

DESIGN AND ACCESS STATEMENT & PLANNING STATEMENT

ARCADY, HOLT ROAD, CLEY NEXT THE SEA, NORFOLK

JANUARY 2024



EXECUTIVE SUMMARY

- In the period since the enforcement notice over this site was upheld by the Planning Inspectorate, the Applicants have worked proactively with the Planning Department in order to ensure compliance with the application and interpretation of local planning policy and in particular Policy H08 concerning replacement dwelling houses in the countryside. The applicants have concentrated on reducing the impact of the new dwelling as required by this policy and, in particular, to the scale and massing of the new house and the materials that will be used.
- Policy HO8 is the principle local policy that guides the Applicant as to what will be acceptable. The wording of this policy is subjective and requires interpretation, whilst the Applicant acknowledges that each application must be determined on its own merits, it is relevant to include a section that looks at other examples of H08 applications in the district that have been determined positively by either the Local Planning Authority or the Planning Inspectorate
- The Planning Inspectors decision is the best guide as to the issues surrounding the current dwelling on the site and it is this document that has been foremost to inform the design of the new house submitted under this proposal.
- In designing the new house particular care has been taken to address the two viewpoints that the Planning Inspector found to be most sensitive; the view from the south from Bridgefoot Land and the view from Newgate Green
- The proposal will remove a number of disparate buildings that located prominently on the site, replacing these with one house of great architectural quality that will be set in to the landscape. The proposal will represent a significant reduction in built form in the Countryside, AONB and Conservation Area over the existing house with an emphasis on good design, reflecting the prevailing character of the area; this absolutely meets the aspirations of Policy H08 and is explored in more detail in later sections of this report.
- The Inspector found the existing house to be unacceptable due to the “less than substantial” harm it generated visually on the Conservation Area and the setting of Saint Margaret’s Church. The Visual Impact Assessment accompanying this application demonstrates that the visual impact of the proposal removes this “less than substantial harm” and that the proposal delivers a high quality example of relevant modern architecture that is respectful of its surroundings and enhances the quality and character of the area.

1.0 Introduction & Background

- 1.1 Raven Land Management Ltd (RLM) have been asked to review the planning history, relevant planning policy and to advise on a strategy for taking the development of a replacement dwelling at this site through the planning process. Throughout this document various definitions have been used to reference the previous planning history of the site these are detailed below:
- 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
- 1.2 The Applicants are a family that use the Current House as their principle private dwelling house with the children schooled locally. They are very much engaged in the local community and support many local events. The intention, should this application be successful, is for the Applicants to move out of the house whilst the works are carried out and to move back in on completion of these. They wish to remain engaged in the local community and for Arcady to be their permanent home.
- 1.3 This document comprises several elements:
- The Design and Access Statement which contains a detailed report on the design influences and existing structure that have shaped the form of this proposal along with details of the materials that will be used. This statement also provides further detail on the revisions that have been negotiated from the original design presented to the Local Planning Authority (LPA).
 - Planning Statement; provides a review of national and local planning policy and assess the proposal's compliance with each. This section also includes an analysis of Policy H08 of the North Norfolk District Council Core Strategy (the CS) and how this policy has been interpreted previously.
 - Statement of Community Involvement; the Applicants have presented their proposal to the local community with a successful response, this section analyses the responses received.
- 1.4 This Statement is to be read in conjunction with the Visual Impact Assessment. This document assesses the impact of the proposal on the landscape, the setting of Saint Margaret's Church and the Conservation Area from the two viewpoints that the Planning Inspector identified as key in assessment of visual harm resulting from the Current House.
- 1.6 This document is to be read in conjunction with the Heritage Statement that has been provided to assess the context of the site within the various conservation designations and to relate this proposal to the guidance provided in the Planning Inspectors Decision Notice.
- 1.7 The application is for a new house to replace the Original Bungalow that was demolished to make way for the Current House. During the appeal process it was determined that the Current House is unlawful as some of the key information submitted in the planning application for the Current House Planning Application Reference; PF/12/1219 was erroneous, as a result the planning consent was rescinded by the Planning Inspector. At that time the LPA removed the erroneous information from public view and issued a correction to the topographical survey used in that application. At the time of this application there are no accurate records of the elevations of the Original Bungalow or the height of the eaves or the ridge. There is a good photographic record in the LPA evidence to the enquiry and these photographs are an excellent record from which we can assess the visual impact of the proposal when viewed from Newgate Green.
- 1.8 The site has the following designations; Area of Outstanding Natural Beauty (AONB), Undeveloped Coast and Cley Conservation Area. This report addresses the specific policies that apply to these designations not only in terms of the relationship of the proposal to the Original Bungalow, but also its relation to the Current House which is the best visual reference point.
- 1.9 The Planning Inspector allowed the existing studio/annexe and the swimming pool and pool house in her decision notice, as such these are lawful extant buildings and have not been included within the red line of this application.
- 1.9 Prior to this application two meetings were convened with Senior Planning Officers at the LPA. These meetings were to introduce the proposal and to refine the proposal based on advice received. More detail is given on this in the Planning Statement Section of this document.
- 1.10 In addition to the advice provided in the Planning Inspectors Decision Notice and the Senior Planning Officers the Applicants have undertaken a public consultation to garner views, comments and suggestions from local residents. The public comments have informed design alterations as a result and these are detailed in the Public Consultation section of this document.

2.0 Design and Access Statement

Use

2.1 The current use of the property is a residential dwelling planning unit. Whilst the Current House is unlawful and there is no extant planning consent the Planning Inspector (Ref; APP/Y2620/C/19/3236386) authorised planning consent for the annex on the northern boundary and the swimming pool and pool house thus maintaining residential use across the wider site.

The proposed use is to construct a new house on the site of the current property with the pool house and annex remaining as ancillary accommodation to the proposed dwelling, thus maintaining the existing use.

2.2 During the Enforcement and Appeal process it has been established that there are no accurate scaled elevation drawings for the Original Bungalow that this application seeks to replace. It is acknowledged that the survey drawing provided by Pike Partnership dated 06/07/09 and reference 2260-01 can be relied upon albeit with a conversion factor applied to the levels provided on the survey of -1.071m detailed on EDI survey Ref; 18910/T/01.

2.3 Elevational drawings have been supplied by a neighbour to the site but these rely on counting brick courses and assumptions regarding the size of the mortar gaps and the bricks themselves. A scaled drawing has also been supplied from 1998, however the owner of that drawing has not responded to requests to use it for measurement purposes.

2.4 Amount

The previous dwelling on the property was a single storey dwelling house also known as Arcady (referred to as Old Arcady from hereon) accompanied by various outbuildings used for storage. Old Arcady was of traditional construction with a pitched roof to the principle element and a flat roof to the rear. Whilst it has not been possible to procure any accurate or scaled plans of the Original Bungalow the footprint of the house and outbuildings are detailed on the topographical survey produced by Pike Partnership ref; 2260-01 dated 06/07/09. From this survey the following measurements have been taken:

External Footprint of Old Arcady	129 sq/m
External Footprint of Outbuildings	43.32 sq/m

The property could have used permitted development rights to create a single storey rear extension 4m deep across the width of the east elevation which equates to a further 48 sq/m.

The total footprint for Old Arcady and the outbuildings which this application is to replace is **220.32 sq/m**

The footprint of the proposed replacement dwelling is **276.25 sq/m** with an additional 71.5 sq/m of external built form at first floor level in the east block. The new house has circa 57% more visible floor area than the Original Bungalow. We have not included the lower ground floor as this is built into the slope and effectively constitutes a basement level.

2.5 Layout

The layout of the proposed house is informed by a number of factors:

- Topography of the site
- Existing trees
- Single access point to the Public Highway
- Service runs

The house is designed across three levels with the entrance hall being at the lower ground floor level where the vehicular parking is located. This level houses the entrance hall and the utility areas of the house including the boiler room and fuel store.

The site slopes steeply from west to east and the two staircases in the house follow this terrain; the first rising up from the entrance hall into the main hall at ground floor level. There is also a lift shaft to allow Part M compliant access to this level.

The main hall at ground floor level has the bedrooms arranged around it as well as a utility/bootroom with a back door giving level access to the eastern section of the garden. There is also a small sitting room to the north of the hall.

A second staircase leads eastwards from the main hall giving access to the living area which is comprised of a snug and kitchen, dining and sitting area. This area leads onto a terrace that wraps around to the south elevation, overlooking the extant pool and pool house.

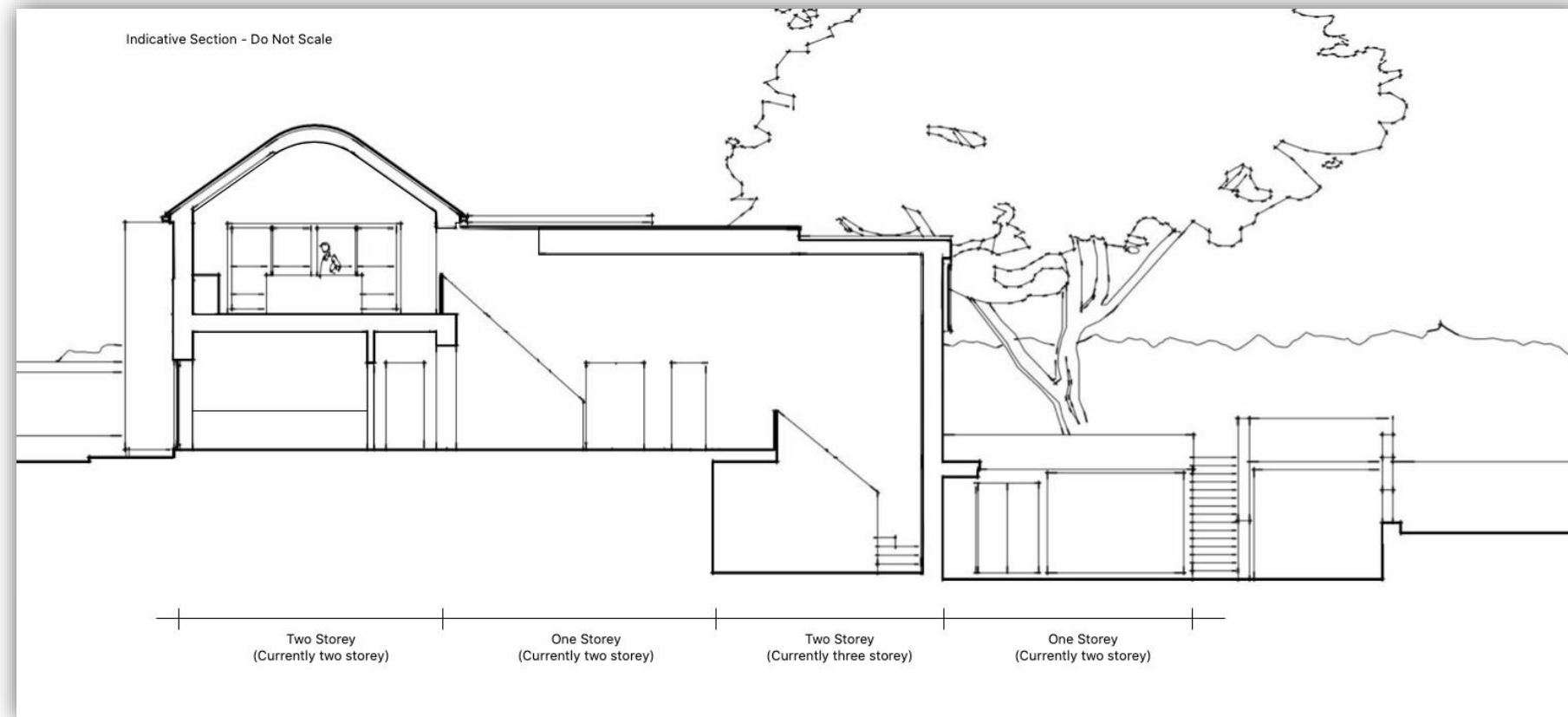
The Layout of the site and the positioning of the house is dictated by the topography of the land and the positioning of the mature trees. The Arboricultural Survey and Report demonstrates that there are a number of valuable trees on the site and, in particular, the large walnut tree that dominates the centre of the site. Taking these considerations into account the only location on which to propose the new house is on the site of the current one. There are several advantages to this:

- It provides an opportunity to re-use some of the structure of the Current House, for reasons of sustainability this is desirable rather than having to demolish and remove all of the Current House only to build it back for the new house. Moreover the ground will be disturbed by removing the sub-structure of the Current House, resulting in extensive further ground works and foundation design for the new house.
- It leaves the Applicant with the now mature and well-established planting and garden areas which can be protected during construction so that the new house will have an immediate and substantial setting with mature shrubs, bushes and heavy standard trees to soften the views into the site.
- The site is constrained by the trees and topography, if the whole of the Current House is to be removed this will cause significant disturbance and disruption to the village a proportion of which can be prevented if some of the structure can be retained and re-used.
- The local residents have provided a very clear indication at the Public Consultation Event the recycling and reusing elements of the building is a very high priority, recycling or reuse was the second highest mentioned word in the written feedback from the event and it was clearly of great concern during discussions with the Applicants Agent.

2.6 Scale

The proposed house has been designed to utilise the natural slope of the land. Based on the original survey undertaken by Pike Partnership (Ref; 2260-01) and with the Councils conversion factor applied of -1.071m (provided on EDI survey Ref; 18910/T/01) the level of the driveway where it meets the road in the northwestern corner of the site is 6.2m above OS Datum. This rose to circa 9.5m above OS Datum at the upper level in the north eastern corner of the site. Currently the driveway level is similar whereas the area in the north eastern corner has been raised by an average of 600mm from the eastern boundary towards the house and along the north elevation of the Current House. It is proposed to keep the ground levels across the site broadly the same as they are currently.

As described in the Layout section above, the house steps up with the slope of the land this is illustrated below which shows a section through the house:



The house is broken up into different sections by this stepped approach providing articulation to the elevations and creating a building of modest proportions and of a domestic scale. The roofs over the principal elements of the building are pitched with arched ridges which are more recessive than the hard edged flat roofed structures that currently dominate the site.

This is illustrated in the perspective view from the main gates to the house provided below; the Current House has been indicated as a transparency on this view as an aid to illustrate how effective the use of this stepped approach is in reducing scale.



On the north, west and south elevations the design includes strong horizontal elements such as canopies to break up any verticality and provide shadow lines to emphasize each step in the building.

2.7 Landscaping

The clear advantage to the site is that the planting undertaken as part of the previous development has matured over the 4-5 years since it was established. It is proposed to keep the gardens as they are currently which is an attractive mix of lawned areas to the level parts of the site and mixed shrubs and grasses to the sloping areas. The existing driveway to the north of the house, providing access to the current front door will be removed along with the brick planters and the brick staircase. In all this will remove a significant amount of hard landscaping from public view with an opportunity to extend the mixed shrub and grasses planting into these areas.

The silver birches that currently occupy the planters between the house and the driveway will be removed carefully, with root-balls intact, and re-planted as indicated on the Landscaping Plan that accompanies this application. These trees, which are currently circa 5m high, will mature in these locations adding both visual interest and a softer, better screened view into the site.

Further evergreen planting will be introduced on the northern, sloping boundary to re-establish the sylvan appearance that is much mentioned in the previous planning documents and the Planning Inspectors determination.

An arboricultural survey and impact assessment is submitted with this application and it is anticipated that the LPA will include arboricultural conditions should it be minded to grant consent.

2.8 Appearance

The house has been designed to be recognisable in this rural area. The intention was to introduce more familiar shapes and materials that anchor the property in an agrarian style utilizing materials that would have been traditionally available. The lower ground floor elevations are clad in natural, random flintwork with white cement mortar. Being subterranean the use of flint stone is appropriate being of the ground. This also provides a strong masonry 'plinth' to visually support the floor above.

The above ground elements of the house will be clad in timber with the elevations under the pitched roofs being in larch, left to weather and 'silver' over time. The elements under flat roofs appear as additive and will be clad in a darker timber to emphasize this. The house is designed around a series of silhouettes with pitched roofs that are representative of the many agricultural barns in the area. The standing seam zinc roofs are reminiscent of the metal clad roofs of these barns as is the shallow pitch.

The use of louvres to direct light and views, and as a high level detail in the gables, echoes the louvred ventilation openings typical of barns for livestock:



During the pre-planning process the amount of glazing has been reduced, in particular at higher levels in the north facing elevation. Where sections of glass will still be visible from New Gate Green it is proposed to install light controlled smart glass to prevent any direct light seepage at night.

2.9 Access

The vehicular access to the Current House will be utilized which is made private by solid hard wood gates and a solid hard wood pedestrian gate. Vehicles will arrive at the front door which will be on the lower ground floor level with a level access from the driveway to the entrance hall. A new parking bay will be provided under the area currently occupied by the brick planters and the staircase that provides access to the current front door. This parking area will be covered with a canopy over both the parking spaces and the front door.

Access between the lower ground floor and the ground floor within the property is via a staircase or a lift and there is level and direct access to the rear garden at this level. To ensure that the dwelling is Part M compliant. The first floor is accessed by a staircase only. Apart from the staircases all of the floors are otherwise level without steps, including the access from the ground floor into the garden.

3.0 Planning Statement

3.1 National Planning Policy Framework (NPPF)

3.1.1 NPPF is written to encourage, and contains a presumption in favour of, sustainable development. The Government considers at paragraph 8 of the NPPF that there are three dimensions to the planning role in achieving this;

- An economic role
- A social role
- An environmental role

The first of these relates to the allocation of commercial development and infrastructure development and are not relevant to this proposal. The second relates to the need for supporting strong, vibrant and healthy communities by providing the supply of housing required to meet the needs of present and future generations. This can be achieved by creating a high quality built environment, with accessible local services. The third role is to protect and enhance the natural, built and historic environment and to mitigate climate change by moving to a low carbon economy.

3.1.2 Cley is not identified in the CS hierarchy of sustainable towns or villages where new housing will be allowed. The village does have a good range of local facilities including:

- Village delicatessen and grocery store
- Smokehouse with retail shop
- Hotel
- The Harnser restaurant and bed and breakfast
- Bookshop
- Public house
- Retail Gallery
- Windmill bed and breakfast and venue
- Regular Coast Hopper bus service throughout the day and regular bus service to Holt

Furthermore there are other facilities available within walking/cycling distance at Wiveton Hall Café and a good range of local facilities and amenities in Blakeney Village which is 1 ½ miles away. In terms of the second criteria; 'A social role' this application provides a family home for permanent occupation replacing a poor quality bungalow that required a great deal of modernisation and updating. In doing so the application helps to ensure the viability and vitality of the village of Cley.

3.1.3 The Applicants contend that this new house is a very high quality design that both respects its setting and surroundings and is a modern representation of local agrarian architecture. The house will retain the wood pellet fired central heating system and will exceed current building regulations in terms of insulation and the installation of a heat recovery ventilation system. In terms of its scale, massing and appearance it has not only been guided by national and local planning policy, but also by very detailed analysis and commentary provided by the Planning Inspectorate. With this in mind the proposal accords with the third criteria.

3.1.4 The points raised in the environmental role are re-enforced at Paragraph 126:

126. "The creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities. Being clear about design

expectations, and how these will be tested, is essential for achieving this. So too is effective engagement between applicants, communities, local planning authorities and other interests throughout the process.”

Sustainable development is the key tenet of the NPPF and this paragraph puts good design at the heart of sustainable development, the Applicants engagement with the LPAs, local communities and neighbours also accords with the aspirations of this paragraph

3.1.5 Paragraph 130 develops this theme further (only relevant points quoted);

130. “Planning policies and decisions should ensure that developments:

a) will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;

b) are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;

c) are sympathetic to local character and history ,including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities);”

These three points are particularly relevant to the aims of this proposal which will be a permanent structure. The Original Bungalow was of very poor quality and devoid of architectural merit, whereas the proposed house is a modern interpretation of a house architecturally inspired by the topography of the site on which it sits and the agricultural aesthetic prevalent in the area. The design is unique to its location whilst being respectful and recessive when viewed in the context of the Church from Newgate Green and Bridgefoot Lane and in the context of the Cley Conservation Area.

3.1.6 The NPPF provides advice on “front-loading” the planning process at paragraph 132:

132. “Design quality should be considered throughout the evolution and assessment of individual proposals. Early discussion between applicants, the local planning authority and local community about the design and style of emerging schemes is important for clarifying expectations and reconciling local and commercial interests. Applicants should work closely with those affected by their proposals to evolve designs that take account of the views of the community. Applications that can demonstrate early, proactive and effective engagement with the community should be looked on more favourably than those that cannot.”

The Applicants agent and architect met with the head of Planning at NNDC on the 26th June in order to ascertain the parameters for any future planning application that could come forward on the site and to introduce themselves as the new principals that would be leading the project. The meeting was useful and it established the type of application that would be required and a brief history of the project from LPA point of view was provided. A further meeting with Senior Planning Officers was held on the 26th October 2023 where the initial design was tabled. Definitive advice was provided on various aspects, primarily scale and massing, of the draft proposal and it was agreed that a further meeting should be held once these had been addressed. The second meeting was held on the 17th November at which the revised proposal was more warmly welcomed, the Officers requested a further reduction in the scale and massing of the building; deleting a room at first floor level next to the kitchen/dining area and the deletion of a room at ground floor level overlooking the car parking area so that there is the potential to catch glimpses of the walnut tree behind when viewed from the road to the north east and north north east.

As this process with the LPA was progressing the Applicants agent provided two updates to the Cley parish Council meetings during the second half of 2023 culminating in a third presentation to the Parish Council with the first draft of the plans in mid December 2023. A further public consultation event was held on the 20th December 2023 which was a very successful event considering the scale of the development. As a result of comments made at the public consultation the design has been changed resulting in the proposal as submitted.

3.1.6 Paragraph 195 deals with the effect of a proposal on heritage assets:

195. "Local planning authorities should identify and assess the particular significance of any heritage asset that may be affected by a proposal (including by development affecting the setting of a heritage asset) taking account of the available evidence and any necessary expertise. They should take this into account when considering the impact of a proposal on a heritage asset, to avoid or minimise any conflict between the heritage asset's conservation and any aspect of the proposal."

The Planning Inspectors Decision Notice is very clear on the aspects of the Current House that she found caused harm to the setting of the Church and the Conservation Area; the view towards the house from Newgate Green and towards the house over the fields to the south from Bridgefoot Lane. A Heritage Statement accompanies this document which details the heritage assets in the area, their significance and the impact of the development on those assets

3.1.7 In these two viewpoints the Planning Inspector found that the Current House created less than substantial harm, however, the public benefits of the house did not outweigh this harm and the enforcement notice was upheld albeit with amendments, invoking paragraph 202;

202. "Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use."

This new proposal has analysed the Inspectors comments regarding the negative impact of the Current House from these view points:

From Newgate Green:

"Arcady is a very imposing and conspicuous building by reason of its elevated position, its block form and scale, the long street frontage and use of materials. The visual dominance of the building is out of keeping with and detracts from the harmonious composition of the smaller scale, 'polite' buildings nearby at Newgate Green. The concentration of built form, not only of the principal house but also the annexe, is especially apparent from close by. The steep ramp and steps to the entrance and the elevated parking area are additional strident features. Spaciousness and rural character are eroded."

From Bridgefoot lane:

"Of even greater concern is the relationship of the dwelling to the Church in these views from the south, bearing in mind the importance of setting. The interplay between the topography and vegetation focuses the view onto the Church and the nearby dwelling. As a result of the lack of visual separation and the incongruous appearance of the new building, Arcady competes for attention and is unduly conspicuous. The visual dominance and pre-eminence of the Church is diluted, which in turn negatively impacts on its history in the development of the village. The new dwelling is harmful to aspects of significance and the ability to appreciate this outstanding heritage asset"

A detailed description of how these issues have been addressed is provided in the Visual Impact Assessment, in summary:

From Newgate Green – the long north elevation has been reduced to a two storey gable end to the eastern section and one and two storey elements under pitched roofs. By stepping the proposed house down from east to west the house follows the natural contours of the land with each element of the house appearing distinct, the steep ramp, steps and elevated parking area will all be removed. In designing the house in this way the house will not "fight" for attention with the church and the other buildings on Newgate Green.

From Bridgefoot Lane – the majority of the first floor accommodation facing south towards the lane has been removed leaving a modest (7.5 metres from current ground level to ridge) two storey, pitched roofed gable facing south. Any other elements of the proposed house that will be visible from this viewpoint will be the pitched standing seam roof over the one storey elements. This greatly reduces the visible scale and massing when viewed from Holt Road as well as the amount of glazing.

3.1.8 The NPPF is supportive of innovative and thoughtful design, this is particularly encouraged where the development is located in sensitive locations. It is considered that this proposal responds to the aspirations of the NPPF in this respect as well as the issues highlighted in the Inspectors Decision Notice. This proposal will contribute to the growing modern vernacular for the coastal zone of North Norfolk and complies with the ethos of the NPPF in encouraging innovative and high quality design.

3.2 Local Planning Policy – H08

3.2.1 The current planning policy documents for the North Norfolk District that are relevant to this application are:

The Core Strategy 2008 (The CS)
The North Norfolk Design Guide Supplementary Planning Document 2008 (The DG)

3.2.2 The Core Strategy sets out the provision for new housing at a strategic level in the district on a hierarchical basis. The majority of new housing will be delivered in the Principle Settlements. After this some will be delivered in the Service Villages and a small proportion in the Coastal Service Villages. Cley is not identified within this hierarchy and is therefore classed as Countryside. The policy governing housing delivery in the Countryside is Policy SS2 (only relevant parts of the policy have been quoted):

“Development in the Countryside

In areas designated as Countryside development will be limited to that which requires a rural location and is for one or more of the following:

- *The extension and replacement of dwellings”*

As a replacement dwelling application this proposal accords with the CS at a strategic level.

3.2.3 The principal development control policy that deals with replacement dwelling applications is Policy H08:

“Policy HO 8

House Extensions and Replacement Dwellings in the Countryside

*Proposals to extend or replace existing dwellings within the area designated as **Countryside** will be permitted provided that the proposal:*

*would not result in a disproportionately large increase in the height or scale of the original dwelling, and
would not materially increase the impact of the dwelling on the appearance of the surrounding countryside.*

In determining what constitutes a ‘disproportionately large increase’ account will be taken of the size of the existing dwelling, the extent to which it has previously been extended or could be extended under permitted development rights, and the prevailing character of the area.

For the purposes of this policy ‘original dwelling’ means the house as it was built, or as existed on the 1st July 1948, whichever is the later.”

The wording of this policy is entirely subjective and, whilst it is acknowledged that each application must be determined on its own merits, it is useful to look at previous applications that have been determined under this policy in order to understand that the criteria that have been applied by the LPA

3.2.4 Policy H08 and Precedents

3.2.5 This section provides an analysis of Policy H08 of the NNDC Core Strategy. This Policy is entirely concerned with the replacement or extension of private dwelling houses in the Countryside and the factors governing the acceptability of any proposal that seeks permission under this policy are threefold:

The application must not propose a dwelling that constitutes a disproportionately large increase in scale, height or Impact on the surrounding countryside

3.2.6 Three Owls, Saxlingham Road, Blakeney



Original dwelling at Three Owls



New Dwelling at Three Owls

3.2.7 This project was granted consent in February 2016 under refence PF/15/1665 and construction commenced in 2018. It was granted consent after a previous application for the same development failed at appeal (APP/Y2620/W/15/3087216) on technicality, in every other respect the Appeal Inspector was in favour of the development stating:

"The proposed dwelling would have a considerably greater floor area and would be taller than the existing bungalow. However, in accordance with CS Policy HO 8, whether this would be disproportionately large in comparison depends, amongst other things, on the prevailing character of the area."

And

"I consider that the replacement building whilst significantly larger, would not be disproportionate in scale or height to the existing bungalow and would not materially increase the impact of the dwelling on the appearance of the surrounding countryside and the character of the wider landscape which forms the AONB."

3.2.8 The site is located in the AONB and Conservation Area

3.2.9 This development proposed to replace a single story bungalow of 160 sq/m and outbuildings of 126 sq/m and with the inclusion of the potential to extend the dwelling under permitted development rights the total floor area to be replaced was 370 sq/m. The proposed house was 489.82 sq/m resulting in an increase in floor area of 119.82 sq/m or circa 32%.

3.2.9 Bliss Blakeney



Original Dwelling at Bliss

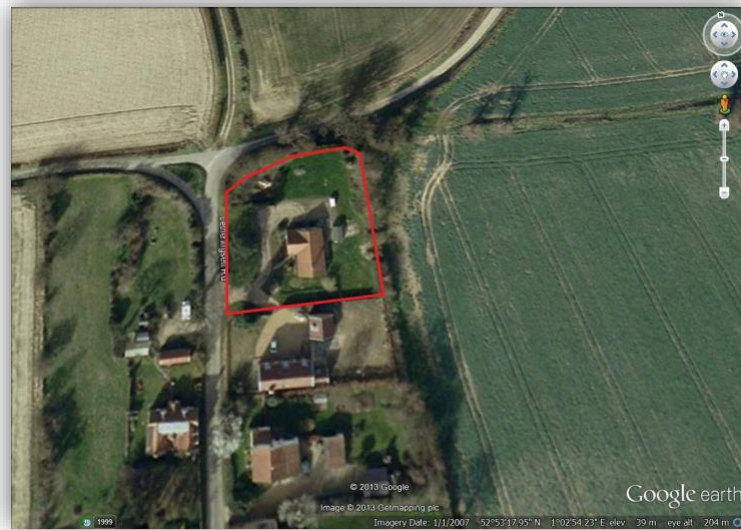


New Dwelling at Bliss

3.2.10 The replacement dwelling was granted consent in January 2013 under planning reference PF/12/1162, here the proposal was to remove a modern and unattractive building with a new house that related better to the topography of the site. The site is located in the AONB and Countryside areas.

3.2.11 The existing house on the site had a floor area of 495 sq/m (including potential permitted development rights extensions) whereas the proposed dwelling was 913 sq/m resulting in an increase of 418 sq/m or 84% increase in floor area.

3.2.12 Dragon House, Letheringsett Road, Thornage



Aerial View of Original Bungalow



View of new house

3.2.13 This site is on the edge of Thornage and originally had a single storey bungalow with a floor area of 153.9 sq/m (including potential permitted development rights extensions). Planning consent was granted under reference PF/10/1138 for a two storey modern design dwelling with a floor area of 246 sq/m. this equates to an increase of 92.1 sq/m or circa 60%. The site is located in the Glaven Valley Conservation Area

3.2.13 To summarise the salient details from the three precedents;

- All three are located in Conservation Areas
- All are prominent sites within their conservation areas and their impact had to be carefully assessed
- The replacement of existing single storey dwellings with two or two and a half storey buildings is achievable, height does not necessarily determine impact
- A significant increase in floor area is appropriate dependant on how that floor area is delivered visually.

3.3 Local Planning Policy - Other

3.3.1 Turning to other local planning policy the North Norfolk District Council Core Strategy (CS) covers development in rural locations in the CS Core Aims Section;

- Core Aim 2 looks “...to promote economic activity which maintains and enhances the character and the viability of the rural area” and seeks “To mitigate and adapt to the effects of climate change and minimise demand for resources by promoting sustainable design and construction in all new development.”
- Core Aim 3 seeks “To protect the built and natural environment and local distinctive identity of North Norfolk.....To ensure high quality design that reflects local distinctiveness”

3.3.2 Looking at the Spatial Strategy section of the CS; SS2 states; “In areas designated as Open Countryside development will be limited to that which requires a rural location and is for one or more of the following; the extension and replacement of dwellings.” As the proposal is for the direct replacement of a house it is in accordance with this policy. The CS also states at paragraph 3.3.4 that “Part of the North Norfolk Coast AONB is within existing built up areas and proposals will be considered having regard to their immediate setting and impact on the surrounding area.”

This proposal is within a built up existing area, whilst it is appropriate to comment on the impact of the proposed house in the wider context of the Glaven Valley Conservation Area the heritage assets with the most significance are the Cley Conservation Area and the setting of St Margarets. Church. This is addressed in more detail in the Visual Impact Assessment.

3.3.3 ‘EN – 1 Norfolk Coast Area of Outstanding Natural Beauty (AONB) and The Broads

The impact of individual proposals, and their cumulative effect on the Norfolk Coast AONB, The Broads and their settings will be carefully considered. Development will be permitted where it;

- *is appropriate to the economic, social and environmental well-being of the area or is desirable for the understanding and enjoyment of the area;*
- *does not detract from the special qualities of the Norfolk Coast AONB or The Broads; and*
- *seeks to facilitate delivery of the Norfolk Coast AONB management plan objectives.*

Opportunities for remediation and improvement of damaged landscapes will be taken as they arise. Proposals that have an adverse effect will not be permitted unless it can be demonstrated that they cannot be located on alternative sites that would cause less harm and the benefits of the development clearly outweigh any adverse impacts. Development proposals that would be significantly detrimental to the special qualities of the Norfolk Coast AONB or The Broads and their settings will not be permitted.’

The provision of a permanent family house on the site, where the same family currently live, satisfies the social criteria of this policy. The recessive and high quality architectural design based recognisable agricultural cues enhances the special qualities of the AONB and the delivery of the AONB management plan objectives.

3.3.4 As the site is located in a Conservation Area Policy EN2 applies to the this location;

‘EN 2 – Protection and Enhancement of Landscape and Settlement Character

Proposals for development should be informed by, and be sympathetic to, the distinctive character areas identified in the North Norfolk Landscape Character Assessment and features identified in relevant settlement character studies.

Development proposals should demonstrate that their location, scale, design and materials will protect, conserve and where possible enhance:

- *the special qualities and local distinctiveness of the area (including historical, biodiversity and cultural character)*
- *gaps between settlements, and their landscape setting*
- *distinctive settlement character*
- *the pattern of distinctive features, such as watercourses, woodland, trees and field boundaries, and their function as ecological corridors for dispersal of wildlife*
- *visually sensitive skylines, hillsides, seascapes, valley sides and geological features*
- *Nocturnal character*
- *The setting of, and views from **Conservation Areas** and **Historic Parks and Gardens***
- *The defined **Setting of Sheringham Park**, as shown on the proposals map'*

Great care has been taken at the design stage through thorough examination of the Planning Inspectors Decision Notice, and through advice from Senior planning Officers, to ensure that the proposed building will enhance the special qualities and local distinctiveness of the area by proposing a building that works with the topography of the site and introduces familiar features such as the pitched roofs, gables and natural materials that will anchor the house in the locale. During the design process and the Public Consultation phase the amount and treatment of glazing in the proposed property has been significantly altered to take into account the nocturnal character of the village.

3.3.5 'EN3 – Undeveloped Coast

In the Undeveloped Coast only development that can be demonstrated to require a coastal location and that will not be significantly detrimental to the open coastal character will be permitted.

Whilst the proposal does not require a coastal location, it will not have a detrimental effect on the open coastal character as it is set back from the coast within the village of Cley.

3.3.6. 'EN 4 - Design

All development will be designed to a high quality, reinforcing local distinctiveness. Innovative and energy efficient design will be particularly encouraged. Design which fails to have regard to local context and does not preserve or enhance the character and quality of an area will not be acceptable. Development proposals, extensions and alterations to existing buildings and structures will be expected to:

- *Have regard to the North Norfolk Design Guide;*
- *Incorporate sustainable construction principles contained in policy EN6;*
- *Make efficient use of land while respecting the density, character, landscape and biodiversity of the surrounding area;*
- *Be suitably designed for the context within which they are set;*
- *Retain existing important landscaping and natural features and include landscape enhancement schemes that are compatible with the Landscape Character Assessment and ecological network mapping;*
- *Ensure that the scale and massing of buildings relate sympathetically to the surrounding area;*
- *Make a clear distinction between public and private spaces and enhance the public realm;*
- *Create safe environments addressing crime prevention and community safety;*
- *Ensure that places and buildings are accessible to all, including elderly and disabled people;*
- *Incorporate footpaths, green links and networks to the surrounding area;*
- *Ensure that any car parking is discreet and accessible; and*
- *Where appropriate, contain a variety and mix of uses, buildings and landscaping.*

*Proposals should not have a significantly detrimental effect on the residential amenity of nearby occupiers and new dwellings should provide acceptable residential amenity. Development proposals along entrance routes into a settlement should have particular regard to their location. **Important Approach Routes** are identified on the Proposals Map which should be protected and enhanced through careful siting, design and landscaping of any new development.'*

Much of this policy is guided by the North Norfolk Design Guide which employs a progressive approach to new development Section 2.3 'Towards a New Vernacular'. The design of the proposed house has been guided by the relevant sections of the NNDG and, whilst much more detailed is provided in the Visual Impact Assessment, it is considered that the new house champions the guidance and aspirations set out in the NNDG.

- 3.3.7 The proposed house has been designed to maximise its position in relation to maximising solar gain for passive heating in the winter. The canopies over the windows on the north, south and west elevations will prevent too much solar gain during the Summer. It is also anticipated that sustainable forms of heating will be incorporated such as the existing wood pellet fired spatial heating and solar PV panels will be placed on the south west bedroom roof, linked to a house battery pack in the basement utility. Should consent be granted, these systems will be fully specified during the building regulations application. With this in mind the proposal will be compliant with policy EN 6.
- 3.3.8 Whilst the site location is heavily protected for its landscape character and the setting of St Margarets Church, under Policy EN 8 the proposal is considered to comply with the following; *'Where a building makes little positive contribution to the area, consent for demolition will be given provided that, in appropriate cases, there are acceptable and detailed plans for any redevelopment or after-use.'*

It is acknowledged that the Original Bungalow has been demolished, however, it is also clear that this building had no architectural merit and did not enhance the Conservation Area or promote local distinctiveness. The building was of fairly utilitarian design using a generic brick that was not typical to the area, there were some features such as bay windows and a porch to the front door, however these lacked any detailing and were utilitarian in style. The best photographic record of the Original Bungalow is contained within the LPA Statement of Case to Appeal Ref APP/Y2620/W/22/3299404 & 3299405 at Appendix 19, a copy of which is available at Appendix s1 of the Visual Impact Assessment. Policy EN8 goes on to state:

*"The character and appearance of **Conservation Areas** will be preserved, and where possible enhanced, and, in consultation with all relevant stakeholders, area appraisals and management plans will be prepared and used to assist this aim and to encourage the highest quality building design, townscape creation and landscaping in keeping with the defined areas."*

It is considered that this new proposal, by virtue of the design principles set out in the Visual Impact Assessment will preserve and enhance the Conservation Area and is compliant with the aspirations of the Conservation Area Appraisal. It is also considered that an appropriate amount of consultation has taken place with stakeholders.

- 3.9 The proposal is in full accordance with Policy EN9 also, in proposing the Landscaping Plan the Applicants have ensured that the following policy objectives have been met;

"All development proposals should:

- Protect the biodiversity value of land and buildings and minimise fragmentation of habitats;*
- Maximise opportunities for restoration, enhancement and connection of natural habitats; and*
- Incorporate beneficial biodiversity conservation features where possible"*

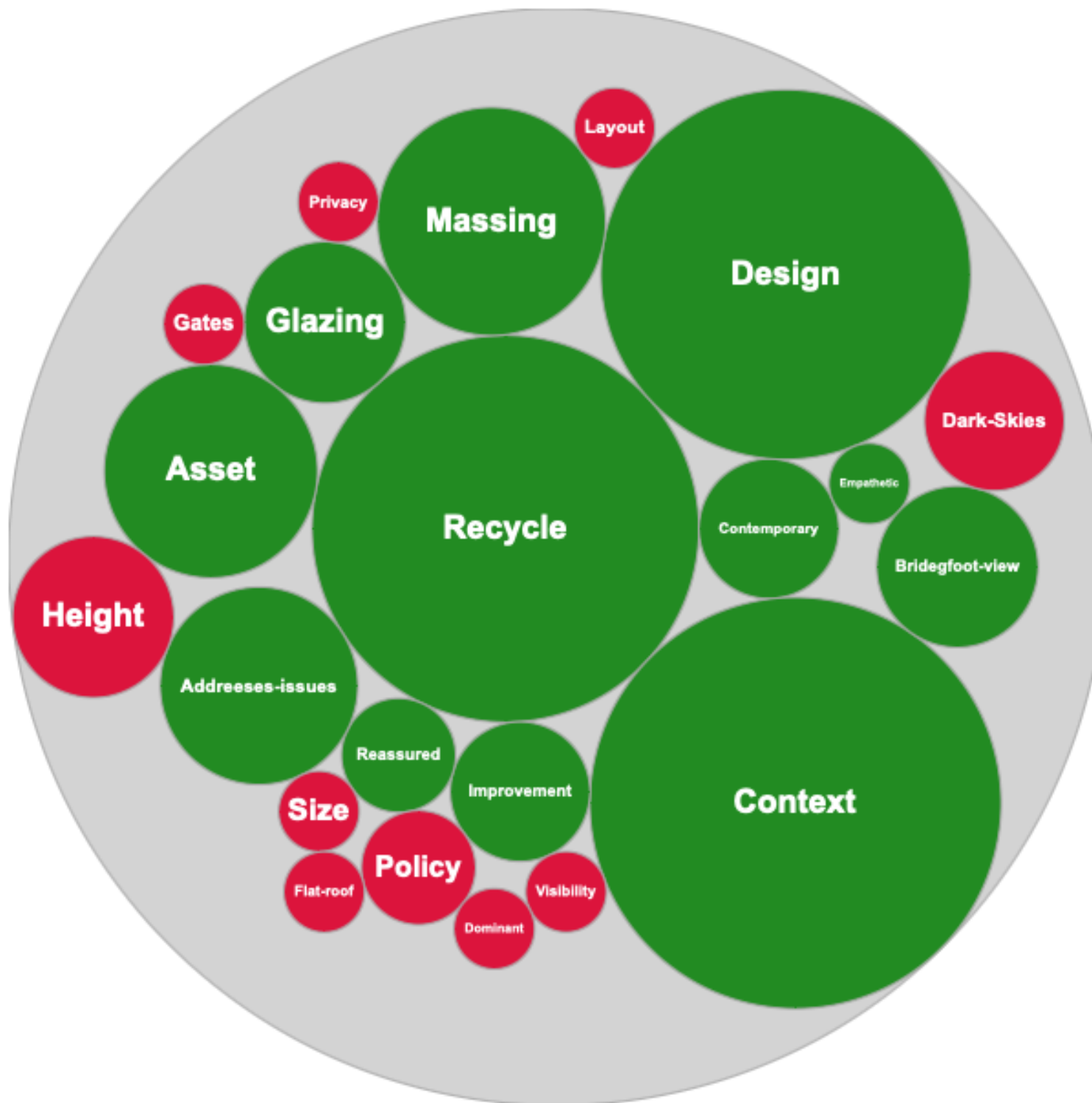
In providing the ecological survey and complying with the recommendations it proposes the application is also compliant with the last paragraph of this policy.

- 3.10 The remaining Local Planning Policy Guidance is contained within the NNDG and the Cley Conservation Area Appraisal and Management Plan, the proposal is assessed against these in the Visual Impact Assessment document.

4.0 Statement of Community Involvement

- 4.1 The applicants have been proactive in ensuring that the local community is aware of the proposal and have had the opportunity to comment on the plans.
- 4.2 The Applicants Agent updated the Parish Council at their meetings in July and November 2023 describing progress and the meetings that had been held with Senior Planning Officers at NNDC. At the November Parish Council meeting it was agreed that the proposed plans for the new house would be presented to the Parish Council and the public at the 14th December Parish Council meeting. It was agreed that these plans would be left with the Parish Council with comments books for 3-4 days so that residents and members of the public could make observations.
- 4.3 The public display was notified on the Agenda for the for the meeting which was distributed on the 6th December 2023, this was posted on the Village Hall notice board, on the Parish Council website and circulated via the 'Cley SPAM' group on WhatsApp which has circa 118 members all of whom are property owners or tenants in Cley. It is considered that this constitutes sufficient notification of the consultation.
- 4.4 On the 14th December the new house was introduced with the discussion primarily taking place between the Agent and the owners of two neighbouring properties, it was agreed that further information could be provided by the Applicants to ensure that the public could better assess the impact of the proposed development. The Agent agreed to provide this and a further public consultation event was agreed at the Cley Community Café to take place on the 20th December 2023 from 10.00am until 16.00pm
- 4.5 The event at the Community Café was well attended throughout the day with circa 55-60 people visiting most of whom were from Cley Village. 44 written comments were received these are analysed below:

Word	Times	Word	Times
<u>Positive</u>		<u>Negative</u>	
Recycled	22	Visibility	1
Contemporary	3	Not Policy	2
Context	26	Height	4
Style	21	Massing	1
Massing	7	Layout	1
Improvement	3	Dark Skies	3
Strict conditons	1	Floor area similar	1
Entertaing area to rear	1	Privacy	1
Feel Reassured	2	Dominant	1
Empathetic	1	Flat roof	1
Bridgefoot Lane View	4	Gates	1
Address the Issues	6		
Asset to Village	7		
Glazing	4		



Word Cloud

The Word Cloud opposite represents both the positive and negative comments that were made in the written comments.

The green comments are positive and the red negative.

Each circle is proportionate in size to the number of comments that were made on that topic.

A selection of these is provided below:

“Looks Really good – I would like to live there! It seems to be a good mix of traditional, almost barn shaped and modern. Interesting architecturally – so fitting within the environment. It will be an asset to the village.” – Holt Road, Cley Resident

“Importantly the elevation from the road is, if anything, more empathetic with its surroundings even than the bungalow that stood on the property before.” – High Street, Cley resident

“The new plans are in keeping with the village aesthetic with pitched roof and different heights which echoes the cottages and houses that been added to and adapted for the changing needs of house holders” Coast Road, Cley Resident

“Certainly more in keeping with the vernacular of the village and the area in general.....the new building will not feel obtrusive in the slightest. All in all, this is a fantastic design which takes into account all of the concerns raised previously.” – New Road, Cley Resident

(Copies of the original written comments are available if required)

4.6 Whilst the overwhelming majority of comments from residents were positive there were comments from neighbours that flagged up the following concerns with the design:

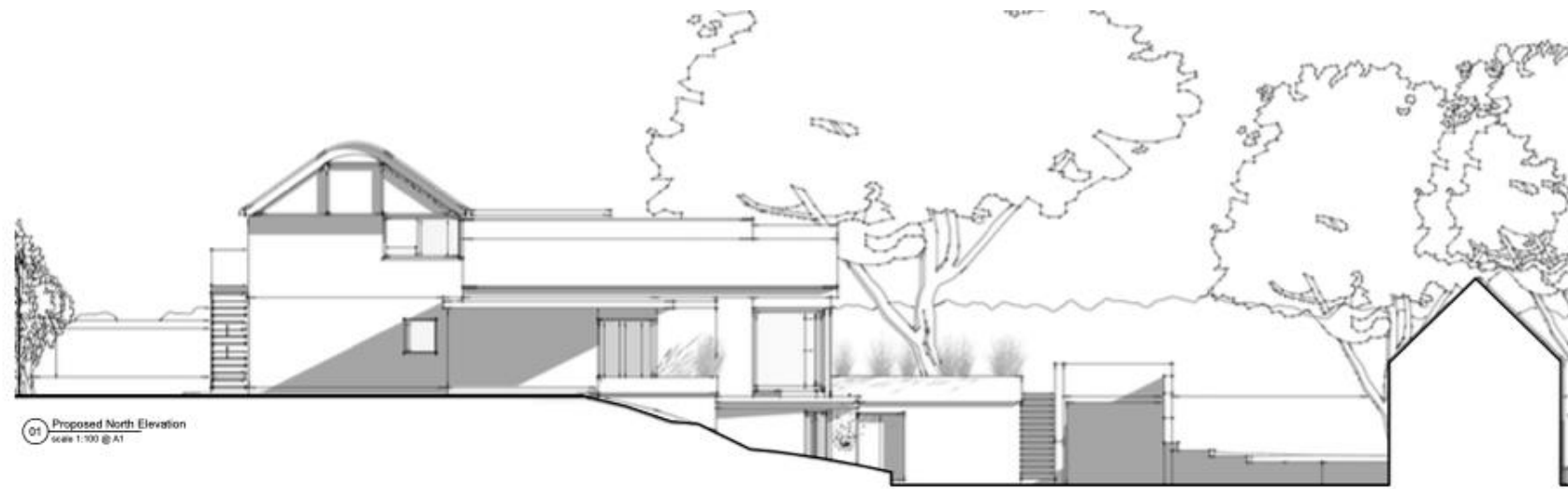
- The 'eastern block' should only be one storey
- Privacy issues from the first floor windows in the northern gable of the 'eastern block'
- Concern over the height of the ridge of the 'eastern block'
- Concern over light pollution from the glazing
- Visibility of the house from Newgate Green

In order to address these concerns the Applicant has made alterations to the proposal that was presented to the public consultation. These are detailed in the perspective views below

4.7 In conversation with several visitors the Applicants agent received comments regarding the lack of flint work and traditional masonry, this has been introduced across the lower ground floor and the retaining walls to the car parking area in response.

4.8 Detailed below are a series of elevations that illustrate the changes that have been made as a result of the Public Consultation:

North Elevations

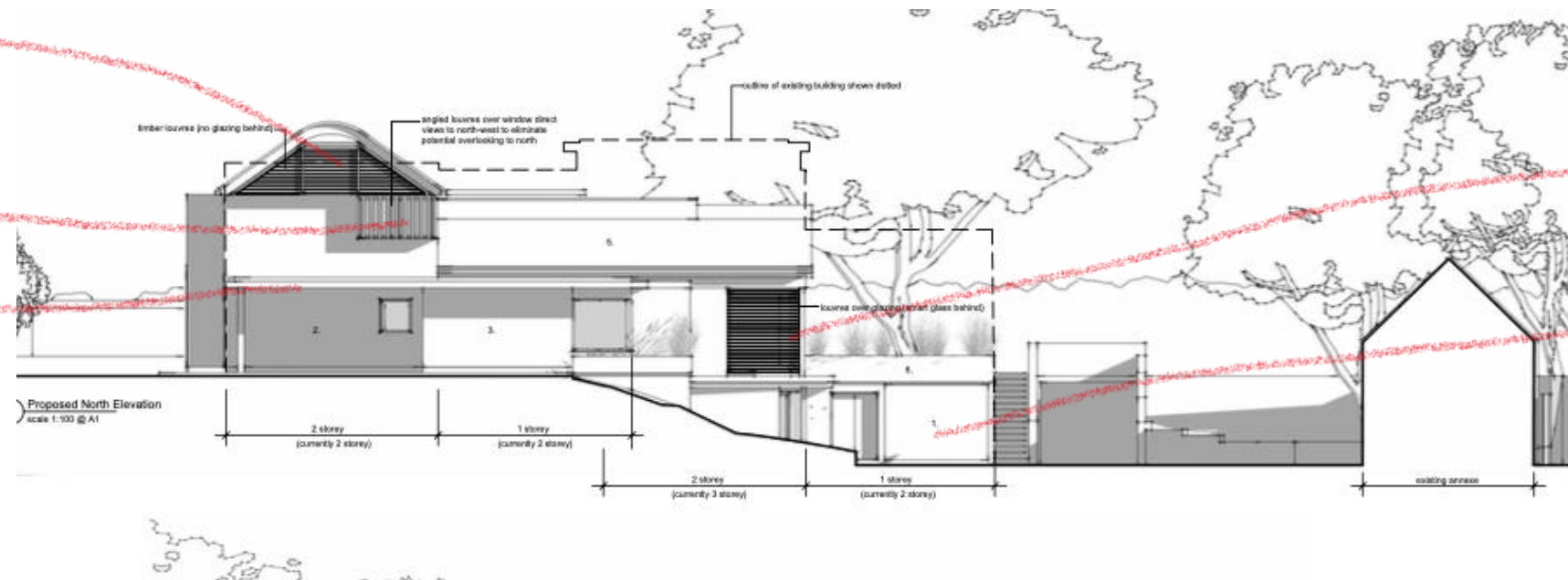


Public Consultation Version

Solid wall with horizontal louvres

vertical directional louvres to ensure privacy

Continuation of canopy from sitting room onto North gable to create wood store and introduce strong horizontal break in elevation



Introduction of downward casting louvres with Smart Glass behind

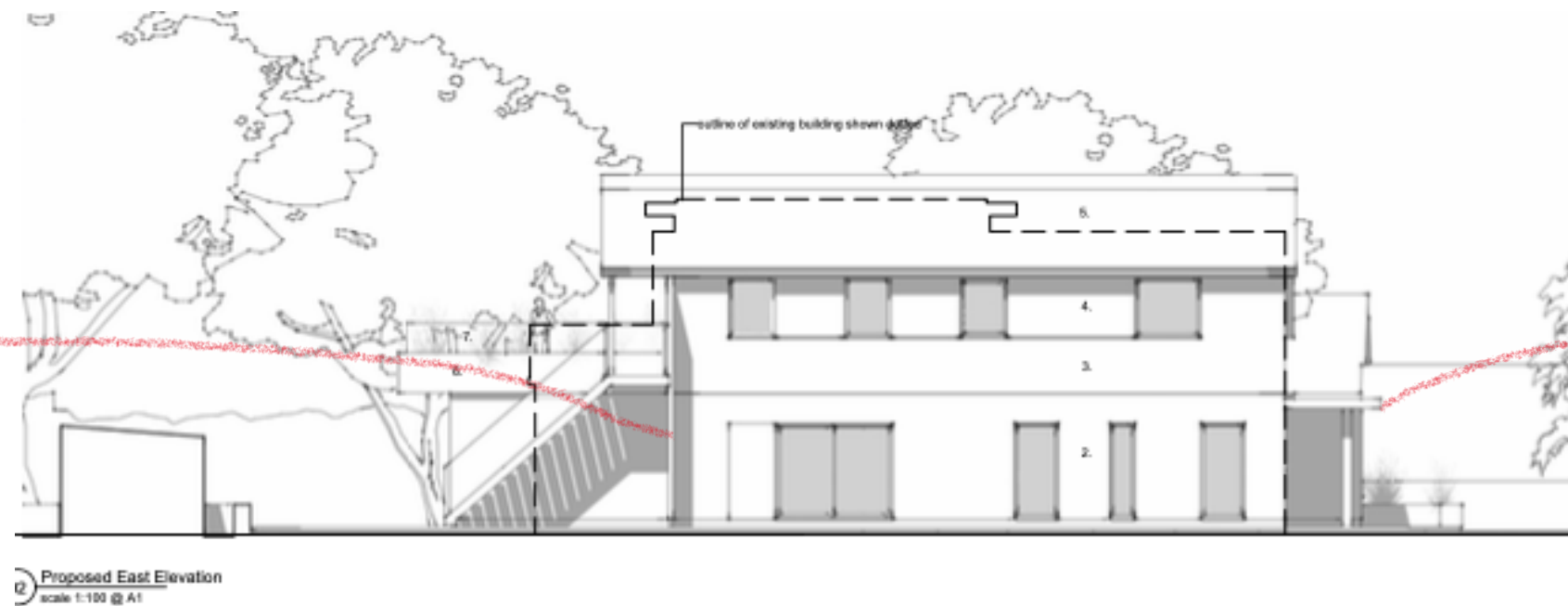
Introduction of random flint facing material

Planning Version

East Elevations



Public Consultation Version

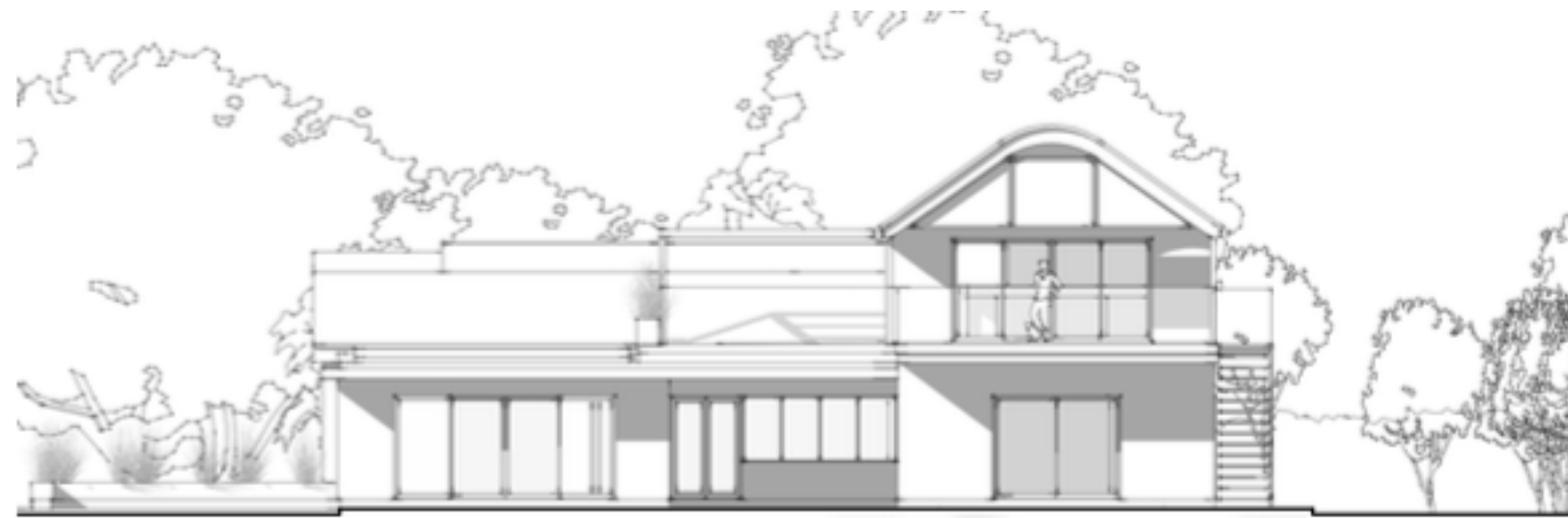


Vertical screen from ground level to eaves to northside of stair landing to prevent views to the north

Canopy continued from sitting room to create visual interest

Planning Version

South Elevations

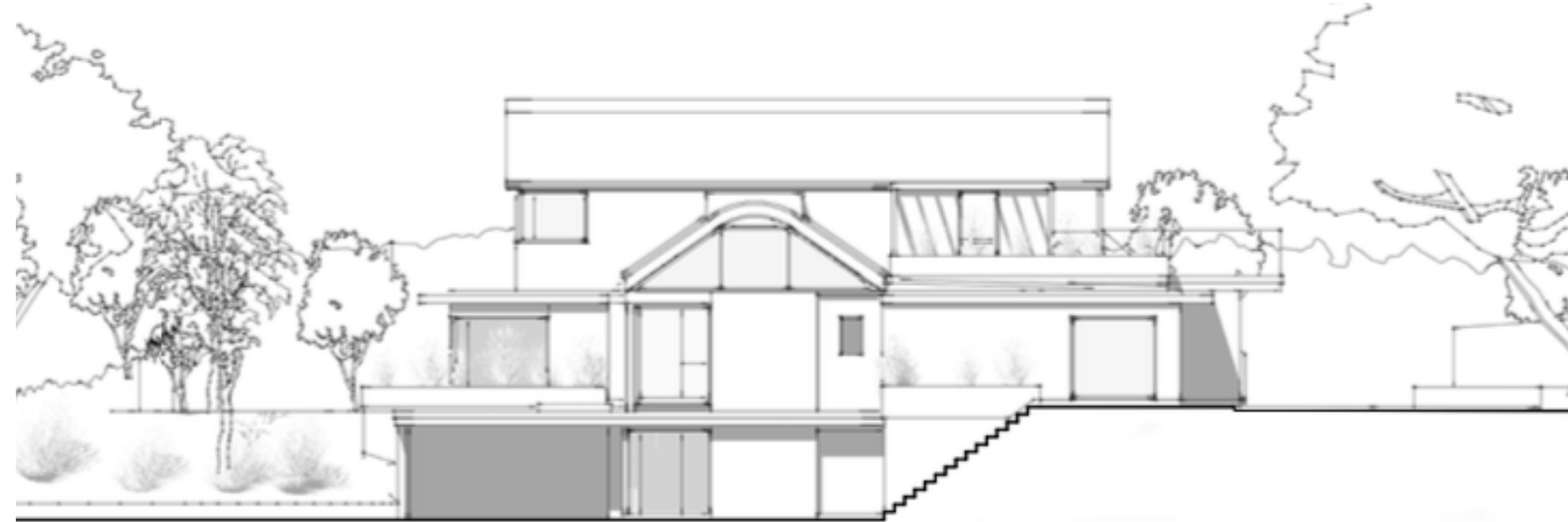


Public Consultation Version



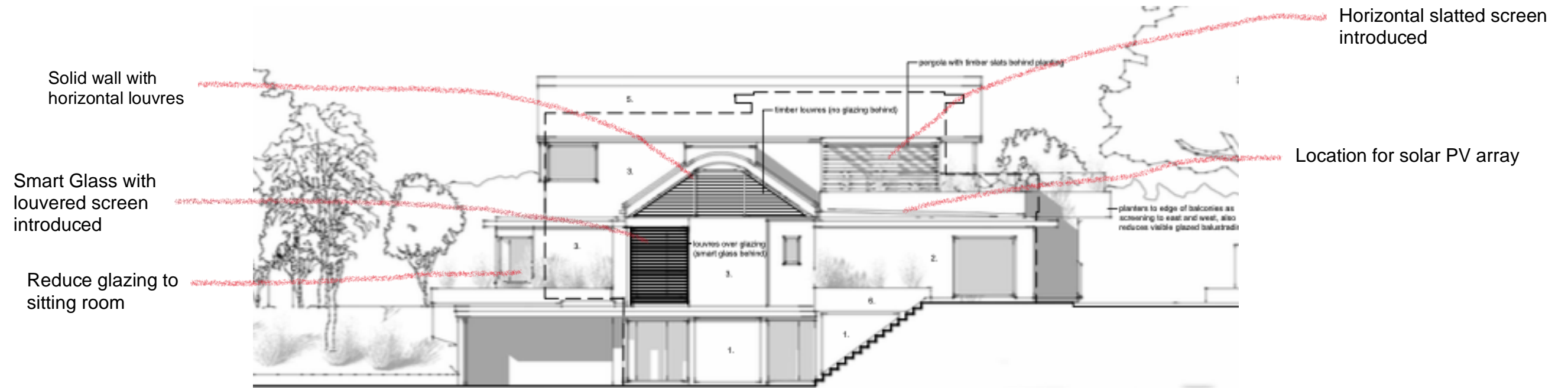
Planning Version

West Elevations



Proposed West Elevation
1:100 @ A1

Public Consultation Version



Planning Version

Planning Version

5.0 Summary and Conclusions

- 5.1 It can be seen from the Design and Access Statement that the design of the proposal is both innovative and of exceptionally high quality. The new house will be relevant to the historic built environment of Cley and sympathetic to the wider landscape in which it sits.
- 5.2 The scale and massing of the built form across the site will be considerably reduced compared to the Current House providing betterment to the Undeveloped Coast, the Conservation Area and the AONB. Moreover the Original Bungalow will be replaced by a dwelling that is both informed by, and relevant to its' surroundings in its design cues and the choice of materials.
- 5.3 The design of the house is informed by the many portal framed agricultural barns in the area, typically these are clad in metal or asbestos cement sheeting with similar materials used on the roof. The design principles set out in the Visual Impact Assessment and the analysis of these describe the proposal in more detail in relation to the setting of St Margarets Church and the Conservation Area and with these in mind it is considered that the proposal is entirely consistent with both National and Local Planning Policy
- 5.4 The new house will be highly sustainable in terms of the materials used, the method of construction and the mechanical and electrical installations. It will also re-use some of the structure of the Current House and recycle a great many of the materials taken down from the Current House
- 5.5 The Visual Impact Assessment and Heritage Statement provide a full qualitative and sensitivity analysis of the site and its' surroundings which demonstrate that the proposal works in harmony with its setting and respects the local vernacular of agrarian buildings..
- 5.6 The Landscape Plan provides a supplementary planting scheme to integrate with the existing mature garden, enhancing the tree and evergreen shrub planting along the northern boundary to create interest at different times of the year. It is anticipated that the Local Authority will impose conditions upon the future landscaping of the site including the requirement to replace any planting that fails within the first 10-15 years.
- 5.7 The applicants have undertaken a comprehensive programme of planning consultation and presentations to the Parish Council and the public, appropriate for an application of this type. It is understood that modern architecture creates discussion when applied to a historic and sensitive location, however, this statement and all of the accompanying documents provide an excellent justification for the proposal as a positive contribution to the built and natural environment.
- 5.8 For these reasons, and the justification provided in the planning statement above we respectfully ask the Council to consider the development of this proposal favourably.