

VISUAL IMPACT ASSESSMENT
ARCADY, HOLT ROAD, CLEY NEXT THE SEA, NORFOLK
JANUARY 2024



INTRODUCTION

1.1 Scope of Report

Raven Land Management Ltd is appointed to submit a planning application for a replacement dwelling at Arcady, Holt Road, Cley-next-the-Sea. This document is submitted as part of that application so that the impact of the proposal on the setting of St Margaret's Church, the Area of Outstanding Natural Beauty (AONB) and the Cley Conservation Area (GVCA) could be fully assessed. This report is to be read in conjunction with the Design and Access Statement and Planning Statement and the Heritage Statement which also accompany this application.

The author uses definitions in this Assessment that are consistent with the definitions used in the Design and Access Statement, the Planning Statement and the Heritage Statement, these are detailed below for ease of reference:

- Current House – The existing Arcady as it stands on the site at present and detailed in drawing JHA/23/22-4 'Existing Elevations' and submitted with this application
- Disallowed Planning Consent – Planning reference PF/12/1219 granted under appeal on the 5th February 2014 for the erection of two-storey replacement dwelling and detached studio/annexe
- LPA - Local Planning Authority
- Original Bungalow – The property that was demolished under planning reference LE/12/1220 granted on the 6th June 2013
- NNDG – North Norfolk Design Guide
- Planning Inspector – The planning Inspector that determined Appeals; APP/Y2620/C/19/3236386, APP/Y2620/C/19/3236385, APP/Y2620/W/22/3299404 & APP/Y2620/W/22/3299405 decision issued on the 17th May 2023
- Planning Inspectors Decision Notice – The combined decision notice issued in respect of Appeals; APP/Y2620/C/19/3236386, APP/Y2620/C/19/3236385, APP/Y2620/W/22/3299404 & APP/Y2620/W/22/3299405

This report addresses the issues raised by the Planning Inspector in her determination of the appeals against refusal and enforcement regarding the Current House Appeal References; APP/Y2620/C/19/3236386, APP/Y2620/C/19/3236385, APP/Y2620/W/22/3299404 & APP/Y2620/W/22/3299405

1.2 Site Location and Local Landscape Designations

The site is located in on the southern fringe of the village of Cley-next-the-Sea in the area known as Newgate. It occupies a parcel of land at the eastern end of Newgate Green on the edge of the Cley Village Conservation Area and within the setting of the Grade I listed Church of St Margaret. The site is identified as Countryside on the Core Strategy Proposals Map and, whilst the site is also located in the AONB, it is within the settlement of Cley. The area in which the site is situated in is LV3 (Large Valley) as defined by the Landscape Character Assessment. A detailed description of the significance of these designations as well as the impact of the proposed development is provided in the Heritage Statement.

1.3 Report Structure

This report will assess the design and impact of the new proposal in the following sections:

- Description of the Proposal and Design Principles
- Zone of Influence and Viewpoints
- Assess the Design against the requirements of the NNDG
- Assess the Design in the context of the site and its setting and Conclusion

The above sections will be informed by the Planning Inspectors Decision Notice, The NNDG and the Heritage Statement that forms part of this application.

This Assessment is to read in conjunction with the perspective illustrations, section and photomontages submitted with this application. The photomontages have been generated using photographs of the Current House related back to the "as built" digital survey drawings of the Current House and 3D digital models of the proposed house which are then scaled to the photograph.

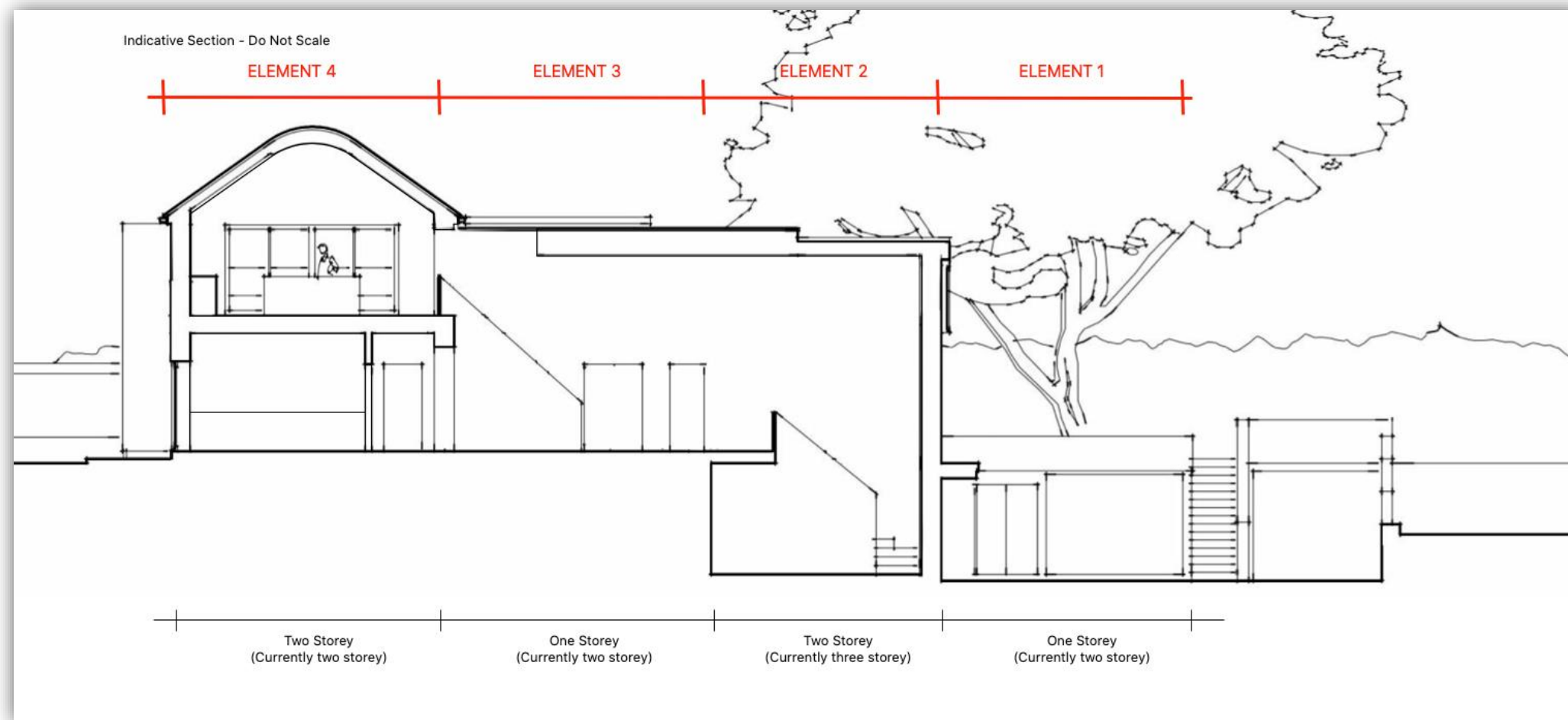
2.0 Design Principles and Description of the Proposal

2.1 Design Principles

- Retain modern design
- Takes aesthetic cues from agricultural heritage
- Employ shapes and forms that are recessive and familiar in the local vernacular
- Utilise the topography of the site to deliver space without generating negative impact
- Regain the sylvan appeal of the site utilising the existing mature planting
- Propose materials that compliment the Conservation Area and the setting of St Margaret's Church
- Re-use and recycle the structure and materials from the Current House where possible

2.2 Description of the Proposal

The design of the house is reminiscent, in form, of the many modern agricultural, portal framed barns that can be seen dotted around the AONB and the wider district. The key component of the design is to use the relatively steep rise of the land from west to east to step the building up the slope such that at any given element the building is no more than 2 storeys in height above the ground on which that element sits under mainly shallow pitched roofs. The proposal achieves this successfully, essentially creating four elements illustrated in the section below;



The **first element**, at the far western end of the building wraps around the parking area to the south where only the north facing elevation is exposed, this section contains the utility spaces, plant room and fuel store for the wood pellet fired boiler and is set under a flat roof that is paved and part of the garden at ground floor level. A planter is proposed to be installed across the length of this elevation for fall protection and create a 'green' screen above. This planter also gives the opportunity to plant appropriate trailing evergreen herbaceous shrubs that will tumble down from the roof over the elevation such as trailing rosemary (*rosemarinus officinalis prostratus*).

The **second element** is the two storey entrance hall which accesses from the parking level, a double car port will be excavated into the area of the existing external staircase and box planters. This lower level is a basement level with three sides built into the hillside and the west elevation exposed containing the principle access to the house. This level. This element of the building is set under a shallow pitched roof running west-east with an open gable at the western end infilled with horizontal louvres.

The entrance is double storey height and is glazed with a canopy over the ground floor glass to prevent light bleed upwards, and smart glass installed behind horizontal louvres that will prevent direct light spillage and mask views of the interior from outside the site respectively. The rest of the external walls of this level are faced in random flintwork, the outward face of the 'underground' element being natural stone.

The entrance hall leads up a staircase rising from west to east that follows the natural slope of the site to the **third element** a central hallway at ground floor level off which are the master bedroom suite, the corridor to the second bedroom and the ensuite the second and third bedrooms. This element has external elevations to the north (the sitting room described separately below) and south, the south elevation will be clad in natural vertical larch cladding (recycled) and the glazing. Again the glazing will be covered with substantial canopies at eaves level to prevent any light bleed upwards and which will manage solar gain during the summer. These windows are shielded from view from the south (Bridgefoot Lane) by the rising land to the south and the substantial existing, mixed hedge on the southern boundary.

A small sitting room to the north is also proposed within this element which is designed to be observed as an additive element and is flat roofed, the external cladding material is a dark stained larch vertical cladding timber (recycled from the current house) and there is glazing in the north western corner. An eaves height canopy is proposed to the west and north elevations which continues across the face of the north elevation. This canopy will prevent light bleed upwards and smart glass will be installed to all the glazed areas.

This room will be afforded further privacy for the public domain by the additional tree planting proposed in the Landscaping Plan and the provision of a planter over the car port below which will be planted with evergreen shrubs (*quercus ilex* or similar)

The east-west pitched roof from the entrance hall continues over the central hallway and runs into the first floor western elevation of the fourth element. There is the addition of a small box over the ridge to allow sufficient height for the next staircase to the first floor in the fourth element. The roof over the master suite is a flat roof on which the Applicant intends to install a solar PV array.

The **fourth element** is a two storey element that is accessed from the central hallway, this element is orientated north south at right angles to the previous elements. At ground floor there is level access to the bedrooms with access to the first floor by another stair rising, again in a west to east direction following the natural slope of the land.

This element is a two storey structure set under a pitched roof with open gables at either end, infilled with horizontal louvres with a total height from existing ground level to top of the ridge of 7.5 metres.

At ground floor level are bedrooms two and three, a small utility area with level access to the garden and the fourth bedroom suite.

At first floor level the stair insects this level at right angles; to the north is a snug with glazed north west corner. This glazing will again be smart glass with a vertical louvre box installed over the north facing section to prevent any long distance privacy issues with the dwellings on the north side of Holt Road (nearest distance 37 metres between principle elevations). To the south of the staircase is the Kitchen, Dining Area and further sitting area which access via sliding doors in the south gable, and a pedestrian door in the western wall, onto a south facing terrace. This terrace wraps around the southern end of this element over the corridor to bedroom two and the ensuite below in the third element.

The western section of the terrace is bounded by another planter containing evergreen shrubs and is covered with a gazebo and slatted panel on the western side to screen the PV array from view. The southern terrace is bounded by glass balustrading (recycled) and planters, again planted with evergreen shrubs. There is a projection from the eastern side of the terrace from

which an external staircase runs down to the pool area, this projection has a vertical external panel to its northern edge that continues to ground level, installed as a result of comments made by the public regarding privacy and to provide strength to this architectural detail.

Outside at the northern gable end there will be a wood store at ground floor level which will be covered by the wrap around canopy extending east from the sitting room which will create a strong horizontal break in this elevation casting shadow over the ground floor, breaking up this elevation.

Externally the ground floor elevations will be clad in dark stained vertical larch cladding (recycled) to the north, east and south elevations with the first floor being natural vertical larch cladding. On the eastern elevation the first floor glazing will be set into a panel that will have horizontal natural larch cladding between the windows.

All the pitched roofs will have a curved ridge and will be covered in a powder coated zinc standing seam roof.

It is important to note that where smart glass is specified in the description below this will be electrochromic glass that will be governed by a light sensor over which the occupants will not have control. When the external ambient light level is below the set threshold the glass will automatically become opaque.

3.0 Zone of Visual Influence and Viewpoints

The landholding is bounded by mature and substantial hedgerows that incorporate some mature trees. These provide effective screening of the proposed house in most directions, with some small gaps in the hedgerow to the northern boundary in the area where the proposed house will sit.

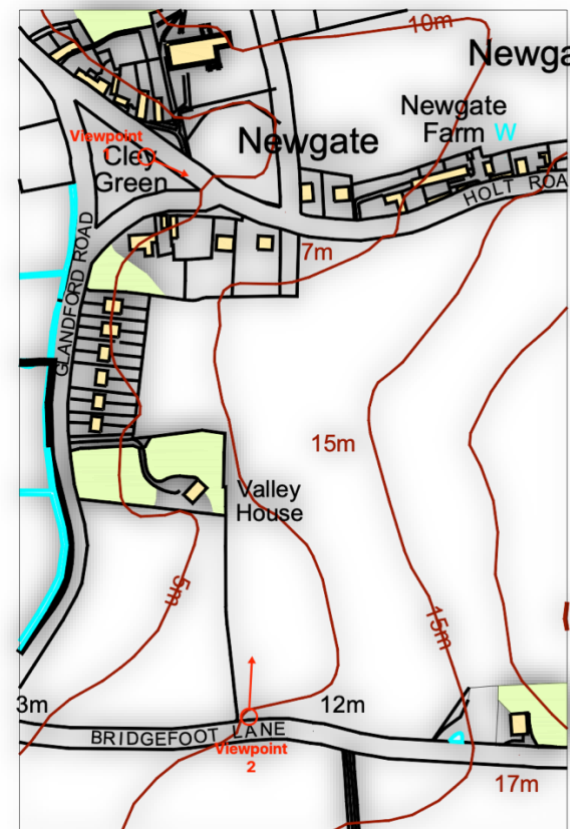
The road immediately to the north of the site – Holt Road is where the property takes its access. The Current House is on the same footprint as the proposed house and this is set further back from this boundary than the Original Bungalow, views of the Current House building are available through the trees and up the slope from due north. Whilst the proposed dwelling will be taller than the Original Bungalow, it will be set further back from the road, the new house will also sit behind a stand of existing trees that will further shield it from this direction. It was not considered that there would be sufficient impact on this receptor to warrant any more detailed analysis of this viewpoint.

The Planning Inspector determined that the most prominent locations from which the proposed house will be seen is from across Newgate Green and from the south, across the fields from Bridgefoot Lane.

From Newgate Green the land rises from the Green to the east and the south up Holt Road and towards Bridgefoot Lane to the south. Although it is not possible to view the site and the Church together until the observer is level with the eastern end of the cottages lining the northern edge of the Green the site is visible for the length of Holt Road from the Public House

The site can be seen from a large gap in the hedge on Bridgefoot Lane due south of the site from where the Church is also observed.

The Planning Inspector identified the views from Newgate Green and from Bridgefoot Lane as the viewpoints from which the site is most visible and from where the most impact could be derived. These are illustrated on the map below:



The visual baseline within the site is set by the Original Bungalow and outbuildings that were situated on the land. As stated in the Planning Statement these buildings were demolished to make way for the Current House and there are no accurate records or drawings of these buildings. There is a Site Survey that was undertaken in 2009 by Pike Partnership which has been proven to be reliable during the Appeal process, however the levels in this survey were derived from a temporary benchmark which was the front step of the bungalow. The benchmark chosen was an arbitrary figure of 10m, during the Appeals it was established that the levels on the Site Survey could be converted to OS Datum (the Datum for all other topographical surveys) by deducting -1.071m.

The survey accurately plots the footprint and position of the Original Bungalow as well as the outbuildings and gives a good indication of the original ground levels across the site.

The best visual record of the Original Bungalow is the LPA Statement of Case Appendix 19 to the Appeals in which a number of detailed photographs of the buildings are provided:



1.



2.



3.



4.



5.



6.



7.



8.



9.

Photograph Key for the Original Bungalow

1. West Elevation
2. From North West
3. South Elevation
4. From South East
5. From North (Holt Road) with outbuildings
6. From North North West with outbuildings
7. From South East showing Holly House
8. Arcady from Newgate Green
9. Viewpoint from Newgate Green

It is clear from this photograph set that the Original Bungalow was easily visible from Newgate Green although its ridge height was not as high as the proposed house. Turning to photograph 9. The ridge of the Original Bungalow appears to be slightly lower than that of Holly House, although the Bungalow is further away than Holly House and so the perception will always be of a smaller building from this viewpoint. This is reinforced in photograph 7. Where the Bungalow is in the foreground and appears taller than Holly House. From the Newgate Green viewpoint the bungalow can be observed with ease,

The house itself presented a single storey, steep pitched roof to the

Photographs 5. and 6. Show that the built form was much more immediate onto the public domain, the outbuildings being 3.5 metres from the road edge and the house being 12 metres. Although the outbuildings had become dilapidated they were of masonry construction and could easily have been refurbished. The outbuildings were entirely unitarian in purpose and style, were very visible from the public domain and caused a considerable visual detriment to the Conservation Area and the setting of St Margaret's Church in this location.
The

It is clear from the comparison of photographs 8. And 9. that (whilst they are taken from slightly different viewpoints) the Current House introduces a great deal more mass and bulk into the gap between the trees on the north boundary and the trees on the boundary with Holly House.

The mass and bulk of the Current House is not necessarily a function of height but how the higher elements of the building are located and perceived. The Current House is undoubtedly three storeys in height in certain sections, particularly in the north western corner where the three storey element stands proud of the natural slope of the site, this height in the lower part of the site, together with the form, results in an unbroken bulky appearance with the house appearing 'over-bearing' on Newgate Green. This is accentuated by the flat roofs with high eaves which create an unbroken silhouette and the lack of any horizontal features to demarcate the individual storeys.

The other viewpoint identified by the Planning Inspector is the view of the site from the south, from the hedgerow gap on Bridgefoot Lane, where the site can be seen with the Church to the west against a backdrop of trees. Whilst an equivalent photograph of the site including the Original Bungalow on the site is not available the view of the Current House is detailed below:



View of the site from the south (Bridgefoot Lane) with the Current House

This view of the Current House clearly shows the extent of the property at first floor level where it has been deemed by the Planning Inspector to unduly compete for the observers attention. The view of the site from this direction is open across fields but is only available through hedgerow gaps along a reasonably busy thoroughfare. Bridgefoot Lane is extensively used by visitors to, and residents of, Blakeney to access Holt. The Lane does not have any pedestrian access facilities and is 1 ½ car widths resulting in vehicles constantly using the verges to allow oncoming traffic to pass. This results in the Lane being difficult to use by pedestrians although it is used occasionally throughout the day.

4.0 Assess The Design Against the Requirements of the NNDG

The NNDG was first published in 1974 and it has helped guide and shape development across the District ever since. The latest iteration of the NNDG was published in December 2008.

It is a requirement of CS policies EN2 and EN8 that the NNDG is consulted when designing a new proposal, the relevant sections of the NNDG that relate to new build residential development are useful as a checklist for designers.

Architectural Context Section 2.2.16 states:

“New buildings do not have to copy their older neighbours in detail. Some of the most interesting streets include a variety of building styles, materials and forms of construction, of many different periods, but which together form a harmonious group. All too often, however, people shy away from creating contemporary buildings for fear of them not being accepted locally. This results in pastiche buildings which simply revisit traditional architectural forms and motifs. Whilst there will always be a place for such unobtrusive buildings within North Norfolk, there is a risk that overuse will deprive the District of real innovation and visual interest.”

At a high level the NNDG encourages good quality contemporary design as way of contributing to the quality of the districts housing stock. The NNDG goes on to say at section 2.3.1:

- *“Successful architecture is less to do with a particular style and more to do with the successful co-ordination of proportions, materials, colour and detail. It also creates its own sense of place and character and involves imaginative responses to particular constraints.*
- *Successful schemes reinforce local development patterns and the form and character of the surrounding area. They also relate well to their context by making the most of existing landscape features and topography. Successful developments respond to the scale and massing of their neighbours and to the overall rhythm of the street scene. They should be harmonious rather than weak or overpowering.*
- *Successful buildings have detailing and forms which show signs of careful thought and originality in the way they have been put together. They should also involve innovative technologies and embrace the principles of sustainable construction (see Chapter 11 ‘Sustainable Construction’). Successful elevations respond to the materials seen on surrounding buildings. Note that this does not imply slavishly copying existing materials, rather it can involve creating interesting contrasts and textures between complementary materials.”*

And at 2.3.2

“Whilst reflecting upon these principles, it is worth remembering that local distinctiveness is not about sameness and uniformity. Rather it involves richness and variety in making a place special. Hence, it is perfectly possible for things to be compatible and yet very different. Recognising this should enable us collectively to develop and evolve a contemporary interpretation of local vernacular styles for the 21st Century.”

In section 3.0 the NNDG provides guidance for new residential development where applicants are encouraged to carry out a thorough site and site surroundings analysis. Section 3.2.2 state:

“Pertaining to the site surroundings:

What is the form and character of the immediate area? This can have a huge bearing on density, layout and dwelling numbers if a scheme is to fit in with its surrounds.

Are there any adjoining buildings or structures which impact upon the site? These can cause overlooking and/or overshadowing, or can establish a particular architectural style locally.

Are there any important views into, through or out of the site which need to be protected, or are there any unsightly buildings which could be screened?

How will the development take its place within the landscape and how will it relate to the wider countryside?

What are the prevailing wind directions and average wind speeds across the site? This will not only be important in providing shelter, but will also be one of the factors which will determine whether the site is suitable for supporting a wind turbine⁽¹⁾

Are there any public transport options available locally to reduce dependency on the car?"

It is considered that the site and its surroundings have been appropriately assessed in the Heritage Statement that accompanies this application.

Further paragraphs go on to give advice on site layout, however as there is a singular location for a dwelling on this site these are not relevant.

With regard to form and character paragraph 3.3.2 states:

"The site analysis will have revealed the defining characteristics of the surrounding area. Whether it consists of a close-knit, informal mix of vernacular cottages, or a more regimented arrangement of classically proportioned terraces, the established form and character should provide a strong steer to any new development. For example, a cul-de-sac development of semi-detached bungalows is unlikely to sit comfortably within an area comprised predominantly of three-storey town houses set within their own large grounds."

The site analysis in the Heritage Statement concludes that there is a strong agrarian influence in the area despite the immediate street scene being mixed in terms of styles and periods. The design cues taken from agricultural barns is considered entirely appropriate.

The NNDG turns to the design of the individual houses as their section continues; paragraph 3.4.4 states;

"What matters most when considering the scale of new development is not so much the absolute size of buildings, but their size relative to their surroundings. Particularly with infill sites in sensitive areas, extreme care needs to be taken to ensure that ridge heights and overall proportions are compatible with adjoining buildings. Otherwise, attention taken over detailing and materials will be negated by a design which is out of scale"

Paragraph 3.4.5 goes on to advise:

"Eaves height and gable widths are big determinants of building scale. In rural villages especially, both factors strongly influence how well new developments respect their setting. Care is therefore needed to ensure that today's room size expectations do not create buildings which are out of scale with neighbouring properties; i.e. compatible eaves levels can often only be achieved by having covered ceilings at first floor level. Gable widths, meanwhile, rarely exceed 7m in rural North Norfolk. Similar dimensions should therefore generally be observed to keep ridge heights down."

Whilst the majority of the building is much lower in ridge height than the Current House the eastern two storey section has a ridge height that is circa 1m higher than the flat roof of the Current House. The NNDG rightly states that it is the eaves height that determines scale, the eaves of the proposed east section on the new house are circa 1m lower than the Current House.

The pitched roof over this section of the house is much more recessive; pitched away from an observer on Newgate Green. The northern gable of this section, facing Holt Road, is 6.5m wide this being in compliance with the dimensions set out in this paragraph. The east section of the house steps up the natural slope of the land which creates an element to the house that is orientated at 90 degrees to the rest of the house and visually separate, allowing the pitched roof over the central hall and entrance to run into its side wall. The orientation of the roof is at right angles to the rest of the house which creates visual interest and separates the house into different elements at different levels. This breaks down the scale of the building in accordance with paragraph 3.4.8:

"The overall shape and massing of a building does much to influence how it is perceived by the public. Indeed, it is the external envelope which determines whether a building is judged as graceful and elegant, or bulky and ungainly. The main contributors to building form are as follows: -

- **Footprint** - i.e. the two dimensional outline of a building on the ground. A simple square footprint will tend to create a 'boxy' form, whereas a long rectangular footprint will produce a more linear form.
- **Gable Widths** - narrow gables normally create tall, vertically proportioned flank elevations. Deeper gables, meanwhile, tend to produce 'heavier' elevations visually.
- **Roof Pitch** - in tandem with narrow gables, steep roof pitches normally produce elegantly proportioned buildings. They can, however, also cast longer shadows affecting the ability of other dwellings to benefit from passive solar gain. Shallow or flat roof pitches are better in this respect but can create squat and inelegant proportions. Hence, balances may need to be struck depending on local circumstances.

- **Elevations** - long elevations without relief or additions create monolithic built forms. Conversely, elevations which are punctuated or broken into a number of elements (e.g. porches, lean-tos, etc) produce more additive buildings. Be mindful, however, that the greater the exposed surface area, the higher a building's energy demands will be. It can therefore be advantageous to join dwellings together in semis, terraces or flats to reduce heat loss through exposed walls and roofs. "

It is considered that, whereas some of the criticisms contained in this advice can certainly be aimed at the Current House, the designer has taken these detailed comments into account in the design of the new house.

The Landscaping Section of the NNDG is covered at paragraph 3.5.13:

"The soft landscaped elements of a housing scheme should be considered as an integral part of the layout design. Full details of species and the density of planting should therefore be clearly shown on submitted plans. Where necessary, a qualified landscape architect should be engaged to produce a comprehensive landscaping scheme. Three principal types of planting can be identified:

- *That which visually screens the development from surrounding areas and which provides shelter belts from strong winds,*
- *That which makes a significant contribution to enclosure within the layout together with the groupings of buildings, and*
- *That which provides colour and texture such as small-scale ground cover and climbing plants."*

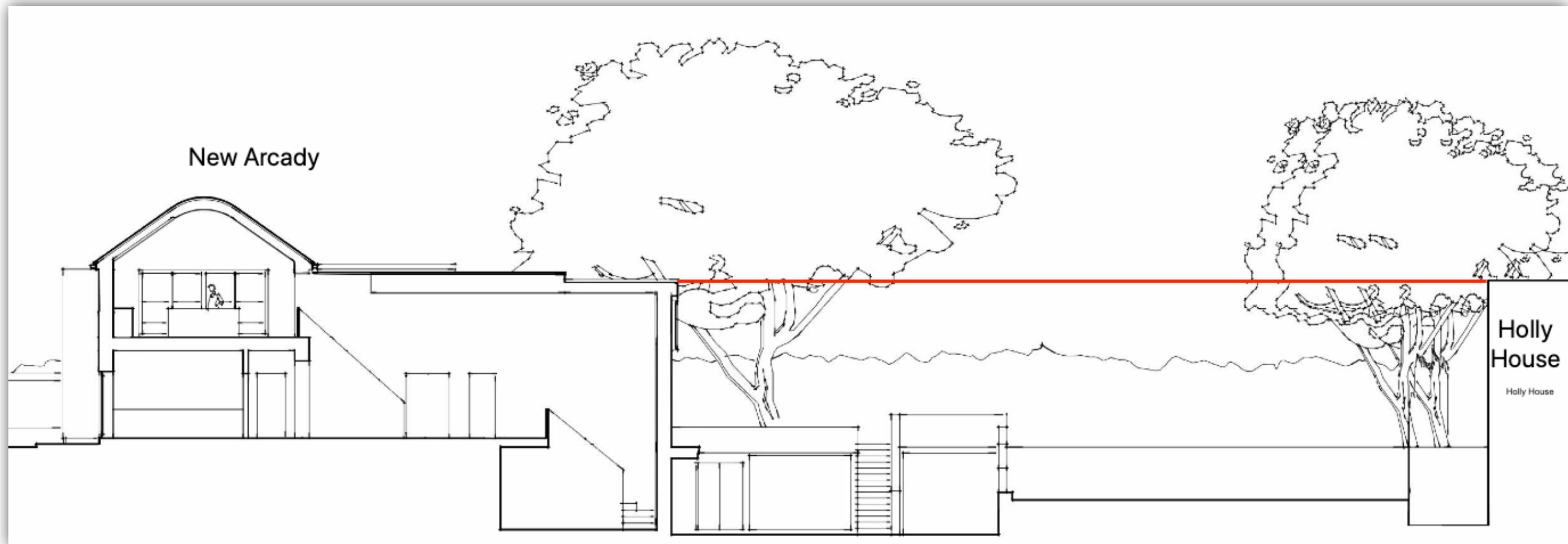
The intention is to protect as much of the existing mature planting on the current site as possible. This will be reasonably straightforward as the tree protection areas detailed in the Arboricultural Impact Assessment will exclude any interaction with these areas from construction activities. The Landscaping Plan submitted as part of this application gives further details of new planting that will accord with the three types of planting described above with appropriate plant species.

From a detailed analysis of the NNDG advice at the start of the design process the design of the new house encapsulates the recommendations of this guide whilst also providing a benchmark exemplar of modern architecture for the District.

5.0 Assess the Design in the context of the site and its setting and Conclusion

The analysis of the site and its setting are well documented above at Section 3.0, in the Heritage Statement and the Planning Statement. The design of the house is described in section 2.0 of this document. As described in the Heritage Statement; the site forms the eastern end of the street scene for the run of built form along the southern edge of Newgate Green. This street scene is of mixed quality in terms of architectural merit; the western end is formed by Lamas – a modern house that sits back from the Green in its own private grounds. In the centre of the street scene sit Bird and Watts Cottages both of which sit at right angles to the Green with gable ends facing the street. Holly House is next which is a substantial brick built mid C20th house, currently being extensively refurbished and extended, after which comes Arcady.

HO8 requires that replacement dwellings do not materially increase the impact of the dwelling than the existing house nor should it result in a disproportionately large increase in the height or scale on the site. It is acknowledged that every application must be determined on its own merits and circumstances, however, the wording of this policy is subjective, the best guide as to its implementation are previous determinations of similar applications. An analysis of this is provided within the Planning Statement and it is clear that impact, in terms of scale and height, is not simply a function of ridge height, but the overall design needs to be assessed holistically. The new house fits very well into the existing street scene as demonstrated by the section below and submitted with the application:



This image illustrates that the majority of the house has a very similar ridge height to Holly House to the west, effectively a continuation of the built form. The eaves of the eastern section of the house are at a similar level with ridge being circa 2.5m higher, this is a function of the land rising towards the east.

The perspectives submitted with the application highlight the stepped nature of the new house and give a good impression of the canopies and overhangs that help to define the different stories and the shadow lines across the elevations. This is particularly true on the north gable of the eastern section of the house where the introduction of a log store at ground floor level and the vertical louvres on the north facing window at first floor level illustrate how the comments from the public consultation regarding breaking up the gable and privacy issues have been dealt with elegantly.

The perspectives have also been provided with a silhouette of the Current House superimposed. At present the Current House is the principle visual reference point that we have and so it is relevant to assess the new house against this. It is clear from the superimposed perspectives that the new house is much more modest in how it presents itself to the eye of the observer, whether from Newgate Green or from Bridgefoot Lane.

The view through the site from Holt Road will be improved as the two and three storey elements of the Current house around the driveway and at the western end of the site result in glimpsed views through the site being available to the observer of the walnut tree behind which were previously unavailable.

On inspection and analysis of the photomontages, both sets of perspectives, the plans, section and elevations and the photographs of the Original Bungalow it is clear that the proposed new house will not have any detrimental impact on the settings of the Conservation Area or the Church. The eastern, two storey, element of the house fills a gap between the trees when viewed from Newgate Green that was already filled with built form, the proposed planting to reinforce the semi wild nature of the bank fronting on to Holt Road will help to assimilate the new house into a more sylvan setting and the re-positioning of the semi-mature silver birch trees will further enhance that setting.

From the south only a small element of the south gable to the eastern end of the house will be perceptible with the roof of the central and western sections of the house blending with the back drop of trees.

The new house has been designed in accordance with the NNDG and will not generate any greater impact from either of the key viewpoints and, taking into account all the mitigating factors described above, will not appear to be disproportionately larger in terms of height or scale.

On the other hand the design of the house is respectful of its setting and invokes the agricultural heritage of the area, at paragraph 22 of the Planning Inspectors Appeal Decision the Planning Inspector says of the village of Cley:

“there are now successful buildings of modern design that add to the richness of the Conservation Area.”

It is considered that this proposal will become one of these buildings.