Wash & North Norfolk Coast). The Social and Economic objectives both score positively as the site has good access to educational facilities, services / facilities, some access to employment with the town centre being easily accessible from the site. Would result in loss of designated open land area.</p> <p>Connectivity: The site has good connectivity to the town centre which is within reasonable walking distance. Wells offers a range of employment, shopping and leisure opportunities together with a primary and high school which are all accessible from the site. The site is around 1.3km walking distance from both schools. Wells does have limited public transport options with the only regular bus service in the town being the 'Coast Hopper' service</p> <p>Highways: Suitable highway access can be achieved from Mill Road. NCC Highways require that the access should be constructed to the appropriate DRMB standards. Cycle and step-free pedestrian access should be provided to Bases Lane and Holkham Road. The footway is required to be improved to a minimum width of 2.0m between the Holkham Road pedestrian/cycle access and the boundary of 4 Laylands Yard.</p> <p>Environmental: The site is a large grass field, partly used for paddocks and for seasonal CL camping. To the east and south is existing residential development. The site slopes from north to south with the frontage along the Holkham Road at sea level with southern portion approximately 20m higher. There are no other obvious environmental features on the site.</p> <p>HRA (where relevant) The site is within 2500m of the North Norfolk Coast SAC/SPA/Ramsar site. Within 2500m of The Wash and North Norfolk Coast SAC. Within 5000m of the Greater Wash SPA.</p> <p>Landscape and Townscape: The site is within the North Norfolk Coast Area of Outstanding Natural Beauty (as is the whole of Wells parish). The North Norfolk Landscape Character Assessment (2018) identifies that the town is situated within the Rolling Open Farmland character area. Residential development on the whole site would have an adverse impact on localised and medium distance views from Holkham Road. The character and amenity value of the view would be adversely impacted if residential development was brought to the northern edge of the field along the Holkham Road.</p> <p>Other: The site abuts Flood Zone 2 & 3a.</p>

	<p>Conclusion:</p> <p>This site is on the western edge of town and is well located to the town and services. Development of the whole site may have an adverse impact on landscape and the Area of Outstanding Natural Beauty. However, part of the site is considered suitable to be identified for residential development and the site will be reduced in order to reduce the impact on the landscape.</p> <p>Recommendation:</p> <p>That this site is discounted from further consideration.</p>
<p>W08</p>	<p>Land Adjacent 106 Mill Road</p> <p>SA Conclusion:</p> <p>The site scores as positive. The Environmental objectives score is neutral due to being edge of settlement, within Flood Zone 1 and having a potential negative biodiversity impact being within the AONB. The Social and Economic objectives both score positively as the site has good access to educational facilities, services / facilities, some access to employment with the town centre being easily accessible from the site.</p> <p>Connectivity:</p> <p>The site has good connectivity to the town centre which is within reasonable walking distance. Wells offers a range of employment, shopping and leisure opportunities together with a primary and high school which are all accessible from the site. The site is around 1.5km walking distance from both schools.</p> <p>Wells does have limited public transport options with the only regular bus service in the town being the 'Coast Hopper' service</p> <p>Highways:</p> <p>Suitable highway access can be achieved off Mill Road.</p> <p>Environmental:</p> <p>The site is part of a small grass field adjacent to residential properties on Mill Road. To the north is the continuation of the field and the farm house and buildings beyond. To the east is the former railway line.</p> <p>HRA (where relevant)</p> <p>N/A</p> <p>Landscape and Townscape:</p> <p>The site is within the North Norfolk Coast Area of Outstanding Natural Beauty (as is the whole of Wells parish). The North Norfolk Landscape Character Assessment (2018) identifies that the town is situated within the Rolling Open Farmland character area.</p> <p>The site is an open field which fronts Mill Road. There are residential properties to the east, however, the site forms part of the green, open aspect, edge to the town and residential development on the site would detrimentally change the character of this part of town and have an adverse impact on the landscape.</p> <p>Other:</p> <p>None</p>

	<p>Conclusion:</p> <p>On balance, the site is not considered to be in a suitable location for development. The site would be a pronounced and obvious extension into the countryside and could have an adverse impact on the landscape and the Area of Outstanding Natural Beauty. The site is not considered to be suitable for development.</p> <p>Recommendation:</p> <p>That this site is discounted from further consideration.</p>
<p>W09</p>	<p>Land at Cadamy's Yard</p> <p>Recommendation:</p> <p>The site is discounted due to size.</p>
<p>W10</p>	<p>Land West of Polka Road</p> <p>SA Conclusion:</p> <p>The site scores as negative. The Environmental objectives score is negative as whilst the site is within the settlement, it falls within Flood Zone 2 and Flood Zone 3a and where the whole of the site is potentially at risk of Surface Water Flooding (CC). In addition, there is potential to affect the settings of Grade II* Listed Buildings (Marsh House & Church of St Nicholas) and Wells Conservation Area, as well as a potential negative biodiversity impact, being within the AONB and being in close proximity of NNR (Holkham), SAC (The Wash & North Norfolk Coast), RAMSAR, SPA & SSSI (North Norfolk Coast). The Social objectives score neutral, as development of the site would result in loss of a designated open land area. The Economic objective scores positively as the site has good access to educational facilities, services / facilities, some access to employment with the town centre being easily accessible from the site</p> <p>Connectivity:</p> <p>The site has good connectivity to the town centre which is within reasonable walking distance. Wells offers a range of employment, shopping and leisure opportunities together with a primary and high school which are all accessible from the site. The site is an acceptable walking distance from both schools.</p> <p>Wells does have limited public transport options with the only regular bus service in the town being the 'Coast Hopper' service.</p> <p>Highways:</p> <p>Suitable highway access can be achieved off Polka Road.</p> <p>Environmental:</p> <p>The site is a small grass field currently used as paddocks. To the south east is the church yard and to the west and north are detached residential properties. The site fronts Polka Road with an employment site opposite.</p> <p>HRA (where relevant)</p> <p>N/A</p> <p>Landscape and Townscape:</p> <p>The site is within the North Norfolk Coast Area of Outstanding Natural Beauty (as is the whole of Wells parish). The North Norfolk Landscape Character Assessment (2018) identifies that the town is situated within the Rolling Open Farmland character area.</p>

	<p>The site is an open area within the residential area. It is formally designated as an 'Open Land Area' as its open nature contributes to the setting of the town and residential development would have a detrimental impact on the character of the area, on the landscape and would impact on views across to the church.</p> <p>Other: The site is within the Conservation Area and development on the site would have a detrimental impact on the character of the conservation area.</p> <p>Whole site is in Flood Zone 2 and 3b. Whole site is at risk of surface water flooding.</p> <p>Conclusion: The site is an important designated open space in the heart of the village and development would impact on the openness and setting of the St. Nicholas' Church and have a detrimental impact on the conservation area. Development would result in a loss of beneficial use. The site is considered to have unsuitable highways access and network connections. The preferred sites can deliver sufficient housing for Wells without requiring the loss of open space. The site is not considered to be suitable for development.</p> <p>Recommendation: That this site is discounted from further consideration.</p>
W11	<p>Land at Warham Road</p> <p>SA Conclusion: The site scores as negative. The Environmental objectives score is negative due to its greenfield status, being loosely related to the settlement within Flood Zone 1 and having a potential significant detrimental impact on landscape, as well as a potential negative biodiversity impact; within AONB, close proximity CWS (Wells to Walsingham Railway), SSSI & local geodiversity site (Wells Chalk Pit). The Social objectives score positively, having good access to local healthcare services, education facilities, leisure and cultural opportunities, whilst the Economic objectives score neutral due to being loosely related to the settlement and the likely to reliance on the car.</p> <p>Connectivity: The site has reasonable connectivity to the town centre which is within an acceptable walking distance. Wells offers a range of employment, shopping and leisure opportunities together with a primary and high school which are all accessible from the site. The site is an acceptable walking distance from both schools, however, it would require a crossing of the main road in order to access the primary school. Wells does have limited public transport options with the only regular bus service in the town being the 'Coast Hopper' service.</p> <p>Highways: The Highway Authority has concerns associated with highway safety. The Warham Road junction with the A149 is skewed and would require improvement to accommodate development traffic but the highway is constrained and would limit the ability to deliver a meaningful improvement. Frontage footway would also be required along with a crossing to the north side of Warham Road. The required highway infrastructure would result in the requirement for wholesale removal of trees at the frontage. Pedestrian access to Wells and most significantly, all walking/cycling journeys to school would require crossing the A149, at least once.</p> <p>Environmental: The site consists of 2 large arable fields with a track running through the centre. To the south of the</p>

	<p>site are a collection of agricultural buildings and a telecommunications mast. To the north west of the site is the former railway line cutting. To the north is a farm house and farm buildings and the site has a small frontage along the Warham Road opposite residential buildings.</p> <p>HRA (where relevant) N/A</p> <p>Landscape and Townscape: The site is within the North Norfolk Coast Area of Outstanding Natural Beauty (as is the whole of Wells parish). The North Norfolk Landscape Character Assessment (2018) identifies that the town is situated within the Rolling Open Farmland character area.</p> <p>The site is reasonably well contained in the landscape behind the Warham Road and existing properties and the (now wooded) former railway embankment. However, a public footpath runs through the site and views into the site are open and the character of the area would change from a rural, arable landscape with medium distance views in all directions to an urban enclosed environment. Development of the whole site would constitute a significant urban expansion into open countryside.</p> <p>Other: None</p> <p>Conclusion: The site is relatively detached from the town and services. It would be a development in open countryside and could have an adverse impact on the landscape and the Area of Outstanding Natural Beauty. Highways access and the local network are considered to be unsuitable. The site is not considered to be suitable for development.</p> <p>Recommendation: That this site is discounted from further consideration.</p>
W11/A	<p>Land South of Grove Road</p> <p>SA Conclusion: The site scores as negative. The Environmental objectives score is negative due to it being loosely related to the settlement and where there is potential detrimental impact on landscape, as well as a potential negative biodiversity impact; within AONB, close proximity CWS (Wells to Walsingham Railway), SSSI & local geodiversity site (Wells Chalk Pit). The Social objectives score positively, having good access to local healthcare services, education facilities, leisure and cultural opportunities, whilst the Economic objectives score neutral due to being loosely related to the settlement and the likely reliance on the car.</p> <p>Connectivity: The site has reasonable connectivity to the town centre which is within an acceptable walking distance. Wells offers a range of employment, shopping and leisure opportunities together with a primary and high school which are all accessible from the site. The site is an acceptable walking distance from both schools, however, it would require a crossing of the main road in order to access the primary school. Wells does have limited public transport options with the only regular bus service in the town being the 'Coast Hopper' service</p> <p>Highways: The Highway Authority has concerns associated with highway safety. The Warham Road junction</p>

	<p>with the A149 is skewed and would require improvement to accommodate development traffic but the highway is constrained and would limit the ability to deliver a meaningful improvement. Frontage footway would also be required along with a crossing to the north side of Warham Road. The required highway infrastructure would result in the requirement for wholesale removal of trees at the frontage. Pedestrian access to Wells and most significantly, all walking/cycling journeys to school would require crossing the A149, at least once.</p> <p>Environmental: The site forms the northern portion of a larger arable field. It is bounded to the north by the former railway cutting. To the west is the playing field of the High School and to the north east are 3 detached residential properties.</p> <p>HRA (where relevant) N/A</p> <p>Landscape and Townscape: The site is within the North Norfolk Coast Area of Outstanding Natural Beauty (as is the whole of Wells parish). The North Norfolk Landscape Character Assessment (2018) identifies that the town is situated within the Rolling Open Farmland character area.</p> <p>The site is reasonably well contained in the landscape behind the Warham Road and existing properties and the (now wooded) former railway embankment. However, a public footpath runs through the site and views into the site are open and the character of the area would change from a rural, arable landscape with medium distance views in all directions to an urban enclosed environment for a portion, however, this could be mitigated with careful design and layout.</p> <p>Other: None</p> <p>Conclusion: The site is relatively detached from the town and services. It would be a development in open countryside and could have an adverse impact on the landscape and the Area of Outstanding Natural Beauty without significant landscaping mitigation. Highways access and the local network are considered to be unsuitable. The site is not considered to be suitable for development.</p> <p>Recommendation: That this site is discounted from further consideration.</p>
W11/B	<p>Land at Warham Road and Stiffkey Road</p> <p>SA Conclusion: The site scores as negative. The Environmental objectives score is negative due to the site being loosely related to the settlement, where there is a potential detrimental impact on the landscape, as well as a potential negative biodiversity impact being within the AONB, in close proximity to the Heritage Coast, a CWS (Wells to Walsingham Railway) and a SSSI & local geodiversity site (Wells Chalk Pit). The Social objectives score positively, having good access to local healthcare services, education facilities, leisure and cultural opportunities, whilst the Economic objectives score neutral due to being loosely related to the settlement and the likely reliance on the car.</p> <p>Connectivity: The site has reasonable connectivity to the town centre which is within an acceptable walking distance. Wells offers a range of employment, shopping and leisure opportunities together with a</p>

primary and high school which are all accessible from the site. The site is an acceptable walking distance from both schools, however, it would require a crossing of the main road in order to access the primary school.

Wells does have limited public transport options with the only regular bus service in the town being the 'Coast Hopper' service

Highways:

This site option proposes constructing a new road that would link the Warham Road with the A149 Stiffkey Road and stop up the existing Warham Road/Stiffkey Road junction. The scheme would reroute Warham Road traffic to a potentially more suitable junction with the A149. A turning head should be provided at the west end of Warham Road that is to be closed to motor vehicles. The 30mph speed limit ends approximately 100m east of the proposed new junction and may need to be reviewed. A single access plus emergency access should be appropriate for the quantum of development proposed. The pedestrian desire line will not divert from the existing line of Warham Road, necessitating crossing of the A149 at the former junction. Some form of crossing facility will be required.

Environmental:

This site consists on the northern portion of two large arable fields with a track running through the centre. To the north west of the site is the former railway line cutting. To the north is a farm house and farm buildings and the site has a small frontage along the Warham Road opposite residential buildings.

HRA (where relevant)

N/A

Landscape and Townscape:

The site is within the North Norfolk Coast Area of Outstanding Natural Beauty (as is the whole of Wells parish). The North Norfolk Landscape Character Assessment (2018) identifies that the town is situated within the Rolling Open Farmland character area.

The site is reasonably well contained in the landscape behind the Warham Road and existing properties and the (now wooded) former railway embankment. However, a public footpath runs through the site and views into the site are open and the character of the area would change from a rural, arable landscape with medium distance views in all directions to an urban enclosed environment for a portion, however, this could be mitigated with careful design and layout.

The new road extension between Warham Road and the Stiffkey Road would constitute the creation of a significant element of urban engineering in this edge of settlement, rural setting. This area is reasonably well contained; however, it would have a detrimental impact on the character of the area and on the landscape setting.

Other:

None

Conclusion:

The site is relatively detached from the town and services. It would be a development in open countryside and could have an adverse impact on the landscape and the Area of Outstanding Natural Beauty without significant landscaping mitigation. Highways access and the local network are considered to be suitable. The site is not considered to be suitable for development.

Recommendation:

That this site is **discounted from further consideration.**

W12

Former Allotments, South of Mill Road

SA Conclusion:

The site scores as **negative and positive**. The Environmental objectives score is negative due to its greenfield status, being edge of settlement, within Flood Zone 1 and having a potential negative biodiversity impact being within the AONB and adjacent to undesignated woodland. The Social and Economic objectives both score positively as the site has good access to educational facilities, services / facilities, some access to employment with the town centre being easily accessible from the site.

Connectivity:

The site has reasonable connectivity to the town centre which is within an acceptable walking distance. Wells offers a range of employment, shopping and leisure opportunities together with a primary and high school which are all accessible from the site. The site is an acceptable walking distance from both schools.

Wells does have limited public transport options with the only regular bus service in the town being the 'Coast Hopper' service

Highways:

Suitable Highways access can be achieved off Mill Road. However, access layout and visibility to be as required by the Highway Authority. The site is located on an A road that is subject to seasonal traffic peaks and as such is separated from the Wells settlement. Mill Road is subject to a 30mph speed limit in vicinity of the site but compliance is a concern. The Highway Authority would request that the site has an active frontage along Mill Road. A 2.0m wide footway is required for full extent of site frontage. Provision of a pedestrian crossing required at Mill Lane required.

Environmental:

This is a small triangular site that is currently used as small paddocks. There is a small area of trees and scrub and to the south is the former railway line which is now mostly tree and scrub covered. To the north are properties on Mill Road and to the east are allotments.

HRA (where relevant)

N/A

Landscape and Townscape:

The site is within the North Norfolk Coast Area of Outstanding Natural Beauty (as is the whole of Wells parish). The North Norfolk Landscape Character Assessment (2018) identifies that the town is situated within the Rolling Open Farmland character area.

The site forms part of a large open area on the south west of the town. This large triangular area which is open to the Mill Road contributes to the open character on the approach into town with development concentrated on the northern side of Mill Road. Residential development on the site would significantly and adversely impact on the character of the area and on the landscape.

Other:

None.

Conclusion:

Development on the site would have an adverse impact on the landscape, the character of the area and on the Area of Outstanding Natural Beauty. The site is not considered to be suitable for development.

	<p>Recommendation: That this site is discounted from further consideration.</p>
<p>W13</p>	<p>Land South of Former Railway, Two Furlong Hill</p> <p>SA Conclusion: The site scores as negative and positive. The Environmental objectives score is negative due to its greenfield status, being edge of settlement, within Flood Zone 1 and having a potential negative biodiversity impact being within the AONB. The Social and Economic objectives both score positively as the site has good access to educational facilities, services / facilities, some access to employment with the town centre being easily accessible from the site.</p> <p>Connectivity: The site has reasonable connectivity to the town centre which is within an acceptable walking distance. Wells offers a range of employment, shopping and leisure opportunities together with a primary and high school which are all accessible from the site. The site is an acceptable walking distance from both schools. Wells does have limited public transport options with the only regular bus service in the town being the 'Coast Hopper' service</p> <p>Highways: Suitable highway access can be achieved from B1105. Access to be provided to satisfaction of Highway Authority; it will need to provide sufficient stagger from Home Piece Road to the east and the ability to provide acceptable visibility splays within the proposed allocation/highway is a concern. 2.0m wide footway required for full extent of site frontage and to provide connection with existing facility at Burnt Street.</p> <p>Environmental: The site is a corner portion of a large arable field. To the north of the site is the former railway line that is now tree and scrub covered. To the east is the B1105 with new residential development on the opposite side.</p> <p>HRA (where relevant) N/A</p> <p>Landscape and Townscape: The site is within the North Norfolk Coast Area of Outstanding Natural Beauty (as is the whole of Wells parish). The North Norfolk Landscape Character Assessment (2018) identifies that the town is situated within the Rolling Open Farmland character area. The site is the north eastern corner of a large arable field. On this (western) side of the road there is no residential development, however, there is the recent Market Lane residential development adjacent. Views across this area would be significantly impacted and would detrimentally impact on the special qualities of the AONB. However, residential development in this location would constitute a development in open countryside and would have an adverse impact on the character of the area and on the landscape.</p> <p>Other: Small area in the centre of site is at risk of surface water flooding.</p> <p>Conclusion:</p>

	<p>Development on the site would have an adverse impact on the landscape, the character of the area and on the Area of Outstanding Natural Beauty. The site is not considered to be suitable for development.</p> <p>Recommendation: That this site is discounted from further consideration.</p>
--	---

Further Comments	
Agent for Landowner of Site W11 (including W11/A & W11/B)	<p>Information was provided in June 2020 regarding a potential new access arrangement for W11 which would aim to allay the concerns raised by the Highway Authority. The Highway Authority was consulted on these proposals.</p> <p>New proposals put forward are considered in the site assessment for site W11/B.</p>

Part 3 Overall Site / Settlement Conclusions

There are few straightforward options for development in Wells. The town is subject to a high number of environment designations and there is no previously developed (brownfield) land within Wells. Undeveloped areas within the town largely comprise of attractive or functionally important green spaces which have been assessed as important to the character of the settlement and should hence be protected from future development. This means that in order to address future housing need it is necessary to identify one or more development sites in the countryside which surrounds the settlement.

The scale and location of development has sought to balance the need for growth whilst protecting the setting and the special qualities of the Norfolk Coast Area of Outstanding Natural Beauty. All of the sites in the Wells parish are within the AONB so no non-AONB alternatives are available. Two sites have been identified. These will deliver, collectively, approximately 80 dwellings over the Plan period, including affordable homes, open space and contributions towards road, drainage and other necessary infrastructure.

The site assessment concludes that the preferred sites are the best option for growth in the AONB as they are reasonably contained within the landscape and will have less of an impact on special qualities of the AONB than the alternatives. Even so, development on site W07/1 will be prominent so a relatively low density of development is proposed (60 dwellings on 2.7hectares) to allow for comprehensive landscaping and open space.

The preferred sites are considered to be the most suitable site available for Wells and subject to the detailed policy requirements they are considered to be the most appropriate options to meet the housing requirement.

Discounted sites were not chosen for a number of reasons including: their location in Flood risk areas, the impact development could have on loss of public open space and on the landscape impacts more generally.

Those sites with adverse junction and cumulative highway network impacts and those where suitable vehicular access isn't achievable were also ruled out. Some sites were not well connected to

key services and the town by walking, cycling or public transport were considered unsuitable. Site selection has also sought to avoid sites which are detached from the town and not well related to the existing built up areas.

The Sustainability Appraisal (SA) for Wells concludes that both the preferred sites score positively in the overall assessment.

The following sites have been chosen as preferred sites, and meet the requirements for Wells-next-the-Sea:

Site Ref	Description	Gross Area (ha)	Indicative Dwellings	Affordable dwellings
W01/1	Land at Market Lane	0.78	20	7
W07/1	Land Adjacent Holkham Road	2.69	60	21

Emerging Policy wording for Regulation 19

W01/1: Land at Market Lane

Land amounting to approximately 0.8 hectares is proposed to be allocated for residential development of approximately 20 dwellings inclusive of affordable homes, public open space and associated on and off site infrastructure.

This site is within the Norfolk Coast AONB, and development proposals should be informed by, and be sympathetic to, the special landscape character of the area.

Development proposals must comply with a number of policies elsewhere in this Plan and the following site specific requirements:

1. careful attention to site layout, building heights and materials in order to minimise the impact of the development on the AONB;
2. Access from existing estate road to the north;
3. retention and enhancement of mature hedgerows and trees around the site;
4. connection and enhancement to the public bridleway.
5. submission and approval of effective surface water management plan ensuring that there is no adverse effects on European sites and greenfield run off rates are not increased;
6. submission of a foul drainage strategy setting how additional foul flows will be accommodated within the foul sewerage network;
7. provision of **XX ha** of enhanced open space and additional green infrastructure on the site which maximises connectivity between the residential development and the open space. Open spaces should provide a distinct character and create a sense of place (**this will be updated in line with open space study and green infrastructure strategy requirements when available**)
8. A Habitat Regulation Assessment will be required.
9. Holkham Hall Registered Park and Garden (grade I) lies to the south and west of the site. Careful landscaping should ensure that the site is well screened from the registered park and garden.
10. The site is underlain by a defined Mineral Safeguarding Area for sand and gravel. Any future development on this site will need to address the requirements of Norfolk Minerals and Waste Core Strategy Policy CS16 - 'safeguarding' (or any successor policy) in relation to mineral resources, to the satisfaction of the Mineral Planning Authority.

W07/1: Land Adjacent Holkham Road

Land amounting to approximately 2 hectares is proposed to be allocated for residential development of approximately 60 dwellings (inclusive of affordable homes) and land amounting to 0.6 hectares is to be provided as public open space.

This site is within the Norfolk Coast AONB, and development proposals should be informed by, and be sympathetic to, the special landscape character of the area. The Wells Conservation Area lies to the north east of the site and Holkham Hall grade I registered park and garden lies to the south west of the site.

1. Careful attention to site layout, building heights and materials in order to minimise the visual impact of the development;
2. provision of 0.6 ha of high quality public open space, including facilities for play & informal recreation, and additional green infrastructure on the site which maximises connectivity between the residential development and the open space. Open spaces should provide a distinct character and create a sense of place (the quantum of the individual open space types to be provided on the site will be updated in line with open space study and green infrastructure strategy requirements when available)
3. satisfactory vehicular access to the site from Mill Road;
4. delivery of pedestrian access from Mill Road through the open space to Holkham Road;
5. retention and enhancement of mature hedgerows and trees around the site including provision of landscaping along the northern boundary of the housing;
6. submission and approval of effective surface water management plan ensuring that there is no adverse effects on European sites and greenfield run off rates are not increased;
7. submission of a foul drainage strategy setting how additional foul flows will be accommodated within the foul sewerage network;
8. A Habitat Regulation Assessment will be required.
9. Holkham Hall Registered Park and Garden (grade I) lies to the south and west of the site and the site is adjacent to the Wells Conservation Area. The development through careful landscaping and design should take into account these heritage assets.
10. The site is underlain by a defined Mineral Safeguarding Area for sand and gravel. As the site is under 2 hectares it is exempt from the requirements of Norfolk Minerals and Waste Core Strategy Policy CS16 – ‘safeguarding’, in relation to mineral resources. If the site area is amended in the future to make the area over 2 hectares CS16 (or any successor policy) will apply.

Open Space

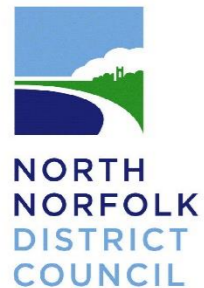
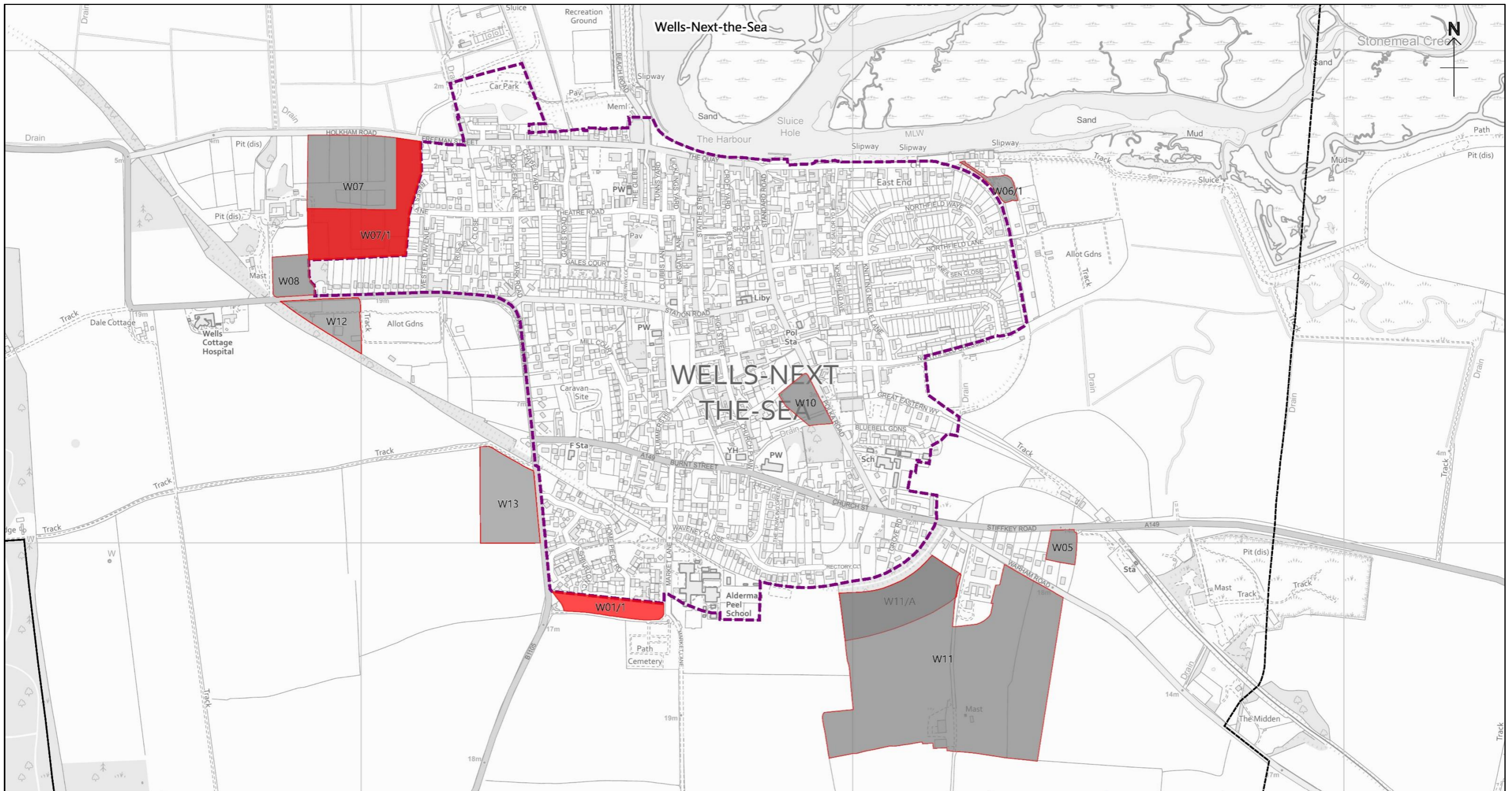
Site Location	AGS Study Reference	Local Plan Reference	Recommendation	Reasoned Justification Summary
Alderman Peel School Playing Fields, Market Lane	AGS/WEL01 REC/WEL01	OSP135	Open Land Area Formal Education / Recreation	Provides important sporting facilities for the school and Amenity Green Space
Former Railway Embankment, west of B1105	AGS/WEL02	N/A	De-designated	No public access. Does not contribute to setting of settlement or immediate area. The former railway embankment is not safeguarded under core strategy policy CT7 – which seeks to save guard suitable tracks of land for sustainable transport use. Limited justifications for special protection should be afforded to this parcel of former railway land – especially now the W01 site has been built out.
St Nicholas Church, Cemetery, Church Street/ Polka Road	AGS/WEL03	OSP136	Open Land Area	Public access is available via a surfaced path called ‘Old Staithe Walk’ which runs to the cemetery and south of the paddock. Provides an open oasis in the heart of the town and provides a setting for the church.
Land at Marsh Lane, Polka Road	AGS/WEL04	OSP137	Open Land Area	Public access is available via a surfaced path called ‘Old Staithe Walk’ which runs to the south of the paddock. Provides an open oasis in the heart of the town and provides a setting for the church.
The Buttlands, Plummers Hill	AGS/WEL05	OSP138	Open Land Area	Historic neighbourhood type park surrounded by local roads and houses. Recreational benefits and forms an integral part of the character of the area.
Wells Town Bowls Club, Mill Road	REC/WEL02	OSP139	Formal Education / Recreation	Offers a recreational function
Wells Tennis Club & Elsmith Bowls Club, Gales Court	REC/WEL03	OSP140	Formal Education / Recreation	Offers a recreational function.

Site Location	AGS Study Reference	Local Plan Reference	Recommendation	Reasoned Justification Summary
East Quay	AGS/WEL06	OSP141	Open Land Area	Heavily used and important amenity function. Preserves the openness of the quayside.
Land at Northfield Lane	AGS/WEL07	N/A	No Designation	The site appears to be the remnants of part of a large garden of one of the historic houses. There is no public access to the site or views into it. The site is enclosed by neighbouring properties and a high fence on Northfield Lane. The site does not function as open space.
Land at Market Lane (North)	AGS/WEL08	OSP142	Open Land Area	Site is the Open Space for the W01 allocation and completed and provides residential amenity space.
Land at Market Lane (South)	AGS/WEL09	OSP143	Open Land Area	Site is Open Space for the W01 allocation and completed. See approved site layout plans and provides residential amenity space.
Additional Sites				
Market Lane Cemetery	AGS/WEL10	OSP144	Open Land Area	Wells Cemetery located end of Market lane and adjacent to W01 allocation and Alderman Peel Playing fields.
Local Green Space Review				
Wells Town FC, Beach Road	LGS/WEL01 AGS/WEL11 REC/WEL04	OSP145	Open Land Area Formal Education / Recreation	The site does not meet the tests for LGS. The location has been a football field and place of public recreation for at least the last 50 years. It is also part of a strip of open land alongside the Beach Road that functions as AGS/ recreational area.
Beach Road Playground, Eliza Adams Memorial & Public Toilets	LGS/WEL01 AGS/WEL12	OSP146	Open Land Area	The site does not meet the tests for LGS. Provides large play area (owned by WTC) and immediately abuts the settlement boundary.
Tennis, Bowls and Croquet Club, Gales Road	LGS/WEL01	OSP140	Formal Education / Recreation	The site does not meet the tests for LGS. This site already benefits from open land area designation. Considered no additional local benefit would be gained from LGS designation

Site Location	AGS Study Reference	Local Plan Reference	Recommendation	Reasoned Justification Summary
Mill Road Allotments	LGS/WEL04 AGS/WEL13	OSP147	Open Land Area	The site does not meet the tests for LGS. Provides allotments to the south of Mill Road adjacent to settlement to boundary.
Northfield Lane Allotments	LGS/WEL05 AGS/WEL14	OSP148	Open Land Area	The site does not meet the tests for LGS. Provides allotments to the east of Northfield Road adjacent to settlement to boundary
Town Green, The Buttlands	LGS/WEL06	OSP138	Open Land Area	The site does not meet the tests for LGS .This site already benefits from open land area designation. Considered no additional local benefit would be gained from LGS designation.
Congregational Church / Hall Grounds, Clubbs Lane	LGS/WEL07 AGS/WEL15	OSP149	Open Land Area	The site does not meet the tests for LGS. The green space around the Congregational Hall is regularly used for public recreation, particularly during carnival and other town events & functions as AGS
Marsh Field, Polka Road	LGS/WEL08	OSP137	Open Land Area	The site does not meet the tests for LGS. This site already benefits from open land area designation. Considered no additional local benefit would be gained from LGS designation.
Parish Churchyard, Church Plain	LGS/WEL09	OSP136	Open Land Area	The site does not meet the tests for LGS. This site already benefits from open land area designation. Considered no additional local benefit would be gained from LGS designation
Polka Cemetery (Churchyard Extension), Polka Road	LGS/WEL10	OSP136	Open Land Area	The site does not meet the tests for LGS. This site already benefits from open land area designation. Considered no additional local benefit would be gained from LGS designation
Tug Boat Yard, East End	LGS/WEL11	Add ref	Open Land Area	The site does not meet the tests for LGS. This site already benefits from open land area designation. Considered no

Site Location	AGS Study Reference	Local Plan Reference	Recommendation	Reasoned Justification Summary
				additional local benefit would be gained from LGS designation
Eliza Adams Lifeboat Memorial Site, Beach Road	LGS/WEL12	OSP146	Open Land Area	The site does not meet the tests for LGS. Has characteristics of AGS. Has not been demonstrated to be particularly special to the local community. Should be including in wider play area designation - WEL02.
Old Railway Cutting (1), Northfield Lane	LGS/WEL13	N/A	No Designation	The site does not meet the tests for LGS. This site is protected under other legislation as a public right of way and therefore it is considered that no additional local benefit would be gained from LGS. Has not been demonstrated to be particularly special to the local community.
Old Railway Cutting (2), Mill Road	LGS/WEL14	N/A	No Designation	The site does not meet the tests for LGS. Has not been demonstrated to be particularly special to the local community.
Northfield Crescent Green Space 1	LGS/WEL15 AGS/WEL16	OSP150	Open Land Area	The site does not meet the tests for LGS. This important space provides residents with amenity areas and open vistas.
Northfield Crescent Green Space 2	LGS/WEL16 AGS/WEL17	OSP151	Open Land Area	The site does not meet the tests for LGS. This important space provides residents with amenity areas and open vistas.
Wells Primary School	LGS/WEL17 AGS/WEL18 REC/WEL05	OSP152	Open Land Area Formal Education / Recreation	The site does not meet the tests for LGS. Provides AGS and formal playing fields as School Playing fields.
High School Field, Market Lane	LGS/WEL18	OSP135	Open Land Area Formal Education / Recreation	The site does not meet the tests for LGS. This site already benefits from education and formal recreation area designation. Considered no additional local benefit would be gained from LGS designation.

Site Location	AGS Study Reference	Local Plan Reference	Recommendation	Reasoned Justification Summary
Neilsen Close Play Area	LGS/WEL19 AGS/WEL19	OSP153	Open Land Area	The site does not meet the tests for LGS. A small children's playground providing AGS /play area on the Northfield Estate.
Grazing Land, Northfield Lane	LGS/WEL20	N/A	No Designation	The site does not meet the tests for LGS or AGS. Extensive tract of land. Has not been demonstrated to be particularly special. To be designated LGS, "particular" significance is expected, going beyond the everyday reverence which is paid to such places.
Field Behind Sea Wall & Boat Store, Off Northfield Lane	LGS/WEL21	N/A	No Designation	The site does not meet the tests for LGS or AGS. Extensive tract of land. Has not been demonstrated to be particularly special. To be designated LGS, "particular" significance is expected, going beyond the everyday reverence which is paid to such places.
Land off Beach Road	LGS/WEL22	N/A	No Designation	The site does not meet the tests for LGS or AGS. Extensive tract of land. Has not been demonstrated to be particularly special. To be designated LGS, "particular" significance is expected, going beyond the everyday reverence which is paid to such places.



Wells-next-the-Sea - Preferred & Alternative Sites (Reg 19)

- Preferred Housing / Mixed Use Allocation
- Preferred Employment Allocation
- Alternative Site Considered
- Parish Boundary
- Existing Settlement Boundary

NOT TO SCALE

CB

08/04/2020

North Norfolk District Council
 Council Offices, Holt Road,
 Cromer, Norfolk, NR27 9EN
 01263 513811
www.north-norfolk.gov.uk

© Crown Copyright
 and database right
 2020

Ordnance Survey
 100018623

Aerial Photos
 ©Getmapping plc



Wells-Next-The-Sea - Open Spaces (Reg 19)

- Open Land Area
- Local Green Space
- Open Land + Education / Formal Recreation Area
- Parish Boundary
- Education / Formal Recreation Area
- Existing Settlement Boundary

NOT TO SCALE CB

08/04/2020

North Norfolk District Council
 Council Offices, Holt Road,
 Cromer, Norfolk, NR27 9EN
 01263 513811
www.north-norfolk.gov.uk

© Crown Copyright
 and database right
 2020

Ordnance Survey
 100018623

Aerial Photos
 ©Getmapping plc