

Our Ref: 302484/CH/AW

Sent by email to: GNLP@norfolk.gov.uk

12th December 2018

Dear Greater Norwich Planning Policy Team,

Greater Norwich Joint Local Plan

Site: Land Northwest of Norwich Road and Poppy's Lane, Pulham St Mary

Site Reference: GNLP1052R

I write further to the Council's consultation with respect to the Joint Local Plan and in particular to the above site. We hereby submit comments with respect to site reference GNLP1052R and in response to the Site Proposals Document Addendum New, Revised and Small Sites document and Housing and Economic Land Availability Assessment (HELAA).

On behalf of our client we welcome and support the Council's decision and consideration that the site represents a suitable site for future residential development as identified within the Housing and Economic Land Availability Assessment (HELAA). To supplement this though and address some of the points raised in the site appraisal we would wish to make the following comments.

Suitability

We would reiterate that the site is suitable for residential development being located adjacent to the village boundary and to modern residential development within the village. We have previously submitted an indicative masterplan for how the site may be brought forward which demonstrates the provision of a significant number of new homes along with a substantial amount of public open space located centrally within the village.

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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
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Of the constraints and impacts identified within the suitability analysis only the capacity of utilities and townscape issues are raised as 'amber' and requiring mitigation. Indeed a site of this size will require and will financially be able provide for improved utilities infrastructure. There is nothing to indicate that this would be a constraint on development of the site. The townscape considerations have been taken into account and landscaped open space provided at the junction of Norwich Road and Poppys Lane to retain a spacious open setting to the central point and prominent highway junction. Whilst the extent of the site mirrors the western extent of the village to the south of Norwich Road and extends no further north than Goldsmith Way to the northeast of the site. The result is a form that we consider reflects the shape of the wider settlement and avoids over-riding landscape harm. Therefore, the site represents a very suitable site for development to be included in the emerging plan.

Availability

We also take the opportunity to reiterate that 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

It is noted that the HELAA acknowledges the site is achievable within 1 to 5 years. This is not unrealistic and we consider once a start has been made on site the site could be built out in the order of 20 units per year.

Summary

With respect to site reference GNLP1052R, the applicant welcomes the Council's decision that the site represents a suitable site for future residential development. We would stress that the proposals put forward in contrast to recent speculative applications and individual piecemeal development within the district represents an opportunity to help deliver a plan-led future for the village and local community. One that addresses the specific existing and future needs of the village in a manner that reflects the location of the site within the village facilities available in the village. We would therefore welcome your support for the inclusion of the above site in the merging local plan.

Do please feel free to contact me should you have any queries regarding the above.

Yours sincerely

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