

Local Plan Review Pre-Submission Stage 2021

13 Rural West Norfolk

13.1 LP41- Development in Rural Areas Policy

13.1.1 Introduction

13.1.2 The Council will continue to encourage a strong hierarchy of rural settlements by developing competitive, diverse and thriving rural enterprise that supports a range of jobs. Rural settlements provide essential services and facilities to serve visitors to the borough as well as the local communities.

13.1.3 The Borough Council's approach to housing in rural areas will seek to sustain rural communities, identifying a need for both affordable and market housing. Rural exception sites can be used to enable the Council to deliver affordable housing in rural communities on sites not otherwise available for residential development

13.1.4 Strategic Policy

Policy LP41- Development in Rural Areas

The strategy for rural areas is to:

1. promote sustainable communities and sustainable patterns of development to ensure strong, diverse, economic activity, including farm/agricultural diversification (see also Policy LP07);
2. maintain local character and strive for a high-quality environment;
3. the focus of most new development in the rural areas will be at Growth Key Rural Centres and Key Rural Service Centres selected from the Settlement Hierarchy Policy LP02;
4. ensure employment, housing (including affordable housing), services and other facilities are provided in close proximity to settlements;
5. focus on improving accessibility between towns and villages so helping to reduce social exclusion, isolation and rural deprivation;
6. in the Rural Villages and Smaller Villages and Hamlets, more modest levels of development, as detailed in Policy LP28, will be permitted to meet local needs and maintain the vitality of these communities where this can be achieved in a sustainable manner, particularly with regard to accessibility to housing, employment and services and without detriment to the character of the surrounding area;

Local Plan Review Pre-Submission Stage 2021

7. housing development could take place within inside settlement development boundaries if judged to be in accordance with LP04. It may also take place outside of these development boundaries if judged to be in accordance with LP31;
8. within all centres and villages priority will be given to retaining local business sites unless it can be demonstrated that any proposal for change accords with Policy LP07;
9. sites may be allocated for affordable housing or exception housing to support the housing strategy;
10. support may also be given for entry level exception sites;
11. beyond the villages and in the countryside the strategy will be to conserve and enhance the countryside recognising its intrinsic character and beauty, the diversity of its landscapes, heritage and wildlife, and its natural resources to be enjoyed by all.

Policy LP41 contributes to Objectives 6, 7, 9 Society, 14, 15 Environment, 28, 29, 30, 31 Rural Areas 34 Coast, Norfolk Coast AONB Policy LP16