

## Policy Plus Plus

According to a recent Housing Needs Assessment, there are four key issues with the existing housing mix in Wells-next-the-Sea. These are: a diminishing private rental sector, a need for more affordable rental, the under-occupancy of larger dwellings, and a lack of affordable home ownership products.

Our Policy Plus Plus approach has been designed to help resolve these issues by offering a mix of housing tenures to support local housing need. We plan to adopt a Policy Plus Plus approach at our proposed Mill Road site, meaning:

- 45% of the total homes will be affordable, including shared ownership, social rent, and intermediate rental options through Homes for Wells
- Additionally, we will retain 10% of the homes for local people to rent privately
- This means that 55% of the proposed new homes will be allocated to local housing provision
- The proportion of homes proposed for private sale is just 45%.

More detail about our Policy Plus Plus approach can be found at [holkham.co.uk/planning](https://holkham.co.uk/planning)



Illustration of a potential street scene at the proposed development



## Where and when

The proposed site is located on land between Mill Road and Holkham Road. It is adjacent to existing homes on Mill Road, Bases Lane and Westfield Avenue, and covers a total of 15.5 acres.

### Proposed timeline

#### 21st June

Deadline for comments from public consultation

#### Summer 2023

Submission of planning application

Thank you for taking the time to read our proposals. Please visit our website [holkham.co.uk/planning](https://holkham.co.uk/planning) for further information and to leave your comments via the online feedback form.

## HOLKHAM

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## HOLKHAM

Our proposal  
for new homes  
leading off  
Mill Road in  
Wells-next-the-Sea

[holkham.co.uk](https://holkham.co.uk)

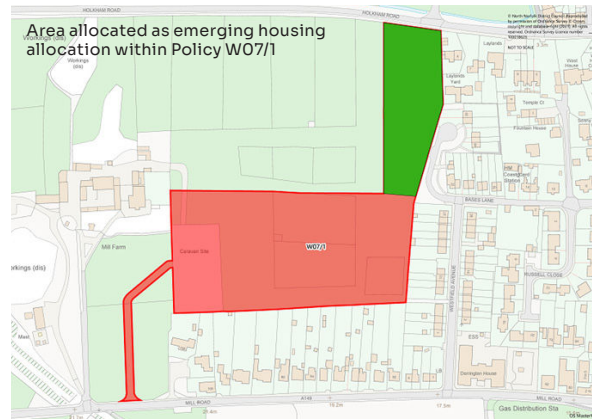
# Introduction

We are planning to deliver a collection of 51 high quality, new homes leading off Mill Road in Wells-next-the-Sea. We would like to share our ideas with you and welcome your feedback.

The proposed development site has been identified as a location for housing in the emerging North Norfolk District Council Local Plan. Policy W07/1 of the new Local Plan states that planning permission will be granted for approximately 50 homes on the site if the development includes:

- High quality housing that minimises visual impact on the Norfolk Coast AONB
- 1.5 acres of public open space
- Convenient vehicular access via Mill Road
- Retention and enhancement of mature hedgerows and trees
- Cycle and pedestrian access from Mill Road
- Surface Water Management Plan and Foul Water Drainage Strategy Plan
- Mitigation of potential impact on recreational and green space
- Design and landscaping that minimise any potential impact to both the Grade I listed Holkham Hall Park and Garden and Wells Conservation Area.

You can read the policy in full at [holkham.co.uk/planning](http://holkham.co.uk/planning)



## Our proposals

We believe our plans meet, and go further than, the requirements of Policy W07/1. Read on for more details about our innovative approach or visit our website at [holkham.co.uk/planning](http://holkham.co.uk/planning).

- We plan to deliver 51 homes in a mix of tenures, including affordable housing, rental properties and private sales (see the following section for more information on our Policy Plus Plus approach).
- Visual impact of these homes will be minimised through substantial, habitat-rich planting.
- To help answer local demand for smaller, more affordable homes, 64% of the proposed housing mix will be two and three bedroom homes. The remaining properties will be one bedroom apartments and a smaller collection of four and five bedroom houses.
- The scheme will complement the local area, with traditionally-designed homes that champion the latest sustainable requirements.

- All the properties will benefit from allocated parking. Visitor parking will also be included.
- In addition to the new homes, our plans include 1.5 acres of public open space, providing recreational expanse for residents and the local community. This provision of new public space will mitigate the impact of the proposed development on the existing recreational area.
- Where possible, we will protect and enhance existing hedgerows and trees and will also create new wildlife habitats within the development. This provision will be far greater than the required 10% Biodiversity Net Gain.
- Vehicular access will be via Mill Road, whilst cycle and step-free pedestrian access will be via Holkham Road and Bases Lane, as well as the existing access via Westfield Avenue.
- A surface and foul water drainage strategy will be implemented, utilising Sustainable Drainage Systems (SUDS).



Site plan for the proposed homes leading off Mill Road in Wells-next-the-Sea