

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

- Approximately 1,800 new homes
- A primary school
- Employment land for jobs and businesses
- A Local Centre
- Substantial green spaces including a new Town Park

A Development Brief has been prepared by NNDC and the consortium bringing forward the allocation.

The Development Brief is focused on the site itself – its layout, design, density, and key infrastructure on the site – and is intended to shape future planning applications.

We consulted local residents and stakeholders in the North Walsham area in September on the draft Development Brief. We are now consulting the community in Coltishall and Horstead to share information regarding the proposed development in response to local interest.

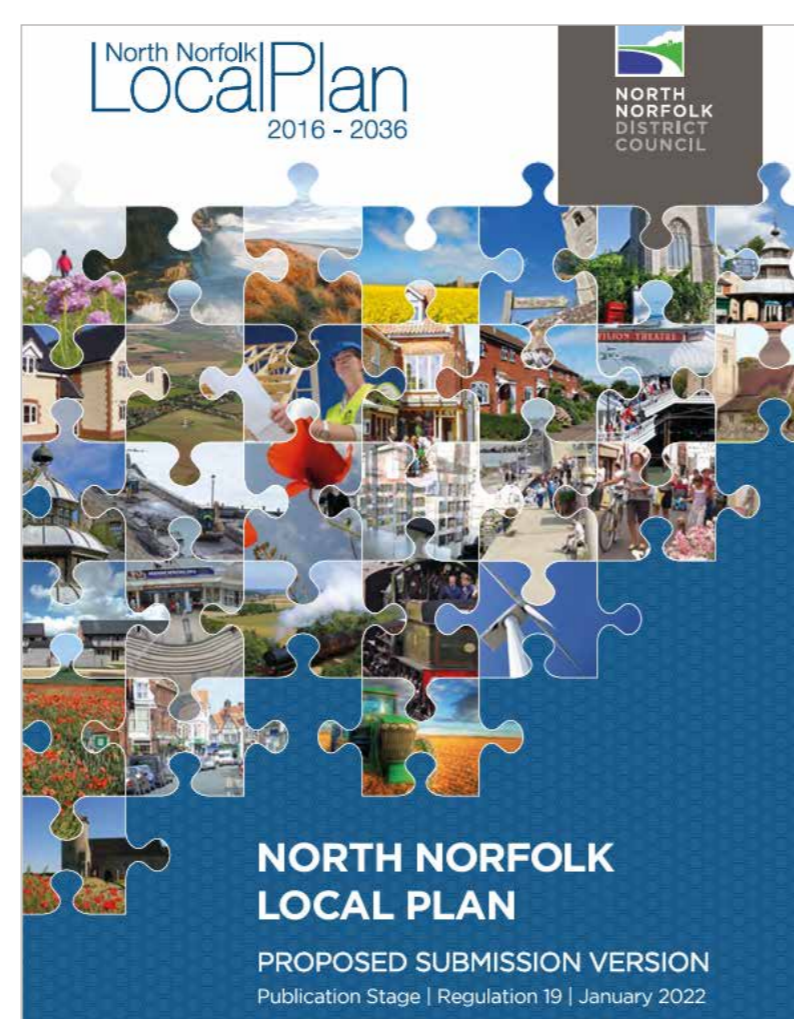
Why are we here?

Measures to address the wider impacts of traffic arising from the planned development (known as off-site infrastructure or highways mitigations) are not within the scope of the Development Brief document and are usually addressed at the planning application stage. However, we acknowledge the community's interest in the broader implications of North Walsham West. Therefore, we wish to engage with local residents and stakeholders to consult on how the impacts of the development can be appropriately mitigated.

Have Your Say

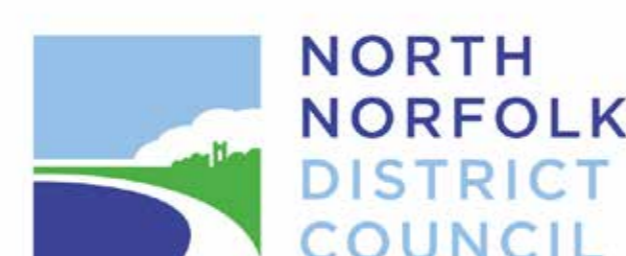
To provide feedback, you can fill out our physical or online feedback form or contact us using the details below. Note the feedback deadline is **20 December**.

We will carefully consider all responses received.

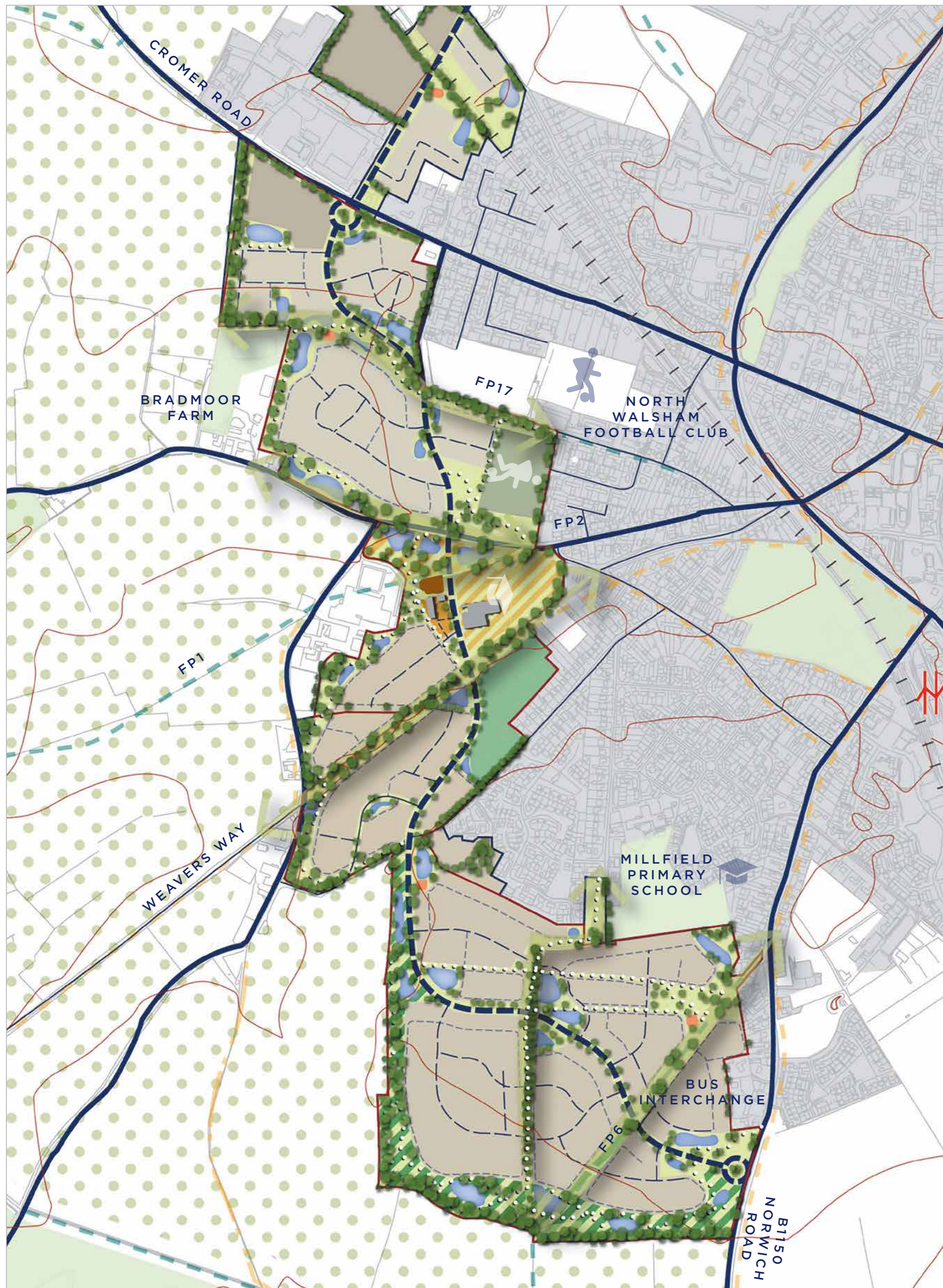


Red line showing the allocation area

Who Are We?



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.



LEGEND			
	Residential		Bridleway
	Employment		Existing Road
	Local Centre & Plaza		Surrounding Countryside
	School		Urban Area
	Link Road		North Walsham Train Station
	Proposed Vegetation		Existing Green or Open Space
	Proposed Open Space		Secondary Local Facilities
	Proposed Infiltration Basins		LEAP
	Proposed Footpath Link		NEAP
	Public Right of Way		Allotments
	Recreational Route		Sport Provision

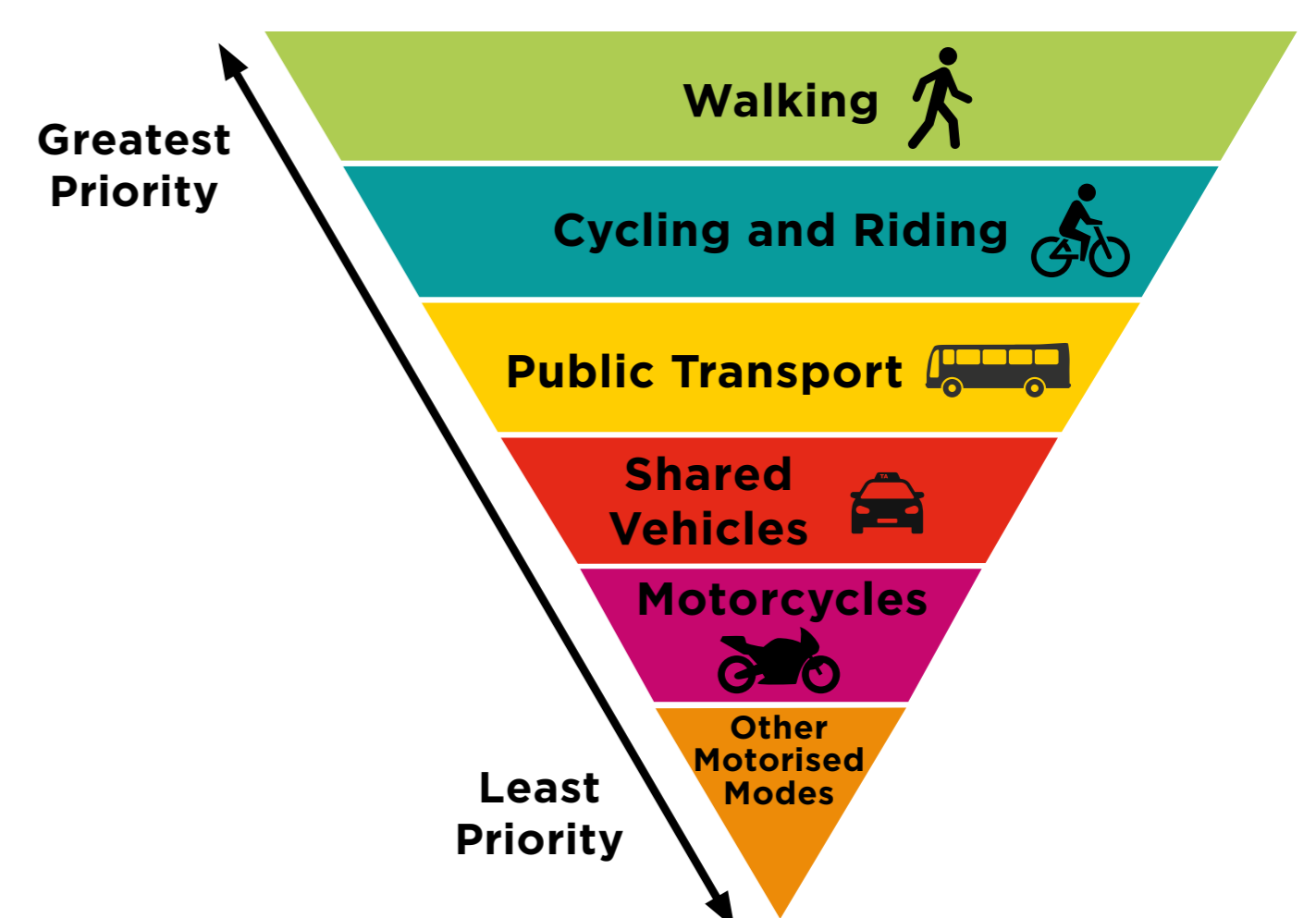
The development would:

- Include a strategy which encourages walking, cycling and the use of public transport rather than cars
- Create seven hectares of employment land located in accessible hubs
- Create a Local Centre and Primary School at the centre of the site
- Create a strong Green Infrastructure network, shaped by the existing landscape
- Provide clear, distinctive neighbourhoods that enhance the character of North Walsham

Proposed allocation transport strategy ethos:

The design ethos behind the transport strategy for the allocation aims to enable safe, direct, and accessible movement and to provide options for travelling.

The allocation transport strategy prioritises walking, cycling, and public transport over single occupancy car trips.



Coltishall and Horstead are positioned on the B1150, one of the routes between North Walsham and Norwich. The impact of the proposed growth in North Walsham on these villages has been raised as a local concern. This impact is being assessed in full so that any necessary improvements can be identified and delivered.

Existing Traffic Patterns

The dominant route through Coltishall is the B1150 which carries close to 10,000 vehicles on an average weekday, of which 2.9% comprise HGVs and buses.

Our project team has undertaken traffic surveys on the existing infrastructure in Coltishall across four weekdays in July and November 2022. The following table presents the average across those four days.

All Vehicles	9,779
HGVs	281 (2.9%)
Mean speed	(northbound) 28.4 mph
Mean speed	(southbound) 27.4 mph

Accident analysis for the last five years indicates there were no accident clusters or specific road safety issues identified within Coltishall and Horstead.

It is acknowledged however that there have been a number of incidents of varying degree occurring in locations dispersed through the settlements of Coltishall and Horstead.



Traffic modelling

Traffic models are essential tools for planning and operating road traffic infrastructure. By modelling a traffic system using data such as traffic counts, traffic surveys, land use and other transport data, we can both understand and predict the behaviour of the traffic system in the near or far future.

Modelling of the impact of development in North Walsham was conducted at the request of Norfolk County Council (NCC), NNDC and Broadland District Council. The modelling allows us to predict the traffic generated by the development in 2036 when the development is expected to be nearing completion. The traffic volumes assessed are considered a worst-case scenario and test 10% higher development than proposed and assume very low levels of home working.

Peak hours for Coltishall and Horstead have been derived from the traffic surveys, and are 07:45-08:45 and 16:30-17:30. The below table shows the predicted change in traffic levels in Coltishall and Horstead in the peak hours, with the figures counting vehicle movements in both directions.

Junction	AM peak change		PM peak change	
	Vehicles	%	Vehicles	%
Rectory Road/B1150/Mill Road	240	14%	200	12%
B1150/B1354/High Street/Petrol Station	248	15%	229	14%
High Street/Station Road	257	25%	230	22%

Queuing hotspots

Traffic modelling undertaken in Coltishall and Horstead has identified three problem spots in Coltishall where queuing would be worsened with development in North Walsham. These are:

- Norwich Road/B1354 Junction
- Adjacent to the War Memorial
- B1354 Rectory Road/B1150/Mill Road roundabout (to a lesser degree)



Pedestrian safety

The issue of pedestrian safety is something which Coltishall Parish Council has already brought to the attention of NCC and the consortium and the increase in traffic arising from the proposed development will potentially make it more difficult for pedestrians to cross the B1150. A separate study is underway by NCC examining pedestrian crossing safety in Coltishall on High Street which will look for potential to jointly bring forward formal and improved crossing facilities, alongside those already proposed at the Norwich Road/B1354 Junction (please see Board 7).

The issue of pedestrians crossing the B1150 in Horstead, near the Recruiting Sergeant, and to the north of Coltishall at Ling Way, have been raised as a concern by the Parish Councils and will be examined at planning application stage.





Measures to encourage and facilitate the use of public transport

The impact on the B1150 and Coltishall is best addressed firstly through minimising the traffic growth on this route. The use of public transport will be actively promoted as part of the North Walsham West development through the proposed public transport strategy, incorporating a bus interchange for express services, and improved active travel access to North Walsham Station to encourage behavioural change.



Measures to help address congestion

- Provide 'Keep Clear' road markings across access to Frettenham Road
- Investigate the potential for highway capacity improvements at B1150/Rectory Road/Mill Road Junction at planning application stage
- Provision of bus stop markings at War Memorial
- Norwich Road/B1354 Junction improvements



Measures to improve pedestrian safety

At planning application stage, the development will contribute towards and deliver proportionate mitigation to address highway impacts on pedestrian crossing facilities on High Street, at Ling Way and at the Recruiting Sergeant.



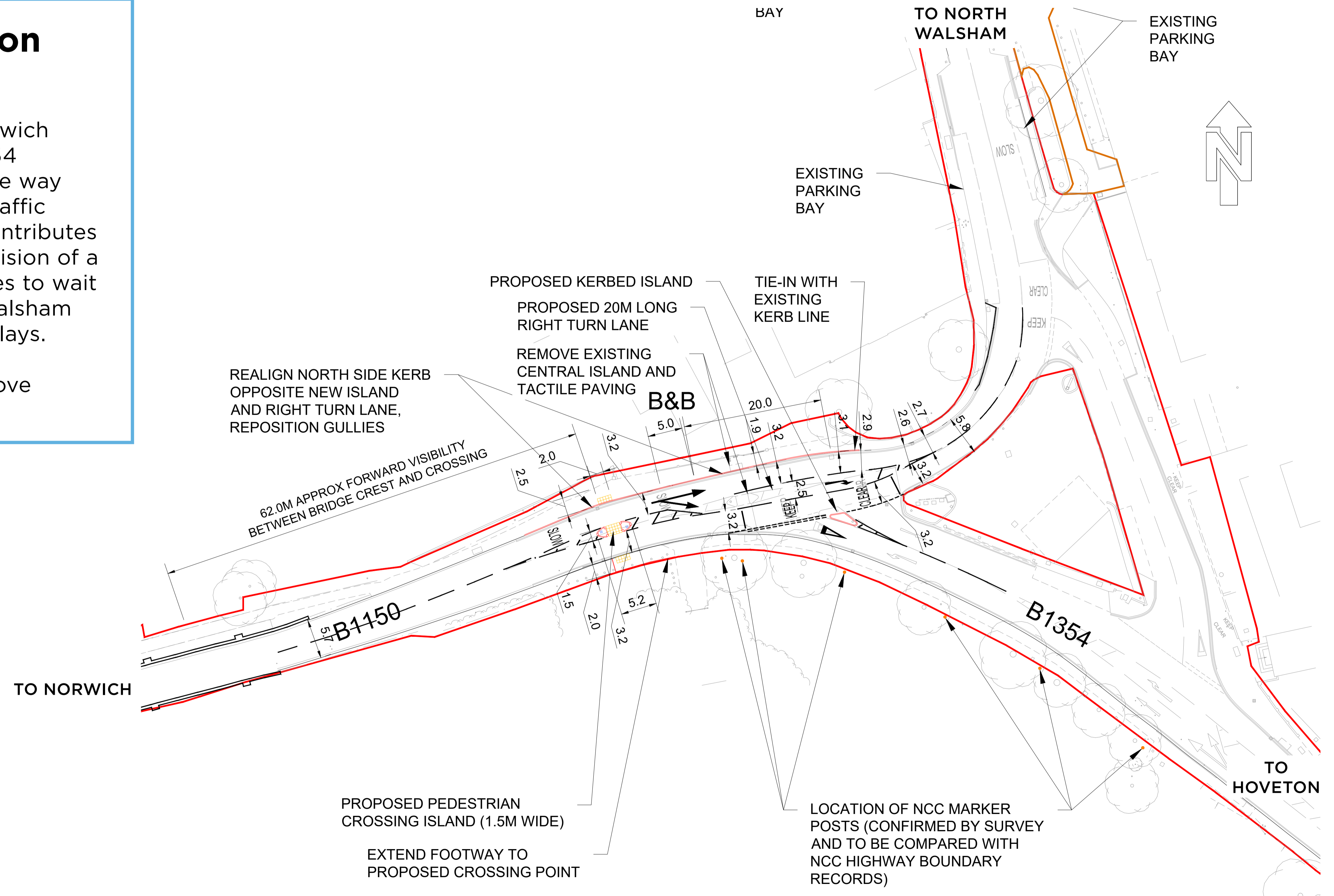
Measures to manage traffic speeds

Provide signage to encourage lower speeds on entry to Horstead at planning application stage.

Norwich Rd/B1354 Junction improvements

Currently vehicles travelling from the Norwich direction wishing to turn right at the B1354 Ludham Road often need to stop and give way to oncoming traffic. This stops through traffic travelling towards North Walsham and contributes towards queues at this junction. The provision of a right turn lane allows right turning vehicles to wait in a new central lane and allows North Walsham bound vehicles to continue with fewer delays.

The revised junction layout will also improve pedestrian crossing facilities at this point.





Thank you for reviewing our exhibition on the draft transport strategy for Coltishall proposed as part of the allocation of North Walsham West in the North Norfolk District Council Local Plan 2016-2036.

All feedback will be carefully considered by North Norfolk District Council and the consortium bringing forward North Walsham West before the Local Plan 2016-2036 is adopted. The deadline for feedback is **20 December 2023**.

If you would like to provide your feedback, please take a moment to fill out a feedback form or contact us via the following channels:

✉ feedback@consultation-online.co.uk

🌐 northwalshamwest.consultationonline.co.uk

📞 If you would like any more information, or have any questions, please call our freephone information line on **0800 298 7040**

Once the Local Plan 2016-2036 is adopted, a planning application will be brought forward for the North Walsham West allocation, which will be the subject of further consultation with the local communities in North Walsham and Coltishall.

Next steps

- Work on the highways elements of the North Walsham West allocation is ongoing. A Transport Assessment is being prepared which will be part of the future planning application for the site. A draft can be viewed at north-norfolk.gov.uk/northwalshamdev
- The site's allocation in the draft North Norfolk Local Plan will be reviewed as part of the Planning Inspectorate's assessment of the draft Local Plan as a whole in the New Year
- It is intended that a planning application will be brought forward by the North Walsham West consortium following the adoption of the Local Plan (expected autumn 2024)