

Parish:	Holme next the Sea	
Proposal:	Proposed New Self-Build Dwelling	
Location:	Beach Road Holme next The Sea Norfolk PE36 6LG	
Applicant:	Mr. & Mrs. Neill	
Case No:	26/01265/F (Full Application)	
Case Officer:	Mrs Jade Calton	Date for Determination: 30 September 2026 Extension of Time Expiry Date: 30 October 2026

Reason for Referral to Planning Committee – Called in by Cllr de Winton

Neighbourhood Plan: Yes

Case Summary

The application site comprises an irregular shaped parcel of land measuring approx. 1984 sqm and currently used as a paddock. The site is located on the eastern side of Beach Road, Holme-Next-The-Sea.

Holme is classified as a Smaller Village and Hamlet as set out in Local Plan Policy LP01. However, the site lies outside of Holme's development boundary and within the countryside.

Full planning permission is sought for the construction of a dwelling for custom and self-build purposes.

Key Issues

Principle of Development
Design, Form and Character and Impact on National Landscape
Flood Risk
Ecology and Biodiversity
Other Material Considerations

Recommendation

REFUSE

THE APPLICATION:

The application site comprises an irregular shaped parcel of land measuring approx. 1984 sqm and currently used as a paddock. The site is located on the eastern side of Beach Road, Holme-Next-The-Sea.

The site lies outside of Holme's development boundary and within the countryside. It also lies within the National Landscape and other special designations such as the North Norfolk Heritage Coast and SSSI buffer zone, and adjacent to the Norfolk Coast Ramsar site and Special Protection Area.

The application seeks full planning permission for the construction of a new dwelling for the purposes of custom and self-build.

The proposed dwelling is contemporary in design, comprising two main components varying in height under an a-symmetric roof. Although there is a change in site levels, the overall height of the proposed dwelling is approx. 7.8m (as measured from the lowest ground level).

Whilst the dwelling appears as a two-storey structure, all habitable accommodation is contained on a single raised level, with the design reflecting the need to accommodate predicted flood depths. The finished floor levels would be set at approx. 2.7m from the lowest ground level, which is approx. 6m above ODN. The raised floor levels create an undercroft which responds to the site's slightly undulating topography.

The proposed materials include brickwork to the base level, vertical timber cladding to the upper elevations, aluminium framed fenestration and a Zinc standing seam roof. There are large areas of glazing, particularly to the principal elevations.

The dwelling would be sited approx. 12.5m back from the highway; approx. 12.9m from the northern site boundary; approx. 16.3m from the southern boundary and approx. 16.2m from the eastern (rear) boundary. The gross internal floor area of the proposed dwelling is 150m².

The existing site access is proposed to be utilised with the parking and turning area located to the north of the site.

All trees and hedgerows are proposed to be retained and protected during construction.

APPLICANT/AGENT SUPPORTING CASE:

A Planning, Design and Access Statement accompanies the application and makes the following supporting case:

The Applicants have owned the land for many years and currently live in a neighbouring settlement. They intend to under-take the construction of their future home and have been actively involved in the preparation and design process of the application.

The proposal involves the construction of a single-storey dwelling sited in a central section of the site, close to its Beach Road frontage. The siting has been specifically chosen to avoid conflict with, and enable the retention of, significant native hedgerow and trees on the site.

An Arboricultural Assessment accompanies the application, and its recommendations have guided the siting and form of the proposed dwelling

Planning Committee
26th October 2026

As the site is located within a high-risk flood area, the proposed single-level accommodation has been raised above existing ground levels as part of mitigation measures in the event of a significant flood event. This results in the lower section of the building comprising unoccupied void, with all accommodation, including sleeping and living spaces being situated above, at a level above maximum predicted flood levels. A site-specific flood risk assessment accompanies the application.

On plan form, the elevational drawings resemble a two-storey dwelling. although the ground floor space is unoccupied and mitigates potential flood risk. The proposed dwelling would provide for a three bedroom, single-level accommodation, with provision made for means of refuge within part of the roof space, in the event of an extreme flood event.

The gross internal floor area of the new dwelling would not exceed 150msq, in line with the policy requirements of the adopted Neighbourhood Plan.

The proposed property incorporates a contemporary design with brickwork to the base level, with vertical timber cladding to facing elevations above, aluminium-framed fenestration, and standing-seam, zinc finish to the low-pitched roof. The position of the existing entrance to the paddock in the north-western corner of the site is intended to be retained for the new plot. Visibility at the point of access is good in both directions and the speed limit on this section of Beach Road is 30mph, with a speed sensor Sign positioned immediately opposite the access point to the site.

A preliminary Protected Species Assessment also accompanies the application.

PLANNING HISTORY:

No planning history.

RESPONSE TO CONSULTATION:

Parish Council: OBJECT - on the following grounds:

The Parish Council acknowledges that the proposal would deliver a custom/self-build dwelling in accordance with Policy LP31 and provide an additional principal residence within the village, consistent with Neighbourhood Plan policies. However, it objects to the application on the grounds that these benefits are outweighed by significant policy conflicts. The site lies outside the development boundary and is considered countryside rather than infill development, with no demonstrable housing need given the Borough's adequate housing land supply. Concerns are also raised regarding the dwelling's impact on the National Landscape, its reliance on private car travel due to the site's remote location, and the potential effects on nearby internationally and nationally protected habitats and species. The Parish Council further highlights insufficient assessment of heritage and archaeological interests, flood risk and coastal change constraints, noting that the site falls within an area at risk of future flooding where new dwellings are generally resisted under Policy LP17. It also considers that the proposal would fail the sequential test given the availability of alternative housing sites. Overall, the Parish Council concludes that the development would not constitute sustainable development, contrary to Neighbourhood Plan Policies HNTS 1, 2, 3, 5, 13 and 20.

Highways Authority: NO OBJECTION- subject to a condition relating to upgrading the access.

Internal Drainage Board: NO OBJECTION – Byelaw Consent may be required.

Environmental Health & Housing – Environmental Quality: NO OBJECTION

Historic Environment Service: NO OBJECTION- subject to conditions relating to WSI.

Environment Agency: OBJECT– The submitted FRA fails to demonstrate that the proposed development will be safe for its lifetime.

Emergency Planning: NO OBJECTION- subject to the standing advice relating to emergency flood warning service and evacuation plan.

Conservation Team: NO OBJECTION

Norfolk Coast Protected Landscape Team: RAISE CONCERNS- due to the absence of a Landscape and Visual Appraisal to fully assess impacts on landscape character and visual amenity.

Senior Ecologist: OBJECT- on grounds that insufficient information has been provided at this stage to demonstrate that the proposed development would not result in significant adverse impacts on protected species and local biodiversity.

Arboricultural Officer: NO OBJECTION- following the submission of an updated Tree Report which demonstrates that all existing trees and hedgerows will be retained and protected.

REPRESENTATIONS:

ONE OBJECTION received from a Third Party raising the following concerns: -

- Importance and sensitivity of this protected site.
- Disturbance of natural habitats.
- Redwell Marsh adjoins or is very close to this land.
- This area liable to flooding and in order to mitigate the risk, a single storey residence is now proposed which would take on the appearance of a two storey house.
- Detrimental to the street scene which is part of the iconic Peddars Way
- Main thoroughfare to the Beach, the NWT and NOA centres and the Golf Course, used by pedestrians, dog walkers, horse riders, cyclists and vehicles.
- Historic and archaeological links.
- The contemporary design would neither enhance nor conserve the National Landscape.
- The positioning of the new build on the site appears to take full advantage of the North and Easterly winds, especially the terraces with large apertures onto them.
- Two sets of outside steps in a sylvan setting seem totally inappropriate.
- There may be overlooking from the terraces northwards towards the only neighbouring residential property and its private garden.
- This is presented as a self build proposal – the submitted plans do not clearly demonstrate that the layout has been comprehensively designed around the specific needs of the future occupiers.

- Self build applications still require full scrutiny under the NPPF, Local and Neighbourhood Plans.
- Does not satisfy HNTS 1, 5, 11, and 20.
- Beach Road is very narrow and two cars cannot easily pass.
- Impact from construction traffic.
- The road is often flooded outside this property after heavy rainfall.
- On both sides of Beach Road are predominantly open fields used mainly for horse grazing.
- The intrinsic character and peaceful beauty from the lack of coastal development will disappear if planning permission were given for a change of use from pasture/equine grazing to residential.
- It would set a very unwelcome and dangerous precedent for the future.

KING'S LYNN AND WEST NORFOLK LOCAL PLAN 2021-2040

LP01 - Spatial Strategy and Settlement Hierarchy Policy (Strategic Policy)

LP02 - Residential Development on Windfall Sites (Strategic Policy)

LP06 - Climate Change (Strategic Policy)

LP13 - Transportation (Strategic Policy)

LP14 - Parking Provision in New Development

LP16 - Norfolk Coast National Landscape (Strategic Policy)

LP18 - Design & Sustainable Development (Strategic Policy)

LP19 - Environmental Assets - Green Infrastructure, Landscape Character, Biodiversity and Geodiversity (Strategic Policy)

LP20 - Environmental Assets- Historic Environment (Strategic Policy)

LP21 - Environment, Design and Amenity (Strategic Policy)

LP25 - Sites in Areas of Flood Risk (Strategic Policy)

LP27 - Habitats Regulations Assessment (HRA) (Strategic Policy)

LP31 - Custom and Self-Build Housing (Strategic Policy)

LP03 - Neighbourhood Plans (Strategic Policy)

NEIGHBOURHOOD PLAN POLICIES

Neighbourhood Plan: Yes

Policy HNTS5: Countryside Zone

HNTS 1: Principle of Sustainable Development

Policy HNTS11: Street Scene, Character and Residential Environment

Planning Committee
26th October 2026

Policy HNTS14: New Homes

Policy HNTS18: Principal Residences

Policy HNTS20: AONB Landscape Quality

Policy HNTS25: Traffic and Car Parking

Policy HNTS22: Biodiversity

Policy HNTS7: Natural Capital and Ecosystem Services

NATIONAL PLANNING POLICY FRAMEWORK (NPPF)

DM326: Determining Development Proposals

DP3: Key Principles for Well-Designed Places

P3: Living conditions and pollution

S5: Principle of Development outside Settlements

N4: Protected Landscapes

TR4: Street Design, access and parking

F7: Ensuring development is safe from flooding

N2: Improving the natural environment

N3: Trees in new development

N6: Areas of particular importance for biodiversity and geodiversity

N4: Protected Landscapes

N5: Maintaining the character of the coast

NATIONAL GUIDANCE

Planning Practice Guidance (PPG)
National Design Guide 2021

PLANNING CONSIDERATIONS:

The main considerations in the determination of this application are: -

Principle of Development
Design, Form and Character and Impact on National Landscape
Flood Risk
Ecology and Biodiversity
Other Material Considerations

Planning Committee
26th October 2026

Principle of Development:

Paragraph 3 of the NPPF (2026) and Policy DM3 confirm that planning applications should be determined in accordance with the Development Plan unless material considerations indicate otherwise. In this case, the Development Plan comprises the King's Lynn and West Norfolk Local Plan (2021-2040) and the Holme-next-the-Sea Neighbourhood Plan (2016-2036).

The site lies outside the settlement boundary of Holme, a Tier 6 Smaller Village and Hamlet under Policy LP01. Policy LP02 establishes that housing growth in Tier 5 and 6 settlements should generally be confined to sites within development boundaries, whilst Appendix I of Policy LP03 confirms that Holme has no identified requirement for additional housing growth through windfall development. As such, the proposal does not benefit from any exception to the Local Plan's countryside restraint policies.

Neighbourhood Plan Policies HNTS1 and HNTS5 similarly seek to protect the countryside, landscape, environmental and heritage qualities of the parish, with new development in the Countryside Zone generally expected to demonstrate a clear rural need. The proposal, comprising a new dwelling in the countryside, does not satisfy these policy requirements.

At a national level, NPPF Policy S5 restricts residential development outside settlements to a defined range of exceptions. The proposal does not fall within any of the relevant categories, including rural worker accommodation, rural business development, the reuse of existing buildings, redevelopment of previously developed land, infill development or a rural exception site. Whilst the application is proposed as a self-build dwelling, there is no identified housing need for additional dwellings in Holme and the site is not physically well-related to the settlement.

The self-build nature of the development is nevertheless a material consideration. The proposal would be secured through a planning obligation and would accord with the objectives of Local Plan Policy LP31 and Neighbourhood Plan Policy HNTS18 relating to self-build and principal residence occupation. Furthermore, whilst the Council continues to experience difficulties in meeting demand for self-build plots, it can demonstrate a healthy five-year housing land supply and satisfactory housing delivery performance.

Accordingly, the provision of a single self-build dwelling attracts some weight in favour of the proposal. However, this benefit does not overcome the fundamental policy conflict arising from the site's countryside location outside the settlement boundary, the absence of any identified housing need in Holme, and the proposal's conflict with Local Plan Policies LP02, LP03 and LP31, Neighbourhood Plan Policies HNTS1, HNTS5 and HNTS18, and NPPF Policy S5. The proposal is therefore not considered acceptable in principle.

Design, Form and Character and Impact on National Landscape:

The site lies outside the settlement boundary of Holme and within both the Norfolk Coast National Landscape and Heritage Coast. Relevant policies include Local Plan Policies LP16, LP18 and LP21; Neighbourhood Plan Policies HNTS5, HNTS11, HNTS14 and HNTS20; and NPPF Policies DP3, N4 and N5, which collectively seek to ensure development respects local character, conserves and enhances landscape and scenic beauty, and protects the special qualities of designated landscapes.

Additionally, the Levelling Up and Regeneration Act 2023 (LURA) places greater weight and a strengthened statutory duty for National Landscapes, which requires relevant authorities to

Planning Committee
26th October 2026

"seek to further" the purpose of conserving and enhancing natural beauty. This replaces the weaker "have regard to" duty previously required.

Beach Road is characterised by a loose, low-density pattern of predominantly detached dwellings set within generous plots and separated by open land, creating a strong sense of openness and a transition between the village and the wider coastal countryside. Whilst architectural styles vary, the prevailing character is generally traditional, comprising simple forms, balanced proportions and vernacular materials. The application site itself forms part of an undeveloped grazing paddock that contributes to this rural setting.

The proposed dwelling would occupy a generous plot and, at 150sqm GIA and a building-to-plot ratio of 7.6%, would comfortably comply with the quantitative requirements of Neighbourhood Plan Policy HNTS14. However, the site is neither within the village envelope nor represents sensitive infilling within a continuously built-up frontage, as required by that policy and reflected within NPPF Policy S5. Furthermore, the contemporary design, including its asymmetrical roof form, extensive glazing, zinc roof and timber cladding, would not reflect the established building characteristics of the locality. As such, the proposal would fail to reinforce the prevailing form, character and appearance of Beach Road, contrary to Neighbourhood Plan Policies HNTS5, HNTS11 and HNTS14, Appendix E Design Guidance, Local Plan Policies LP18 and LP21, and NPPF Policy DP3.

In landscape terms, the dwelling would benefit from substantial boundary vegetation and a relatively low-profile design, which would limit its prominence from Beach Road. However, there may be views of the proposed development from the footpath links to the south-east which connect to the National Trail and Coastal Path.

The Norfolk Coast Protected Landscape (NCPL) Team considers that the proposal is unlikely to cause significant harm to certain special qualities of the National Landscape, including landscape diversity, biodiversity and dark skies, subject to appropriate mitigation, lighting controls and ecological safeguards. However, they have requested that a Landscape and Visual Appraisal (LVA) is submitted to fully assess the impacts on the wider coastal landscape. Notwithstanding this, given that the NCPL Team raises no overall objection and recommends a suit of conditions, it is not considered proportionate nor reasonable to request an LVA for a development of this scale.

Due to concerns over the design and appearance of the proposed development and its disregard for the local building characteristics, this would undoubtedly have a negative effect on the local landscape character, visual amenity, public viewpoints and special qualities of the National Landscape.

Overall, the development would introduce a contemporary form, design and material palette that fails to reflect the established character and appearance of Beach Road. As a result, the proposal would not positively contribute to local distinctiveness and would erode the prevailing rural and vernacular character that contributes to the scenic quality of this part of the Norfolk Coast National Landscape. Having regard to the enhanced statutory duty to seek to further the conservation and enhancement of natural beauty within designated landscapes, the proposal is considered to result in an adverse impact on landscape character and visual amenity, contrary to Policies LP18 and LP21 of the Local Plan, Policies HNTS5, HNTS11, HNTS14 and HNTS20 of the Holme Neighbourhood Plan, and NPPF Policies DP3, N4 and N5.

Flood Risk:

The application site lies within Flood Zone 3A of Environment Agency mapping.

Neighbourhood, Local and National Planning Policy and government guidance seeks to steer new residential development to areas less likely to be at risk of flooding. The Sequential Test is passed as there are no sites at lower risk of flooding in this locality to accommodate this development, however the Exception Test must also be applied. The exception test involves demonstrating that the development would meet all the following criteria:

- i. Provide wider sustainability benefits to the community that outweigh the flood risk;
- ii. Be safe for its anticipated lifetime in accordance with policy F7; and
- iii. Not increase flood risk elsewhere and, where possible, reduce flood risk overall.

Whilst a Flood Risk Assessment accompanies the application, it does not adequately assess the flood risks posed by the development. Therefore, the Environment Agency raise an objection as the submitted FRA fails to: -

1. Correctly calculate the expected flood depths on site and within the building.
2. Consider the requirement for flood emergency planning including flood warning and evacuation of people for a range of flooding events up to and including the extreme event.
3. Assess breach risk (depths) for the proposed development.
4. Provide safe refuge.

The Parish Council and third parties have also raised concerns regarding flood risk, future coastal change and the site's suitability for residential development. These concerns are noted. Notwithstanding the proposed raised floor design and habitable accommodation at a single level, the Environment Agency maintains an objection on the grounds that the submitted Flood Risk Assessment has not adequately demonstrated that the development would be safe for its lifetime or satisfy the Exception Test. Accordingly, these concerns attract significant weight in the planning balance.

Consequently, the proposed development is contrary to Neighbourhood Plan Policy HNTS1; Local Plan Policies LP18, LP21 and LP25; and NPPF Policy F7.

Ecology and Biodiversity:

The site occupies a highly sensitive ecological location close to numerous internationally and nationally designated habitats, including the North Norfolk Coast SPA, SAC, Ramsar and SSSI. Accordingly, Neighbourhood Plan Policy HNTS7, Local Plan Policies LP19 and LP27, and NPPF Policies N2 and N6 require development to protect and enhance biodiversity, avoid adverse impacts on designated sites, habitats and protected species, and provide sufficient ecological information to enable a full assessment.

Whilst ecological surveys have been submitted, the Council's Ecologist maintains an objection due to insufficient information regarding the potential effects on designated sites, protected habitats and species. In particular, concerns remain regarding drainage and potential impacts on nearby protected sites, the absence of adequate surveys for Great Crested Newts and natterjack toads, and the likely loss of habitat associated with the change of use from grazing land to residential use. The Ecologist also considers that habitat loss and construction impacts extend beyond the building footprint and have not been fully assessed.

The Parish Council and third parties have similarly raised concerns regarding impacts on nearby protected habitats and species. Given the site's proximity to internationally designated nature conservation sites and the outstanding ecological objections, it has not been demonstrated that the proposal would avoid adverse effects on protected sites, habitats or species, or deliver appropriate biodiversity enhancements.

Accordingly, the proposal is contrary to Neighbourhood Plan Policy HNTS7, Local Plan Policies LP19 and LP27, and NPPF Policies N2 and N6.

Other Material Considerations:

Impact on Neighbour Amenity: Local Plan Policy LP21, Neighbourhood Plan Policy HNTS11 and NPPF Policy P3 require development to safeguard residential amenity by avoiding unacceptable impacts such as overlooking, overbearing effects, overshadowing, noise and loss of light to neighbouring occupiers.

Given the overall scale and design of the proposed dwelling, together with the separation distances involved and the presence of mature trees / vegetation to its boundaries, in particular to the north, there would be no material impact upon the amenities of the neighbouring residents, in terms of overlooking, overshadowing, loss of light or overbearing impact.

The proposed development would therefore accord with Neighbourhood Plan Policy HNTS11; Local Plan Policy LP21 and NPPF Policy P3.

Highway Safety: Local Plan Policy LP13, Neighbourhood Plan Policy HNTS25 and NPPF Policy TR4 seek to ensure development promotes sustainable travel, provides safe and suitable access, incorporates appropriate parking provision, and does not result in unacceptable traffic, parking or highway safety impacts. Development should prioritise walking, cycling and public transport where possible, while recognising the importance of private car use in rural areas.

In terms of the site access, NCC Highways are satisfied that suitable levels of visibility can be achieved within land the applicant controls / and or the adopted highway. It is noted that the Applicant intends to improve the surface of the existing access to cater for the increase in traffic. A condition is recommended to secure this.

Additionally, it has been demonstrated that adequate on-site parking and turning can be provided in line with adopted standards and local and national policy.

The Parish Council expresses concerns regarding the site's reliance on private car travel. Whilst the Highway Authority raises no objection in respect of highway safety, the site's location relative to services and facilities forms part of the wider assessment regarding the sustainability of the proposal and has been taken into account when considering the principle of development under Local Plan and NPPF policies.

In respect of Third Party comments concerning the narrowness of Beach Road and the impact from construction traffic, the Highway Authority raised no objection on these grounds. Construction traffic and parking can be controlled by condition, requesting a Construction Traffic Management Plan prior to commencement of development.

In terms of highway safety, the proposal would comply with Neighbourhood HNTS25; Local Plan Policies LP13 and LP14; and NPPF Policy TR4.

Arboricultural Impacts: Local Plan Policy LP19, Neighbourhood Plan Policy HNTS22 and NPPF Policies N2 and N3 recognise trees as important landscape, biodiversity and green infrastructure assets. Development should protect and retain existing trees and habitats where possible, provide appropriate mitigation where necessary, and incorporate new planting to enhance landscape character, ecological connectivity, biodiversity and climate resilience.

The site is well treed, with established groups of hawthorn, willow and mixed native vegetation forming an important part of the character and enclosure of this particularly sensitive location. Whilst the trees may be of only moderate value individually, their cumulative group value affords an important contribution to the local landscape setting and their retention essential.

An Arboricultural report supports the application which confirms that no trees or hedgerows will be removed to aid the development. The proposed dwelling has been positioned on the site so as to avoid the root protection zones of the existing trees and they can be adequately protected during construction. It is recommended that this should be secured by condition.

It is considered therefore that the proposed development accords with the abovementioned neighbourhood, local and national planning policies.

Archaeology: The proposed development is within an area of earthworks which have been identified on aerial photographs. The features include a number of large depressions, areas of possible ridge and furrow, and banks and ditches, the date and function of which are uncertain, although thought to be medieval and/or post medieval. Consequently there is potential that heritage assets with archaeological interest (buried archaeological remains) will be present at the site and that their significance will be adversely affected by the proposed development.

The Historic Environment Service has therefore recommended that, should planning permission be granted, that this be subject to a programme of archaeological mitigatory work in accordance with Neighbourhood Plan Policy HNTS13; Local Plan Policy LP19; and NPPF Policies H5 and H10.

Contaminated Land: A screening assessment supports the application, indicating no known contamination on site. The Council's Environmental Quality (EQ) team have reviewed their files and the site is on land not seen with significant development for the duration of those records. No significant potential sources of contamination are identified, therefore EQ raises no objection to the proposed development.

Drainage: It is proposed to dispose of surface water by way of soakaway and main sewer and foul water will also connect to the mains drainage system. The IDB raises no objection to the proposed development subject to Byelaw consent, which is a separate consenting regime outside the scope of Planning.

Third Party Representations: All Third Party concerns have been noted and addressed above in the relevant sections of this report. Additionally, concerns have been raised regarding precedent. However, all planning applications are determined on their individual merits and the specific circumstances of the site.

PLANNING BALANCE AND CONCLUSION:

The proposal would deliver a single self-build dwelling, secured as a principal residence through a planning obligation. This would make a limited contribution towards addressing the Borough Council's acknowledged shortfall in meeting demand for self-build and custom housebuilding plots and therefore attracts some weight in favour of the development. The proposal would also provide adequate residential amenity for future occupiers, would not cause unacceptable harm to neighbouring amenity, would provide satisfactory access, parking and turning arrangements, and would not adversely affect existing trees or hedgerows. Subject to conditions, archaeological interests could also be appropriately safeguarded.

However, these benefits must be balanced against significant policy conflicts and unresolved technical objections. The site lies within the countryside outside the settlement boundary of Holme-next-the-Sea, where new residential development is strictly controlled. The proposal conflicts with Local Plan Policies LP01, LP02 and LP03, together with Neighbourhood Plan Policies HNTS1 and HNTS5 and does not fall within any of the categories of development supported under NPPF Policy S5. The development is therefore unacceptable in principle.

In addition, the proposed dwelling fails to reflect the prevailing character, form and appearance of development along this part of Beach Road, resulting in conflict with Neighbourhood Plan Policies HNTS5, HNTS11 and HNTS14, Appendix E Design Guidance, Local Plan Policies LP18 and LP21, and NPPF Policy DP3. The proposal would also not adequately conserve and enhance the special qualities of the Norfolk Coast National Landscape, contrary to NP Policy HNTS20, Local Plan Policy LP16 and NPPF Policies N4 and N5.

Furthermore, the Environment Agency maintains an objection on flood risk grounds, with the submitted Flood Risk Assessment failing to demonstrate that the development would be safe for its lifetime or satisfy the Exception Test. Likewise, insufficient ecological information has been provided to enable the LPA to properly assess the impacts on designated sites, protected species and biodiversity interests, resulting in an unresolved objection from the Council's Ecologist.

Taking all matters into account, the identified benefits of delivering a single self-build dwelling are not considered sufficient to outweigh the fundamental conflict with the development plan, the unacceptable principle of development, the identified design concerns, including the impact upon the National Landscape, and the absence of adequate information to demonstrate compliance with local, neighbourhood plan and national policies relating to flood risk and ecology. The proposal is therefore contrary to the Development Plan when read as a whole, and there are no material considerations that would make it acceptable. Accordingly, it is recommended that the application is refused.

RECOMMENDATION:

REFUSE for the following reason(s):

- 1 The proposed dwelling would result in unjustified new residential development in the countryside outside the defined settlement boundary of Holme-next-the-Sea. The proposal does not meet any of the circumstances where residential development in the countryside is supported under Policy S5 of the NPPF (2026), and there is no identified local housing requirement for Holme under Appendix I of Policy LP03. The proposal would therefore represent an unsustainable form of development contrary to Policies

Planning Committee
26th October 2026

LP01, LP02 and LP03 of the King's Lynn and West Norfolk Local Plan 2021-2040, Policies HNTS1 and HNTS5 of the Holme-next-the-Sea Neighbourhood Plan, and Policy S5 of the NPPF (2026).

- 2 The proposed dwelling, by virtue of its contemporary architectural form, materials and overall appearance, would fail to reflect or reinforce the prevailing character, local distinctiveness and vernacular building traditions of this part of Beach Road. As a result, the development would appear incongruous within its rural setting and would neither conserve nor enhance the landscape character, scenic beauty, visual amenity or special qualities of the Norfolk Coast National Landscape. The proposal is therefore contrary to Policies LP16, LP18 and LP21 of the King's Lynn and West Norfolk Local Plan 2021-2040, Policies HNTS5, HNTS11, HNTS14 and HNTS20 of the Holme-next-the-Sea Neighbourhood Plan, including Appendix E Design Guidance, and Policies DP3, N4 and N5 of the National Planning Policy Framework (2026).
- 3 The application site lies within Flood Zone 3a. The submitted Flood Risk Assessment fails to adequately demonstrate that the development would be safe for its lifetime, appropriately assess flood depths and breach risk, provide satisfactory flood evacuation arrangements or satisfy the requirements of the Exception Test. Accordingly, the proposal has failed to demonstrate that future occupants would not be exposed to unacceptable flood risk, contrary to Policy HNTS1 of the Holme-next-the-Sea Neighbourhood Plan, Policies LP18, LP21 and LP25 of the King's Lynn and West Norfolk Local Plan 2021-2040, and Policy F7 of the NPPF (2026).
- 4 Insufficient ecological information has been submitted to enable the Local Planning Authority to properly assess the likely effects of the development on nearby internationally and nationally designated sites, protected habitats and protected species, including impacts arising from construction, drainage, habitat loss and residential use. In the absence of adequate survey work and supporting information, it has not been demonstrated that the proposal would avoid adverse effects on biodiversity interests or comply with the mitigation hierarchy. The proposal is therefore contrary to Policy HNTS7 of the Holme-next-the-Sea Neighbourhood Plan, Policies LP19 and LP27 of the King's Lynn and West Norfolk Local Plan 2021-2040, and Policies N2 and N6 of the NPPF (2026).