

Our Ref: CH/AW/302484
Your Ref:

21st March 2018

By email: gntp@norfolk.gov.uk; carole.baker@norfolk.gov.uk

Dear Sirs, Madams,

Greater Norwich Joint Local Plan - Regulation 18 Consultation

Site: Land Northwest of Norwich Road and Poppy's Lane, Pulham St Mary – Site Reference GNL1052 - Representations

We write further to the Councils Regulation 18 consultation with respect to the Greater Norwich Joint Local Plan and in particular reference to the above site northwest of Norwich Road in Pulham St Mary. This site is referred to as site GNL1052 and this representation seeks to address previous comments made at the earlier call for sites stage.

We can confirm that the site has been put forward to the Greater Norwich Growth Board as a suitable, available and achievable site as part of the emerging Local Plan and during the Regulation 18 consultation in 2017. It is our strong contention that the site represents a suitable opportunity for future residential development in Pulham St Mary. The site should therefore be assessed having regard to updated evidence hereby presented and considered for allocation in the Joint Local Plan. This representation should be read alongside drawing no. 302484-30-200-A-30 Proposed Site Masterplan hereby attached.

Suitability

We would reiterate that the site is suitable for residential development being located on the north western edge the village of Pulham St Mary, at its closest point to the neighbouring village of Pulham Market and its facilities and amenities approximately 650 metres further northwest. Adjoining residential properties to the south and east the proposals would represent a logical extension to the village, and together with the built form to the south of Norwich Road the proposals would form a clear edge to the village. The linear form of the site would also reflect the settlement form and pattern of Pulham St Mary that flows predominantly east to west along Norwich Road.

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10 New Market
Beccles
Suffolk
NR34 9HA

DISS
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Pump Hill House
2b Market Hill
Diss, Norfolk
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HARLESTON
01379 852217
32-34 Thoroughfare
Harleston
Norfolk
IP20 9AU

SOUTHWOLD
01502 723292
98 High Street
Southwold
Suffolk
IP18 6DP

HALESWORTH
01986 872553
12 Thoroughfare
Halesworth
Suffolk
IP19 8AH

AUCTION ROOMS
01502 713490
The Old School House
Peddars Lane
Beccles, Suffolk
NR34 9UE

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0870 112 7099
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15 Thayer Street
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A site of this scale also offers the opportunity to provide a central public green space within the village that are a distinct characteristic of villages in Norfolk. This is shown in the southeast corner of the site and together with the adjacent allotments creates a substantial community asset in the centre of the village.

It is noted that the comments made on the initial site submission highlight the presence of an area at risk of surface water flooding which could be avoided. Accordingly the indicative site plan has sought to remove any dwellings from the area at risk of flooding from surface water. We would reiterate that there are no insurmountable technical or environmental constraints to the sites development. Therefore, the site represents a suitable site for development to be included in the emerging plan.

Availability

The site is available and owned by our client and there are no known legal restrictions to bringing the site forward in the short term and indeed that would prevent an immediate delivery of new homes.

Achievability

The scale and size of development indicated is substantial however we would highlight that this site represents an opportunity to plan for the long-term future of the village and surrounding villages. Notwithstanding the wider benefits that could be achieved from the proposals, we would highlight the principles of paragraph 52 of the NPPF which states that *“the supply of new homes can sometimes be best achieved through planning for larger scale development, such as new settlements or extensions to existing villages and towns that follow the principles of garden cities”*..

Paragraph 55 goes on to highlight that to achieve sustainable development in rural areas *“housing should be located where it will enhance or maintain the vitality of rural communities. For example, where there are groups of smaller settlements, development in one village may support services in a village nearby”*. In this regard we would highlight the proximity of the site to the neighbouring village of Pulham Market and the primary school further along Norwich Road to the northwest.

In order to demonstrate what can be achieved at the site we have therefore sought to develop a future vision for the site. It is considered that this will provide greater assurance to the Council(s) that the future housing allocation is both achievable and deliverable, and further allows for the growth and needs of the local community to be fully plan led.

Vision

The landowner has sought to understand the current issues faced within the village the local communities future aspirations for the village. We hereby attach an initial draft masterplan which sets out a vision for the future site allocation. Important aspects within the masterplan to note include:

- Mix of detached and semi-detached bungalows, two storey houses providing a mix of 2, 3 and 4 bedroom dwellings.
- Provision of market housing, policy compliant affordable housing, and starter homes.
- Provision of an area of landscaped public open space in the southeast corner.
- Hedgerow planting to soften frontage to Norwich Road.
- Continuation of footpath links through the site and retention of pedestrian routes between Poppy's Lane and Norwich Road
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Mix of housing to meet local circumstances and needs

Whilst we appreciate this is at the very early stages, our client being local to the area is committed to ensuring that in the interests of the long term sustainability of the village and community, the site would deliver a true mix of size, type and forms of housing. The proposals as indicated allow for the provision of bungalows to address future needs of existing residents in the village whilst also providing smaller starter homes, through to 3 and 4 bedroom homes which will allow for families to remain in the village throughout their lifetime.

Another significant benefit delivered through planning for a site of this size is the provision of and amount of affordable housing that can be achieved. The provision of affordable homes becomes less viable and achievable in rural areas that are reliant on smaller sites. The proposals could also allow for part of the site or a certain number of plots to be allocated for self-build or custom build which would assist in meeting the need identified within the self-build register and address the Council's obligations under the Self-Build and Custom Housebuilding Act 2015.

Summary

The applicant welcomes the Council's decision that the site represents a suitable site for future residential development. However, we would stress that the proposals put forward represent a real and substantial opportunity to help deliver a plan-led future for the village and community of Pulham St Mary. One that addresses the specific existing and future needs of the village in a more comprehensive and holistic manner, whilst delivering necessary infrastructure that would assist in the long-term sustainability of the village, nearby school and community and at the same time seeks to minimise the environmental impacts of future sporadic development.

We would therefore welcome your support for the inclusion of the above site and your consideration of the indicative masterplan attached. Do please feel free to contact me should you have any queries regarding the above.

Yours faithfully

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