

North Walsham West is a sustainable urban extension which is proposed for allocation in North Norfolk District Council's (NNDC) draft Local Plan for:

- New homes
- A primary school
- Land for jobs and businesses
- A Local Centre
- Substantial green space

A Development Brief has been prepared by NNDC and the consortium bringing forward the allocation. We are consulting the local community as part of the development of this document.

What is a Development Brief?

A Development Brief allows local people to influence the design of a new development from the outset. It sets parameters for a development which guide future planning applications on the site, including its:

- Relationship to local and national planning policy and guidance
- Constraints and opportunities
- Vision, objectives and key principles for development

You can download the full Development Brief on our website, or pick up a condensed version at our exhibitions or deposit point at **North Walsham Library on New Road.**



Have Your Say

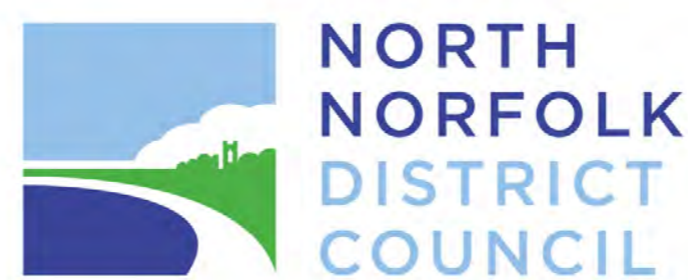
To provide feedback, you can fill out our physical or online feedback form or contact us using the details below. Note the feedback deadline is **1 October.**

We will carefully consider all responses received.



Red line showing the allocation area

Who Are We?



LOVELL



**ESCO
Developments**

To find out more about the information on this board, read pages 4-7 of our full Development Brief document

The North Walsham West sustainable urban extension is being delivered through a comprehensive, collaborative process, involving the local community, North Norfolk District Council (NNDC), the consortium, and other key stakeholders.

Site allocation

Local authorities need to identify and allocate land to meet demand for new homes and other uses. North Walsham West has been selected by NNDC as a suitable location for a major sustainable urban extension, and is included in NNDC's draft Local Plan. This Plan has now been submitted to the Department of Levelling Up, Housing and Communities for approval.

Masterplan preparation

Further analysis of the site has been undertaken, resulting in the creation of two key documents: the Vision Document and the Development Brief.


Submission & delivery

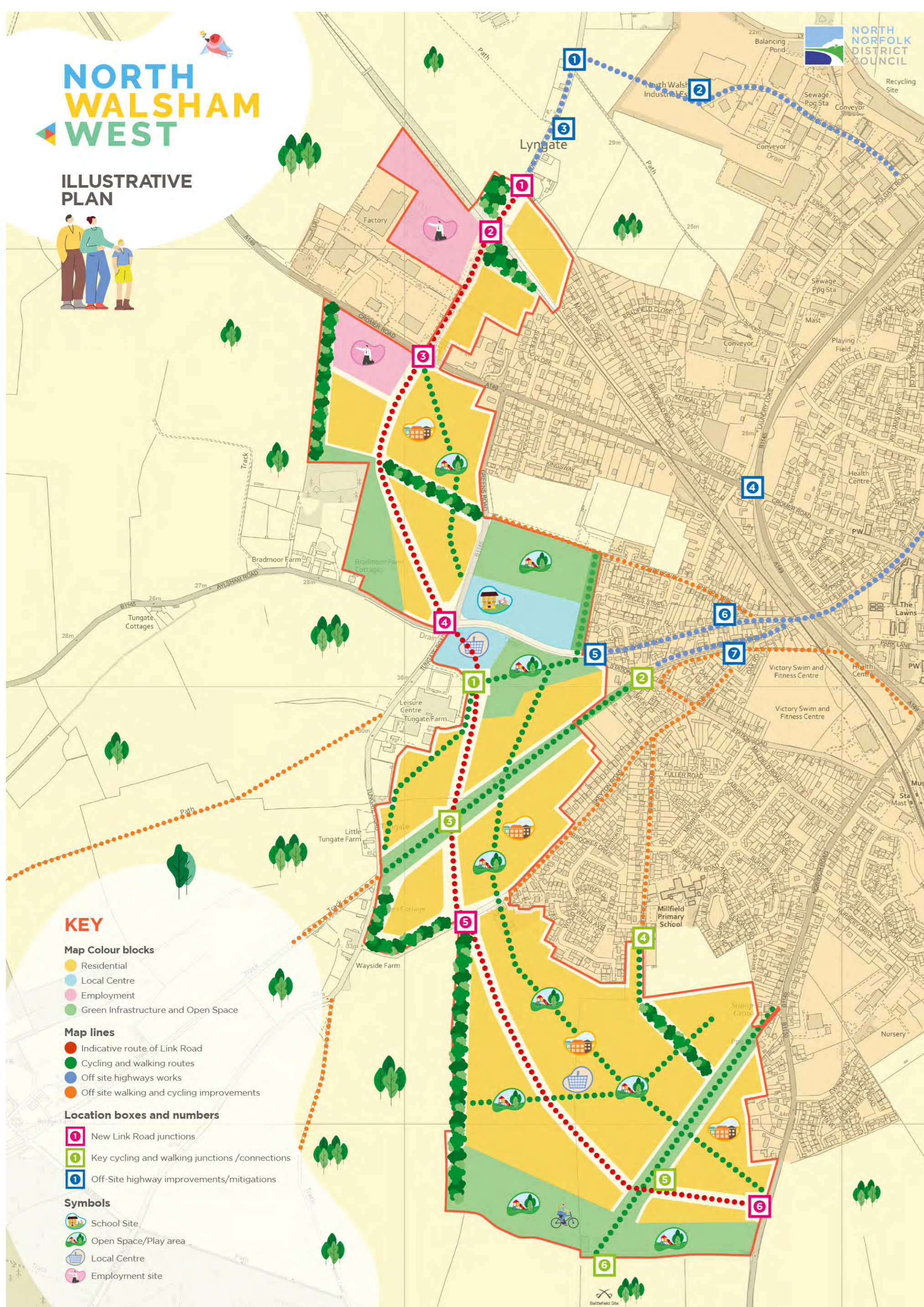
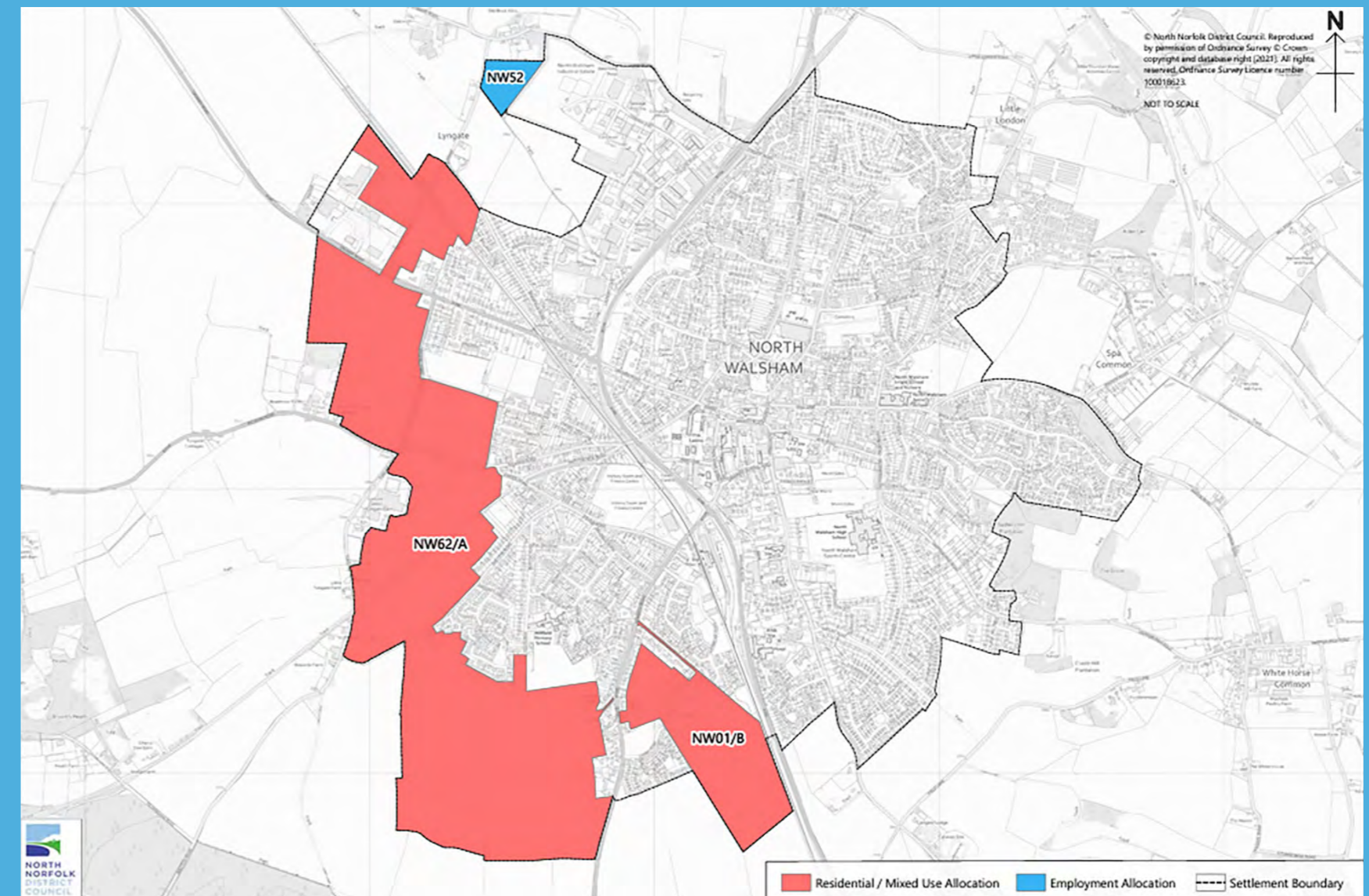
The consortium will bring forward an outline planning application for the site. As part of this application, a Design Code will be created which sets out specific requirements that need to be followed by the detailed 'reserved matters' applications that would follow.



To find out more about the information on this board, read pages 8-9 of our full Development Brief document

North Walsham West is proposed within the draft North Norfolk Local Plan 2016-2036 (pages 204-208) for allocation as a sustainable urban extension comprising:

-  Approximately 1,800 new homes
-  Seven hectares of employment land
-  Community facilities, including a new primary school, shops and healthcare facilities
-  A road linking Norwich Road, Cromer Road and the industrial estate
-  Green infrastructure including a park, play areas, footpath connections, and sports pitches
-  Other infrastructure improvements and mitigation on and off the site



2021 Consultation Response:

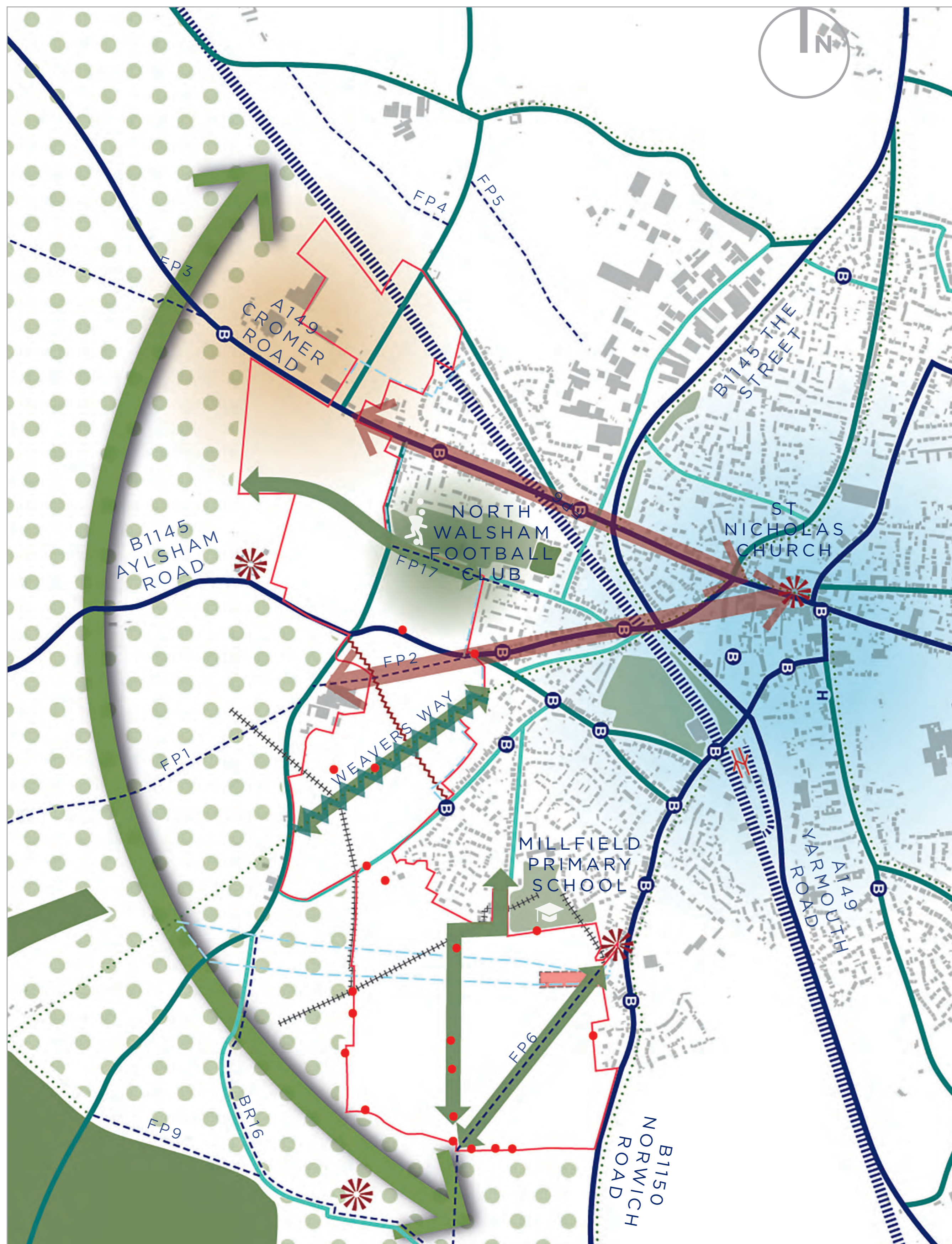
North Norfolk District Council consulted on a masterplan for North Walsham West in 2021.

Key responses from the community covered:













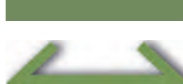













- The need to integrate the sustainable urban extension with the existing town
- A desire for existing habitats to be protected and new habitats created
- The inclusion of social housing and starter homes for local people
- Prioritising public transport, walking and cycling
- The need for high-quality green infrastructure
- A desire for a community centre to support local people, young and old

The masterplan which NNDC consulted on in 2021 has shaped the Development Brief which we are consulting on today. We have developed our ideas further taking into consideration the responses and the draft Development Brief aims to respond to these concerns where possible.

To find out more about the information on this board, read pages 17-19 of our full Development Brief document



LEGEND

-  Site Boundary
-  Public Right of Way
-  Recreational Route
-  Existing Primary Road
-  Existing Secondary Road
-  Existing Tertiary Road
-  Surrounding Countryside
-  Urban Area
-  North Walsham Train Service
-  Bus Stops
-  Travel Hub
-  Existing Green or Open Space
-  Existing Mature Vegetation
-  Green Links
-  Opportunity for Green Corridors
-  Significant Historical Landmark
-  Key Sightline
-  Employment Zone Influence
-  Recreational Space Influence
-  Conservation Area Influence
-  Water Tunnel
-  Water Main Easement
-  Surface Water Sewer
-  High Voltage Overhead Cable
-  County Wildlife Site
-  High Bat Roost Potential Tree

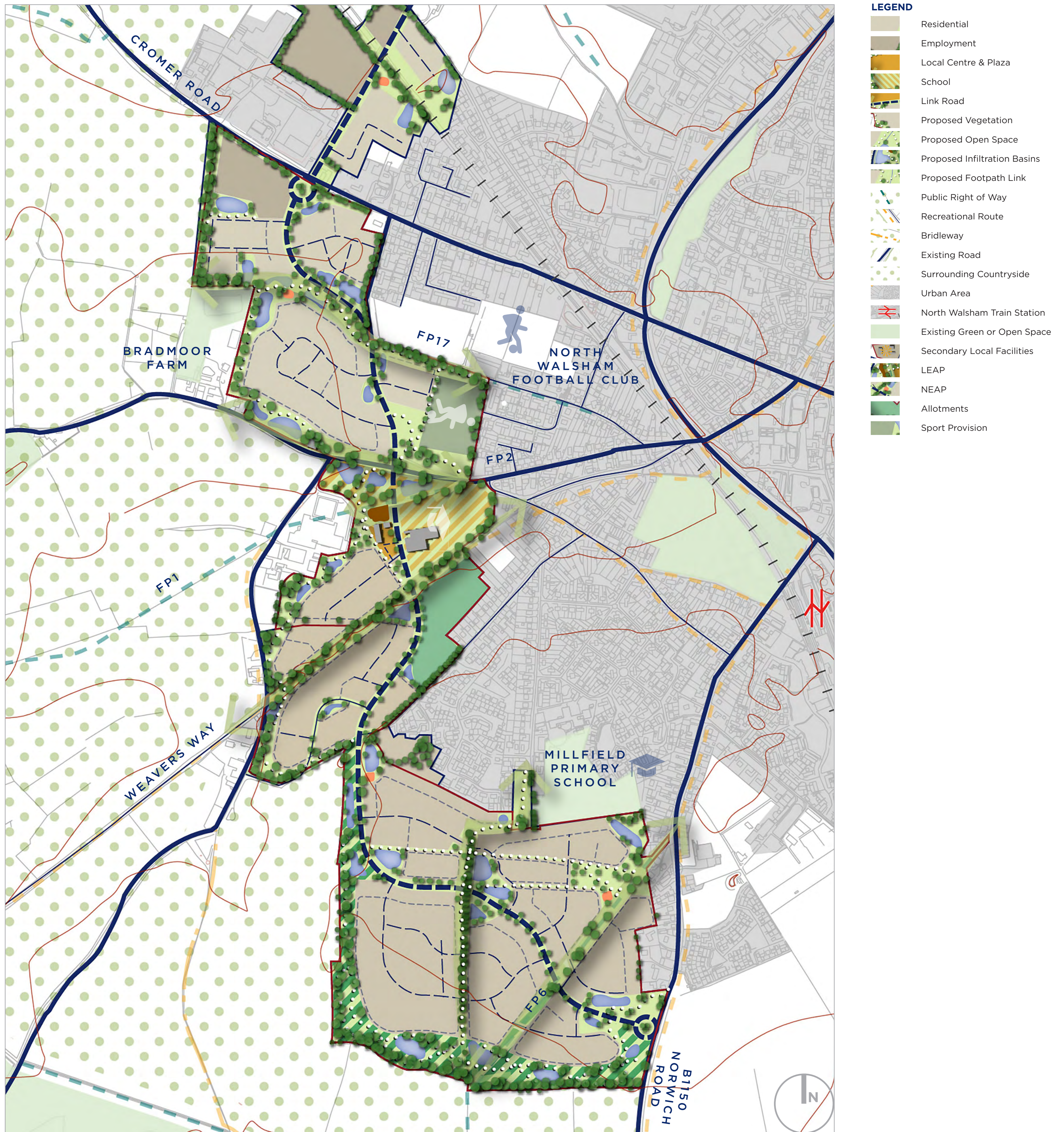
This site offers the opportunity to provide a connected community through a well-designed sustainable urban extension. We can provide strong connections to North Walsham whilst protecting the town's historic centre.

Below are a number of key opportunities and influences which have shaped our masterplan:

- The need to integrate with the existing homes in North Walsham
- North Walsham Football Club is next to the development, with the opportunity to help it expand
- North Walsham's historic buildings and other assets need to be preserved
- Existing vegetation can be retained, and new trees and shrubs planted
- We must protect Public Rights of Way that cross the site
- We are required to provide a 10% uplift in on-site biodiversity
- We need to protect trees where bats may roost
- Proximity to bus stops and the railway station means sustainable travel can be encouraged

To find out more about the information on this board, read pages 42-49 of our full Development Brief document

The masterplan is at the heart of the Development Brief. It sets out which areas we are proposing to build upon, which to leave as open space, and the location of core infrastructure.



To find out more about the information on this board, read pages 50-55 of our full Development Brief document

The northern character area will be in keeping with the style of homes in northern North Walsham. Views of the countryside will be retained, and building will be at a mid to low density.

The northern character area will include:

- Land allocated for jobs and businesses
- A potential extension to North Walsham Town Football Club
- A new roundabout at Cromer Road and a traffic light junction at Aylsham Road
- A mix of market housing, affordable housing, retirement living, and extra care accommodation



To find out more about the information on this board, read pages 76-81 of our full Development Brief document

The central character area will be the nexus of the development, containing the majority of facilities. Housing will be at a higher density, built around tree lined avenues and links to existing paths and open spaces. It will include:

- A new primary school
- A Local Centre of shops, healthcare facilities, and a community hub
- A play area
- Allotments
- A mix of market housing, affordable housing, retirement living, and extra care accommodation



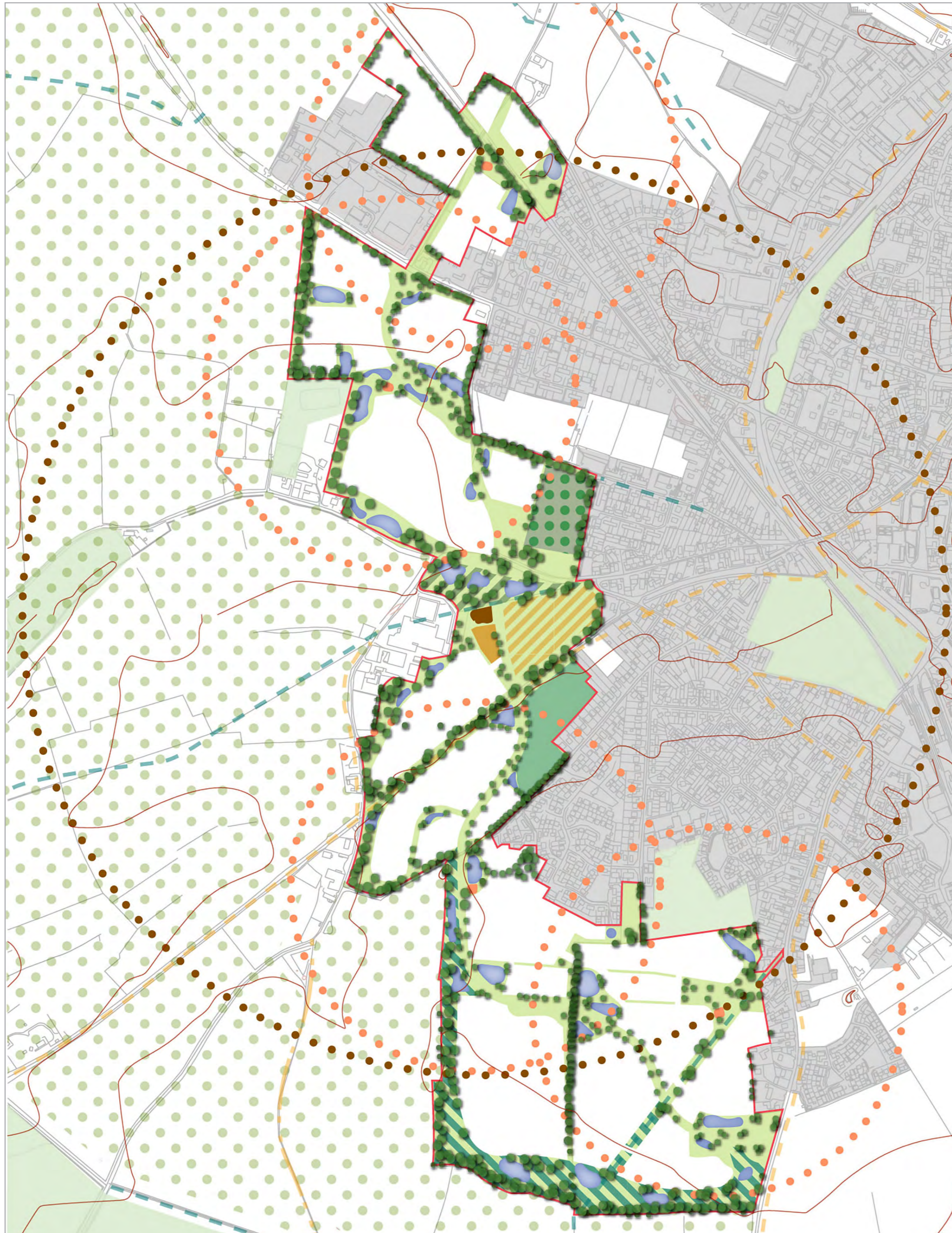
To find out more about the information on this board, read pages 82-89 of our full Development Brief document

The southern character is proposed to be of varied density and design, built around green corridors. It will include:

- Strategic green infrastructure
- A potential bus interchange
- A mix of market housing, affordable housing, retirement living, and extra care accommodation



To find out more about the information on this board, read pages 90-95 of our full Development Brief document



LEGEND

Red Line Boundary	Allotment	1km Proximity to NEAP
Local Equipment Area for Play (LEAP)	Strategic Green Infrastructure	Surrounding Rural Land
Neighbourhood Equipped Area for Play (NEAP)	Town Park	Contour lines
Sports Provision (green dots)	500mm Proximity to LEAP	



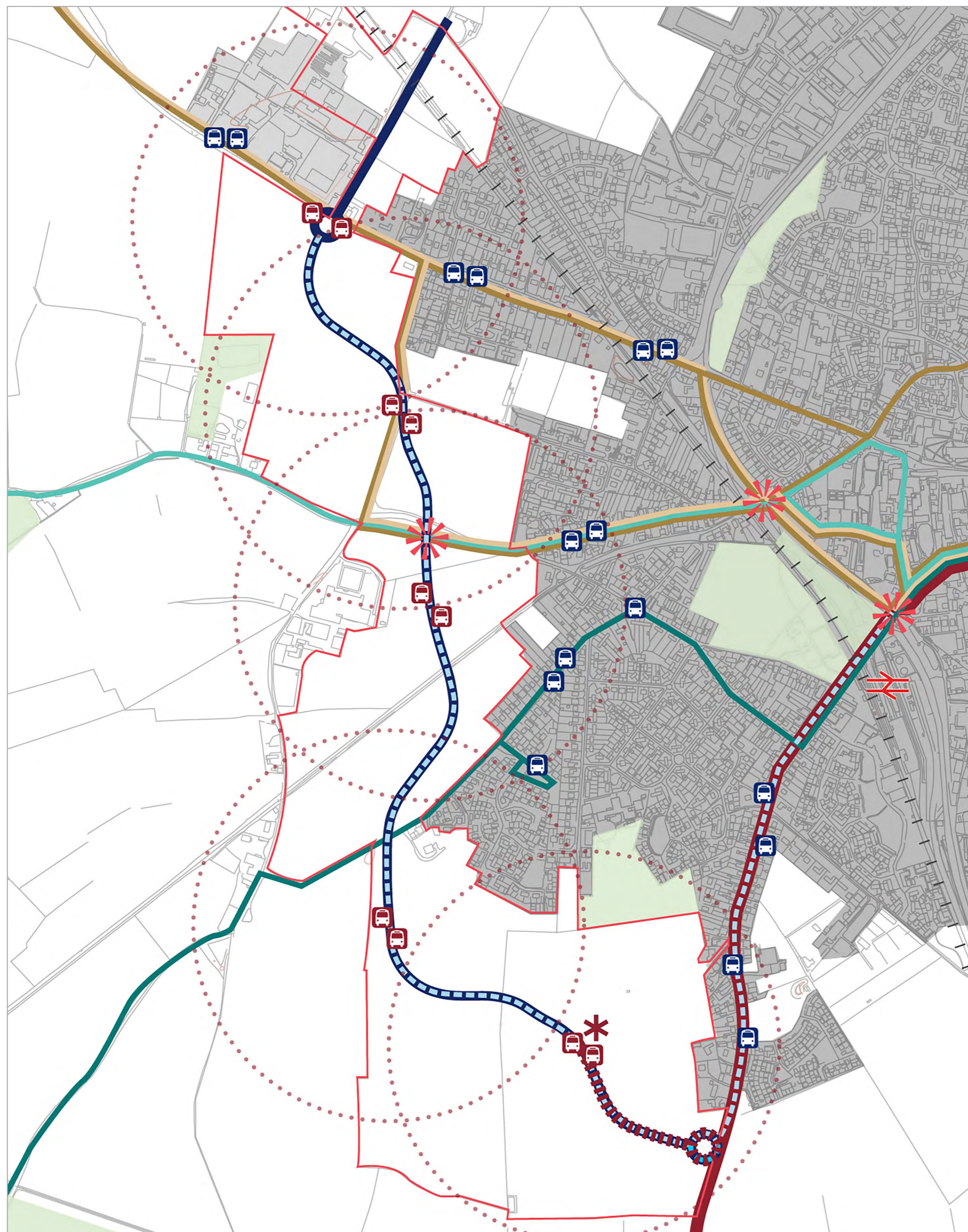
The strong Green Infrastructure network that is proposed as part of the development will provide new, easily accessible green spaces for existing and new residents. This will include:

- 34% of the site will be open space
- At least 10% on-site gain in biodiversity
- Play spaces distributed across the site
- ‘Green buffers’ of native plants between the site and existing homes
- Sustainable drainage strategy which protects existing and future residents
- Owl and bat boxes
- Strategic green infrastructure

To find out more about the information on this board, read pages 58-63 of our full Development Brief document

The transport strategy for North Walsham West will:

- Ensure travel to and from the development is safe and easy
- Encourage walking, cycling, and public transport for shorter trips
- Be entirely in line with local and national policies and guidance
- Follow a hierarchy of movement, prioritising active travel (walking and cycling) and public transport use



LEGEND	
	Link Road
	Existing Bus Stops
	Proposed Bus Stops
	Proposed 33A Extension
	Proposed 55A Extension
	Rail Line & Station
	X55
	210
	18
	33A
	6A
	Bus Interchange
	500m Walking Radius

Active Travel

Exemplar pedestrian and cycling facilities are proposed on the site, with enhancements to the existing corridors of movement proposed.

Public Transport

By improving access to bus and rail services, new residents will be well-connected with existing public transport services in North Walsham.

Access Road

A new link road is designed to accommodate development traffic and local traffic, in vehicles of all types. This road will include:

- Crossing points for pedestrians and cyclists
- Connections to the wider walking and cycling network
- No on-street parking
- Planting along the length of the road
- Bus stops
- 30mph speed limit
- Designed to allow for a future extension north to the Industrial Estate

Mitigation Strategy

We will promote sustainable travel throughout the design of the development and deliver off-site mitigation including on Aylsham Road, at A149/ Norwich Road junction, and in Coltishall.

To find out more about the information on this board, read pages 64-71 of our full Development Brief document

Thank you for reviewing our exhibition on the Development Brief for North Walsham West. We want to invite you to review the Development Brief document in as much detail as you want. You can:

- View abridged, printed versions of the document at our public exhibitions or at our deposit point at North Walsham Library, New Rd, NR28 9DE
- Download the full document from our website at northwalshamwest.consultationonline.co.uk. You can also scan this QR code to be taken straight to the full document.

All feedback will be carefully considered by North Norfolk District Council and the consortium bringing forward North Walsham West before the document is adopted. The deadline for feedback is **1 October 2023**.

Once the document is adopted, it will inform future planning applications on the site, which will be the subject of further consultation with the local community.

