

Hierarchy	KEY SERVICE CENTRES
Settlements:	Acle, Blofield, Brundall, Hingham, Loddon/Chedgrave, Poringland/Framingham Earl, Reepham, Wroxham

STAGE 1 – LIST OF SITES PROMOTED IN THE SETTLEMENT

LIST OF SITES TO BE CONSIDERED FOR COMMERCIAL/EMPLOYMENT

Address	Site Reference	Area (ha)	Proposal
Park Farm, Bungay Road, Bixley (Poringland)	GNLP0323	9.83	Employment & Commercial use
Land to the south of the A146, Loddon	GNLP0347	3.41	Storage and distribution hub
Land south A1042 Yarmouth Road. Postwick (Brundall)	GNLP0371	3.08	Commercial
Land north of Norwich Road (Hethersett)	GNLP0486	14.83	Employment
Little Melton Business Park - Site A (land to west) (Hethersett)	GNLP1023-A	2.90	Food-led industrial
Little Melton Business Park - Site B (land to east) (Hethersett)	GNLP1023-B	10.70	Food-led industrial
Land adjacent Postwick Interchange, Postwick with Witton	GNLP3029	3.12	Mixed use including leisure, roadside, retail
Land North of Yarmouth Road, Brundall	GNLP3049	1.71	Employment
Total area of land		49.58	

**LIST OF SITES TO BE CONSIDERED FOR
INFRASTRUCTURE/TRANSPORT/RECREATION AND LEISURE**

Address	Site Reference	Area (ha)	Proposal
Land around Thickthorn Roundabout. Either side A11 (Hethersett)	GNLP0177-BR / GNLP0358R	134.00	Outdoor leisure, residential care assisted living, renewable energy generation
The Old Rectory Meadow, Reepham	GNLP1007	1.69	Infrastructure extension
East of Brundall Memorial Hall, Brundall	GNLP2069	8.67	Recreation and Leisure
Total area of land		144.36	

STAGE 2 – HELAA COMPARISON TABLE

COMMERCIAL/EMPLOYMENT

	Categories													
	Site access	Access to services	Utilities Capacity	Utilities Infrastructure	Contamination/ ground stability	Flood Risk	Market attractiveness	Significant landscapes	Sensitive townscapes	Biodiversity & Geodiversity	Historic environment	Open Space and GI	Transport & Roads	Compatibility with neighbouring uses
Site Reference														
GNLP0323	Amber	Red	Amber	Green	Amber	Amber	Amber	Amber	Amber	Green	Red	Green	Amber	Green
GNLP0347	Amber	Green	Green	Green	Green	Amber	Green	Green	Green	Green	Green	Green	Amber	Green
GNLP0371	Amber	Amber	Amber	Amber	Green	Green	Green	Green	Green	Green	Green	Green	Amber	Amber
GNLP0486	Amber	Amber	Amber	Green	Green	Green	Green	Amber	Amber	Green	Green	Green	Amber	Amber
GNLP1023-A	Amber	Amber	Amber	Amber	Green	Green	Green	Green	Green	Green	Green	Green	Amber	Green
GNLP1023-B	Amber	Amber	Amber	Amber	Green	Green	Green	Green	Green	Green	Green	Green	Amber	Green
GNLP3029	Amber	Amber	Amber	Amber	Green	Green	Amber	Green	Green	Amber	Green	Green	Green	Amber
GNLP3049	Green	Green	Amber	Green	Green	Amber	Green	Amber	Green	Amber	Green	Green	Green	Green

INFRASTRUCTURE/TRANSPORT/RECREATION AND LEISURE

	Categories													
	Site access	Access to services	Utilities Capacity	Utilities Infrastructure	Contamination/ ground stability	Flood Risk	Market attractiveness	Significant landscapes	Sensitive townscapes	Biodiversity & Geodiversity	Historic environment	Open Space and GI	Transport & Roads	Compatibility with neighbouring uses
Site Reference														
GNLP0177BR/ GNLP0358R	Amber	Amber	Amber	Amber	Amber	Red	Amber	Amber	Amber	Amber	Red	Green	Amber	Amber
GNLP1007	n/a													
GNLP2069	n/a													

STAGE 3 – SUMMARY OF CONSULTATION COMMENTS

Site Reference	Comments
GNLP0323	<p>General comments: Four representations in objection and one comment including representation from Bixley Parish Council and Poringland Parish Council. Issues raised (1) Remote, site with poor unsuitable access from the highway, Poringland PC would oppose on these grounds but development otherwise welcome (2) Will attract additional traffic on already congested B1132 (3) Would contribute to spread of urbanisation into the countryside (3) Housing requirement in the area already met: further development unnecessary [NB housing is not in fact included as part of this proposal] (4) No local infrastructure to support scale of development proposed (5) Agree with "official assessment" [i.e. the GNLP HELAA suitability assessment concluding the site as unsuitable]</p> <p>Supporting representation on behalf of the site promoter Arminghall Settlement. Findings of HELAA contested: Client has sufficient landholdings in the area to ensure that adequate highway access can be created. Site provides an opportunity to serve an alternative employment market to that catered for by sites on the edge of Norwich, which command higher rents. Furthermore, it enables employment uses to be provided closer to existing settlements to the south of Norwich and will assist in reducing journey times and trip lengths to access such facilities – not acknowledged in the HELAA. HELAA Amber rating for landscape impact acknowledges impacts can be mitigated: site well-screened and surrounded by land within the same ownership therefore potential to mitigate any potential landscape impact. Site is low lying and screening acts to limit views of the existing farm buildings from publicly accessible areas. A carefully designed layout would work to limit both short range and long-range views towards the development. The design would also work with the locally characteristic vegetation noted in the published Landscape Character Assessment, such as small areas of woodland and hedgerows with trees, to further limit or mitigate views. Amber rating for townscape impact in the HELAA can be similarly mitigated although it is not clear which aspect of townscape is likely to be impacted on.</p>
GNLP0347	One objection raised concerns regarding the scale of development already taken place in Loddon.
GNLP0371	<p>Postwick with Witton Parish Council comments: The site has a pending application for a church meeting hall. The proposed development for shops is inappropriate due to similar facilities being nearby.</p>
GNLP0486	General comments:

	<p>Objections raised concerns regarding unsuitable roads, traffic congestion and loss of farm land.</p> <p>Cringleford Parish Council comments: Roughly half of the site lies in Hetherset and both parish councils must be consulted about development proposals. This has not always been the case. Development for employment is envisaged which, presumably, would relate to developments at Thickthorn Farm. Development for employment would further increase the urbanisation of the area adjacent to the Thickthorn interchange where a service station, motel, Burger King, park-and-ride and McDonalds already form what many would consider an inappropriate cluster of activities on the approach to the historic city of Norwich. Further strengthening of the cluster is undesirable. It would also further erode the Southern Bypass Protection Zone and the Strategic Gap, which are important to the landscape setting of Cringleford.</p>
GNLP1023-A	<p>General comments: One objection raised concerns regarding loss of walking routes especially for dog walkers, traffic congestion and lack of exercise facilities. This would also add pollution to the village.</p>
GNLP1023-B	<p>See above</p>
GNLP3029	<p>No comments as site submitted during stage B consultation</p>
GNLP3049	<p>No comment submitted as site submitted during stage B consultation.</p>
GNLP0177BR/ GNLP0358R	<p>General comments: One comment in support of site. The Site represents a suitable location for development now, is available immediately, is achievable with a realistic prospect of employment space being delivered on the site and is viable.</p> <p>Objections raised concerns regarding It would significantly encroach on the "firebreak" in development between Hetherset/Wymondham and Norwich - leading to an urban sprawl from the centre of Norwich to Wymondham.</p> <p>Cringleford Parish Council comments: 0358 is in Hetherset, but the development of the site for employment purposes would simply strengthen the cluster of employment-related activities around the Thickthorn interchange. See comments on 0486</p>
GNLP1007	<p>General comments: Objections raised concerns regarding it is unclear what area is required for the extension of the existing sewage works. Other issues include lack of public transport, road suitability and The</p>

	<p>Old Rectory Meadow is a 'water meadow' and greenfield site close to Reepham conservation area. There is a diverse range of flora & fauna on the water meadow site and I believe that developing this ancient meadow will have a negative impact on the biodiversity and geodiversity of the local area.</p> <p>Norfolk Wildlife Trust comments: This is STW expansion. If expansion is necessary at this STW, there will need to be mitigation and/or compensation with regard to impacts on CWS</p> <p>Reepham Town Council comments: Given that this site has been proposed for an extension to the sewage works, the Town Council has not expressed a view on this submission except that we believe it would be unsuitable for housing.</p>
GNLP2069	<p>General comments: Comments made in support of site. In support of Brundall Parish Council application to have the land next to the memorial Hall allocated for recreation - we badly need more land for this in Brundall over the years there have been several attempts to get planning permission to build houses on the land to the east of the memorial hall - but this is the only space left in Brundall that could be used for informal recreation suitable for all ages groups - being next to the hall will also be convenient for toilets and other hall facilities.</p> <p>One objection raised concerns regarding lack of infrastructure for scale of development, road safety, traffic congestion and lack of facilities.</p> <p>Norfolk Wildlife Trust comments: We support the provision of this site for recreation and leisure. This site has significant opportunities to provide important green infrastructure and open space, which we would be happy to comment on further during the further development of the plan.</p>

STAGE 4 – DISCUSSION OF SUBMITTED SITES

In this section sites are compared against each other with regard to the form and character of the settlements in the cluster and the relationship between them. The emerging spatial strategy and current commitments will also be considered. A conclusion is drawn on the suitability of sites to be shortlisted for further consideration using constraints identified in the HELAA, consultation comments and school capacity and accessibility information.

Commercial/Employment

Bixley

Park Farm, Bungay Road, Bixley, GNLP0323, 9.83 ha, Employment & Commercial use.

GNLP0323 is put forward for commercial use accessed from the B1322 Bungay Road. The site size is 9.83 ha and given the significant existing commitment for strategic employment land GNLP0323 is not preferred for further assessment. Constraints on development include highways access, surface water flood risk on part of the site, and heritage issues to the setting of the Church of St Wandregelius (Grade II* listed). The site is considered an unreasonable alternative for further assessment.

Loddon

Land to the south of the A146, Loddon, GNLP0347, 3.41 HA, Storage and Distribution Hub.

GNLP0347 is disconnected from the built edge of Loddon and is proposed to have access from the A146 Beccles Road. The Highways Authority has raised concern, saying it is not possible to achieve a suitable access. A further consideration is the size of the site and that there is a significant strategic commitment of employment land. For these reasons the site is an unreasonable alternative for further assessment.

Postwick

Land south A1042 Yarmouth Road. Postwick, GNLP0371, 3.08, ha, Commercial.

To the north of Postwick village, GNLP0371 is a 3 ha site south of the Yarmouth Road (A1042) promoted for commercial uses (ranging from restaurant, café, public house, takeaway, creche or day nursery uses). Since its promotion the scheme has gained planning consent for a new church hall (D1 use class), access, car parking & landscaping (ref: 20180504). Given the recent permission it is not considered necessary to assess the site further, and the site is not preferred for allocation.

Hethersett

Land north of Norwich Road (Hethersett), GNLP0486, 14.83 ha Employment.

The employment land proposal GNLP0486 is for a significant strategic scale of development. There is no identified need for this scale of development in the locality. GNLP0486 would also conflict with the designated “strategic gap” and Norwich Southern Bypass Landscape Protection Zone identified in the SNC Development Management Policies Local Plan. The site is considered an unreasonable alternative for further assessment.

Hethersett

Little Melton Business Park - Site A (land to west), GNLP1023-A, 2.9 ha, Food-led industrial.

This proposal is to the west of the existing Little Melton Food Park production facility. GNLP1023-A is a large strategic scale proposal in a relatively remote location between Hethersett to the south and Little Melton to the north. The site is 2.9 ha and given the significant existing commitment for strategic employment land is not preferred for further assessment for inclusion in the local plan.

Hethersett

Little Melton Business Park - Site B (land to east), GNLP1023-B, 10.7 ha, Food-led industrial.

This proposal is to the east of the existing Little Melton Food Park production facility. GNLP1023-B is a large strategic scale proposal in a relatively remote location between Hethersett to the south and Little Melton to the north. The site is 10.7 ha and given the significant existing commitment for strategic employment land is not preferred for further assessment for inclusion in the local plan.

Postwick with Witton

Land adjacent Postwick Interchange, Postwick, GNLP3029, 3.12 ha, Mixed use including leisure, roadside, retail

This is a 3.12 ha site surrounded on all sides by strategically important road network. To the immediate west is the Postwick Interchange, and the site itself would be accessed from the A1042. Part of the site was last used as a compound associated to the construction of the Postwick Interchange, and since then development proposals for a petrol filling station, roadside retail, and a hotel have been made. The latest application (20190300) for a petrol filling station and two drive-through restaurants is withdrawn. Separately, an appeal for development on the site was also dismissed. Constraints on the site mean it is considered an unreasonable alternative for further assessment and inclusion in the local plan.

Brundall

Land North of Yarmouth Road, Brundall, GNLP3049, 1.71 ha, Employment.

GNLP3049 is situated along the Yarmouth Road next to permission 20161483. GNLP3049 is not an inappropriate location for employment development; but, it is not considered a strategic priority and is not integral to achieving the objectives of the local plan. To justify a local plan allocation in this location more evidence would be required about the need for the proposal and how it would be delivered. A proposal of this scale would probably be better dealt with through the planning application process.

Infrastructure/Transport/Recreation and Leisure

Hethersett and Ketteringham

Land around Thickthorn Roundabout, either side A11, GNLP0177-BR/GNLP0358R, 134 ha.

GNLP0177-BR/GNLP0358R measures 134 ha and is promoted for mixed uses, comprising walking and cycle links, outdoor leisure, residential care assisted living and retirement, and renewable energy generation. Constraints (and to some degree opportunities of the site) are heritage assets, including Thickthorn Hall and a Medieval Moat in the grounds, set within historic parkland. Further considerations are the South Norfolk "Strategic Gap" and "Norwich Southern Bypass Landscape Protection Zone" development management policies. The A11 corridor is strategically important for growth but there are nearby significant allocations and commitments already in place. Given the significant existing commitment for development in Colney, Cringleford, Hethersett, and Wymondham GNLP0177-BR/GNLP0358R is not preferred for further assessment.

Reepham

The Old Rectory Meadow, Reepham, GNLP1007, 1.69 ha, Infrastructure extension

Site GNLP1007 is proposed as an allocation for extension of the sewage treatment works, but Anglian Water have not sought such an allocation. If an extension to the treatment works was required this site and alternatives would be able to be considered and a planning application determined under existing policies, e.g. the Broadland Development Management DPD policy CSU1. As such, there is no identified need for an allocation to be made, and if the use was needed it would be appropriate for this to be considered as an application for planning permission. Therefore, the site is not shortlisted as a reasonable alternative for more detailed assessment.

Brundall

East of Brundall Memorial Hall, Brundall, GNLP2069, 8.67 ha, Recreation and Leisure.

On the eastern edge of Brundall, GNLP0436 and GNLP2069 are partially overlapping parcels of land east of the Memorial Hall. GNLP0436 is a 17 ha proposal for up to 250 dwellings, open space, recreation and leisure uses considered in the main Brundall site assessment booklet. On a slightly different boundary extent GNLP0436 is promoted for recreation and leisure. Constraints exist, most notably over access, landscape intrusion into the Witton Run, and the potential for recreational open space. A planning application on this site (reference 20171386) for 170 dwellings, sports pavilion, country park and outdoor recreation was refused in July 2019. This means that existing open space allocation BRU3 from the Broadland Local Plan will be carried forward but on a smaller boundary than this site. It is not proposed to enlarge the area of the BRU3 allocation so this site is considered to be unreasonable for allocation.

STAGE 5 – SHORTLIST OF SITES FOR FURTHER ASSESSMENT

Based on the assessment undertaken at stage 4 above the following sites are shortlisted for more detailed assessment

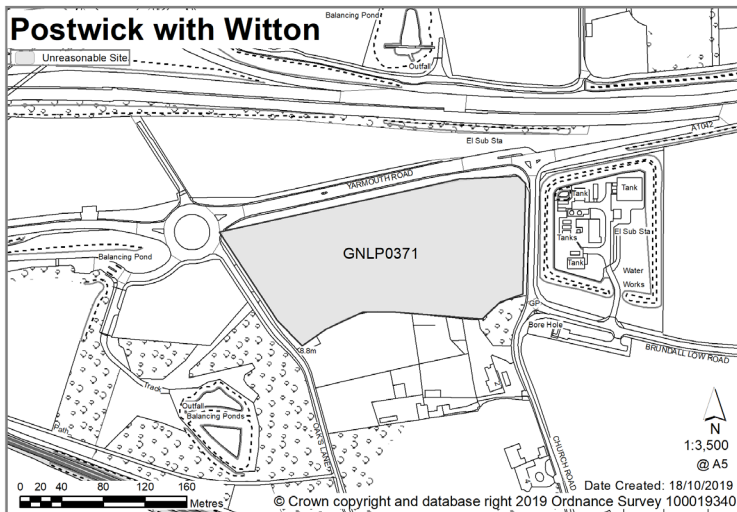
Address	Site Reference	Area (ha)	Proposal
None			
Total area of land			

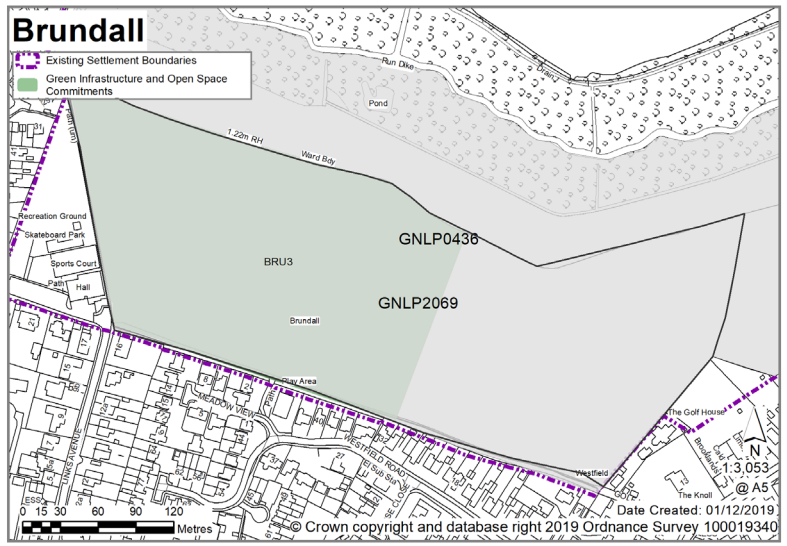
STAGE 6 – HIERACHY BASED APPRAISAL OF SHORTLISTED SITES AND IDENTIFICATION OF PREFERRED SITE/S (WHERE APPROPRIATE)

Of sites promoted for non-residential uses in key service centres none are being taken forward as proposed allocations or reasonable alternatives. Reasons include: constraints relating to the site making it unsuitable for allocation; a planning permission on the site determining its development potential already; or, that the site is not required for allocation to fulfil the objectives of the local plan.

Unreasonable Sites

KEY SERVICE CENTRES

Address	Site Reference	Area (Ha)	Proposal	Reason considered to be unreasonable
Acle				
NO UNREASONABLE NON-RESIDENTIAL SITES				
Blofield				
NO UNREASONABLE NON-RESIDENTIAL SITES				
Brundall (including Postwick)				
Land south A1042 Yarmouth Road, Postwick	GNLP0371	3.08	Commercial	This site is not preferred for allocation as consent has already been given under planning application reference 20180504.
 <p>Postwick with Witton</p> <p>Unreasonable Site</p> <p>GNLP0371</p> <p>YARMOUTH ROAD</p> <p>BRUNDALL LOW ROAD</p> <p>Scale: 1:3,500 @ A5</p> <p>Date Created: 18/10/2019</p> <p>© Crown copyright and database right 2019 Ordnance Survey 100019340</p>				
East of Brundall Memorial Hall, Brundall	GNLP2069	8.67	Recreation and Leisure	A planning application on this site (reference 20171386) for 170 dwellings, sports pavilion, country park and outdoor recreation was refused in July 2019. This means that existing open space allocation BRU3 from the Broadland Local Plan will be carried forward but on a smaller boundary than this site. It is not proposed to enlarge the area of the BRU3 allocation so this site is considered to be unreasonable for allocation.



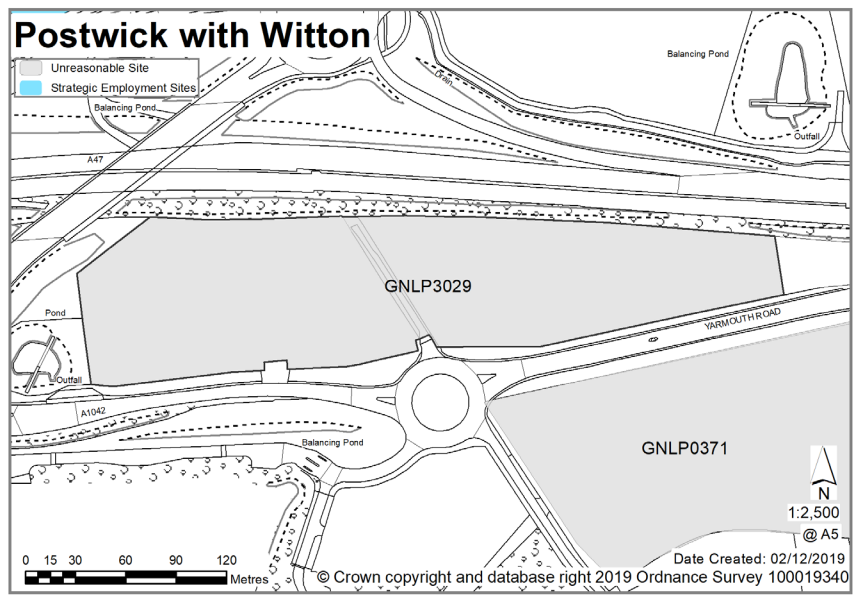
Land adjacent Postwick Interchange, Postwick with Witton

GNLP3029

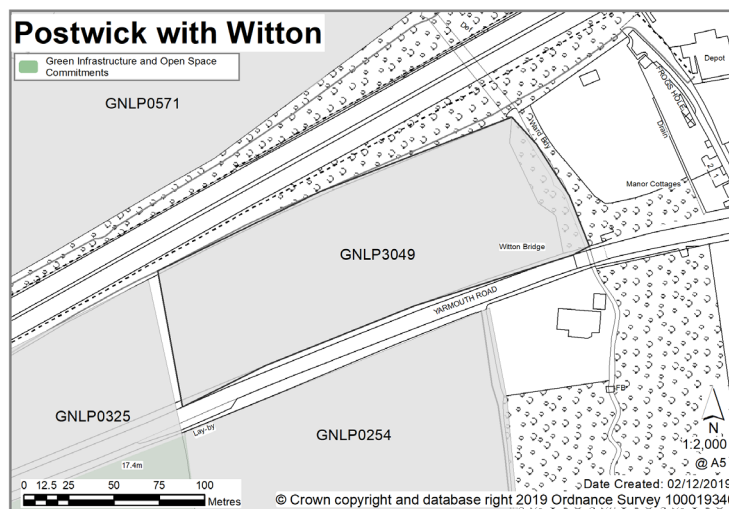
3.12

Mixed use including leisure, roadside, retail

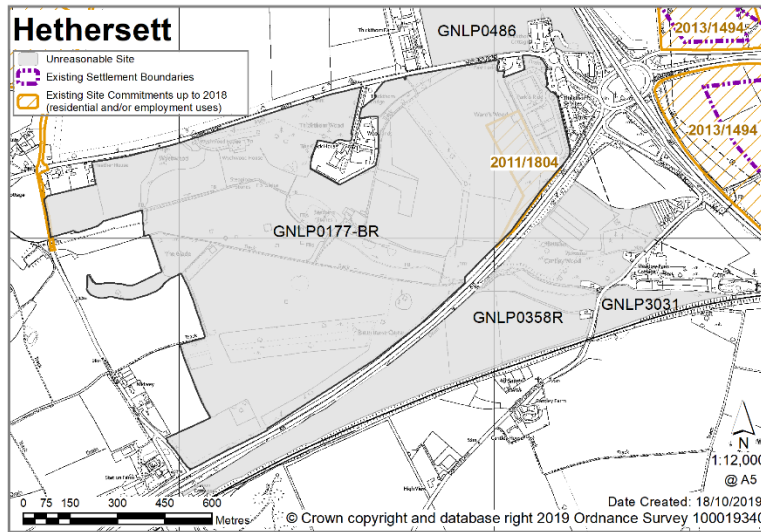
This site is well located, being surrounded on all sides by strategically important roads. To the immediate west is the Postwick Interchange and the site itself would be accessed from the A1042. At the time of writing a planning application (reference 20190300) has been submitted for a petrol filling station and two drive through restaurants. This site is not preferred for allocation as it is recognised that a proposal of this nature is better dealt with through the development management process.



Land North of Yarmouth Road, Brundall	GNLP3049	1.71	Employment	This site has the potential to provide local employment opportunities but is not preferred for allocation at the current time. To justify a local plan allocation in this location more evidence would be required about the need for the proposal and how it would be delivered. A proposal of this scale would probably be better dealt with through the planning application process.
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Hethersett (including Thickthorn)				
Land around Thickthorn Roundabout. Either side of A11	GNLP0177-BR / GNLP0358R	134.00	Outdoor leisure, residential care assisted living, renewable energy generation	This site is not preferred for allocation as although the A11 is strategically important for growth there are already significant allocations and commitments in place nearby at Colney, Cringleford and Hethersett and further land of this scale is not needed at the current time. This site includes heritage assets such as Thickthorn Hall set within historic parkland. It is also within the strategic gap separating Hethersett and Cringleford and the Norwich Southern Bypass Landscape Protection Zone.



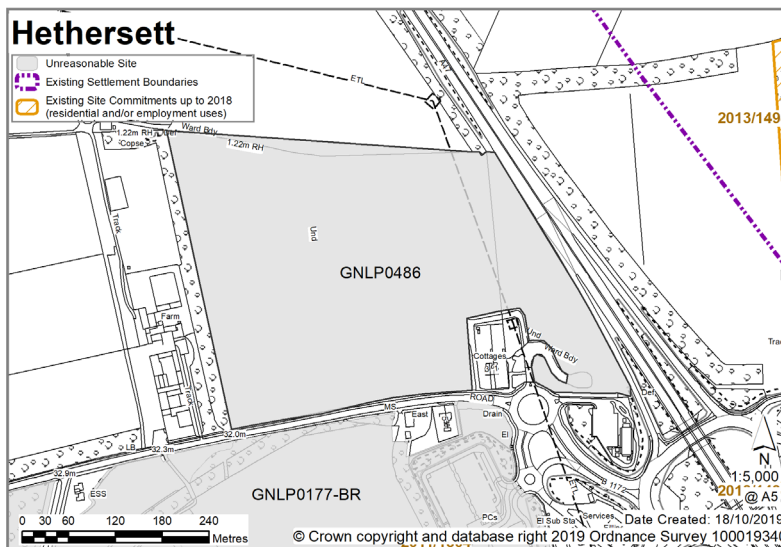
Land north of Norwich Road, Hethersett

GNL0486

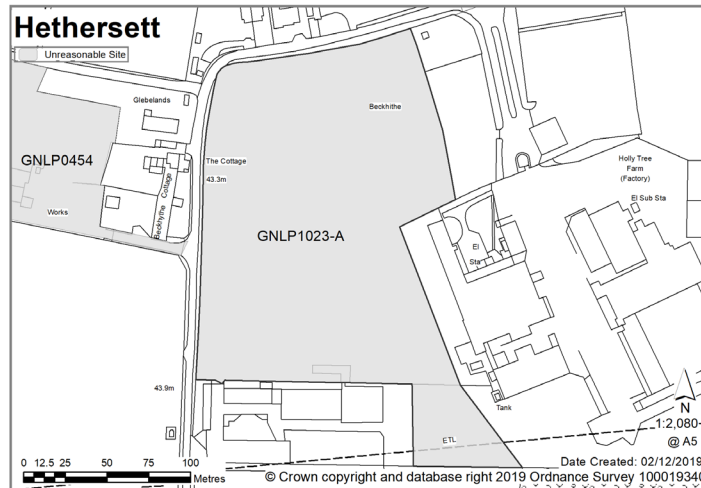
14.83

Employment

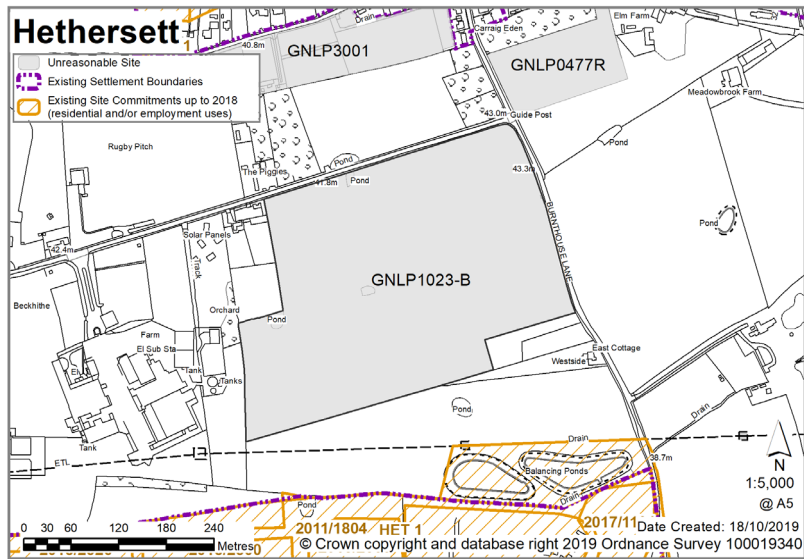
This site is not considered to be suitable for allocation as evidence suggests that currently committed land is more than sufficient in quantity and quality to meet the employment growth needs in Greater Norwich. There is therefore no need to allocate any additional large-scale employment sites in the new local plan. Development in this location would impact on the Southern Bypass Landscape Protection Zone and the strategic gap between Hethersett and Cringleford.



Little Melton Business Park - Site A (land to west)	GNLP1023-A	2.90	Food-led industrial	This site is not considered to be suitable for allocation as evidence suggests that currently committed land is more than sufficient in quantity and quality to meet the employment growth needs in Greater Norwich. There is therefore no need to allocate any additional large-scale employment sites in the new local plan.
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Little Melton Business Park - Site B (land to east)	GNLP1023-B	10.70	Food-led industrial	This site is not considered to be suitable for allocation as evidence suggests that currently committed land is more than sufficient in quantity and quality to meet the employment growth needs in Greater Norwich. There is therefore no need to allocate any additional large-scale employment sites in the new local plan.
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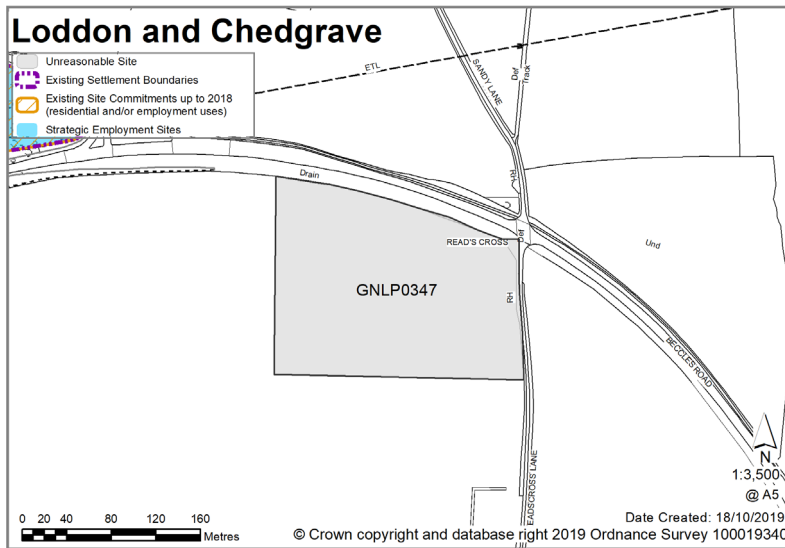


Hingham

NO UNREASONABLE NON-RESIDENTIAL SITES

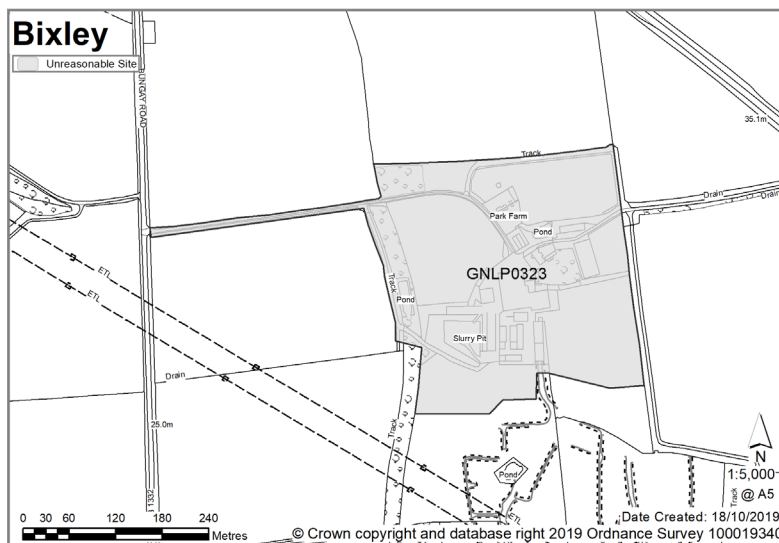
Loddon and Chedgrave

Land to the south of the A146, Loddon	GNLP0347	3.41	Storage and distribution hub	This site is not considered to be suitable for allocation as it is disconnected from the built edge of Loddon and there are concerns that it is not possible to achieve a suitable access. In addition, evidence suggests that current committed land is more than sufficient in quantity and quality to meet the employment growth needs in Greater Norwich meaning there is no need to allocate any additional large scale employment sites in the new local plan.
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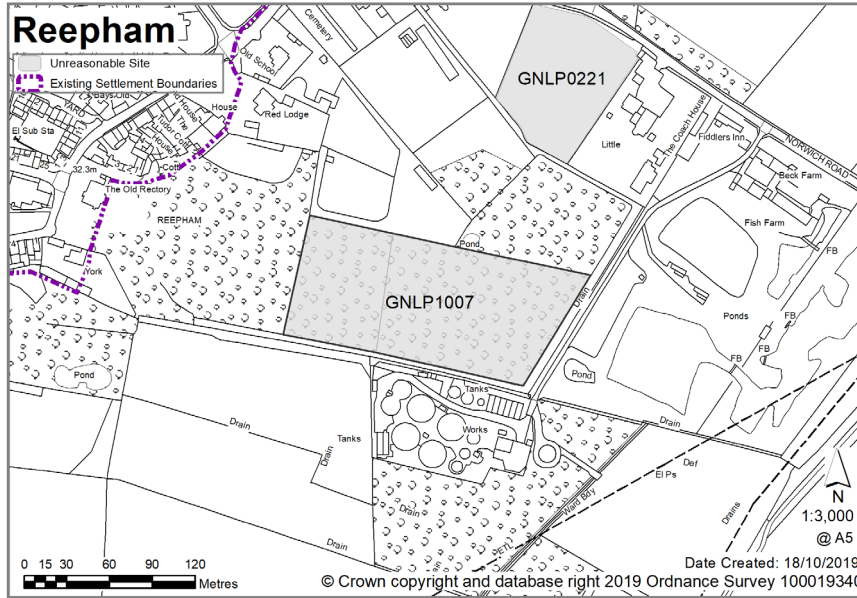


Poringland (including Bixley)

<p>Park Farm, Bungay Road, Bixley</p>	<p>GNLP0323</p>	<p>9.83</p>	<p>Employment & Commercial use</p>	<p>This site is not considered to be suitable for allocation as evidence suggests that currently committed land is more than sufficient in quantity and quality to meet the employment growth needs in Greater Norwich. There is therefore no need to allocate any additional large-scale employment sites in the new local plan. Constraints on development include highways access, surface water flood risk on part of the site, and heritage issues to the setting of the Church of St Wandregelius (Grade II* listed).</p>
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Reepham				
The Old Rectory Meadow, Reepham	GNLP1007	1.69	Infrastructure extension	This site is not preferred for allocation as no identified need exists and this proposal could be dealt with by a planning application if needed .



Wroxham	
NO UNREASONABLE NON-RESIDENTIAL SITES	