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# DEVELOPMENT BRIEF

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**Land off Norwich Common**  
**Wymondham**  
South Norfolk Council



# Introduction

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Gladman Developments wish to promote land off Norwich Common, Wymondham, for development. The 39 hectare site presents an ideal opportunity to create a sustainable, distinctive residential development located in an attractive market location to ensure the delivery of high quality homes.

A residential development on the site would incorporate both new market and affordable housing (of a variety of types, from affordable rented properties to discounted sale properties to help key workers and first time house buyers) to help meet the current and future housing needs of both Wymondham and the wider area.

It is envisaged that the site will accommodate a future residential development with high quality open space and landscaping.

Gladman would welcome the opportunity to discuss the potential delivery of this site with you in more detail so it can be considered fully in the preparation of your emerging Greater Norwich Local Plan.

**Should you wish to speak to us further, please contact: Senior Planner: Neil Lewis**  
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# Site & Planning Context

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## Site & Surroundings

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The site is situated in the north east of Wymondham in the Cambridge-Norwich Tech Corridor. To the north the site is bound by the B1135 and the A11 to the South. This is a logical extension to the settlement as it borders the settlement boundary on the north and west of the site, there is also a new development to the west of the site which is currently being constructed. To the east the site is bound with agricultural fields.

## A Vibrant Community

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The site lies within Wymondham, which is a vibrant town with a population in the region of 13,500 according to the 2011 Census.

Wymondham is the largest Settlement in South Norfolk and is identified as a key location of growth. The town provides residents access to a wide range of community facilities including:

- Library
- Railway Station
- Primary and Secondary Schools
- Leisure Centre
- Pubs, cafes and restaurants
- A range of shops including supermarkets
- Healthcare facilities

The facilities and services, and the settlement's existing provision of community infrastructure, make Wymondham well-placed to accommodate and support further residential and economic growth.

## Principle of Development

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The principle of development in Wymondham is well established through the Council's adopted Development Plan. As a Main Town, Wymondham is recognised as an appropriate settlement to direct growth.

Whilst the site is currently situated outside of the Wymondham settlement boundary and within the open countryside, it is envisaged that the Council will need to review the Council's settlement boundaries and the need for additional housing as part of its future Greater Norwich Local Plan. In this context, Land off Norwich Common, Wymondham is considered to be well placed to deliver further residential development, to enable the Council to meet its housing need.



## Going forward

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Wymondham is identified in the Joint Core Strategy as a suitable location for expansion with a range of services and facilities. Gladman believe that Wymondham is capable of supporting further growth beyond the dwellings proposed in the Joint Core Strategy and Wymondham Area Action Plan and so housing development here need not be limited to (proposed) allocated sites. The subsequent sections of this document provide an overview of the key attributes that make Land off Norwich Common, Wymondham an inherently deliverable and suitable location for residential development.

# Site Development Potential

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**The site offers an opportunity for South Norfolk to plan, and importantly deliver, a new development where people will genuinely want to live, whilst embracing the character and distinctiveness of the surrounding area.**

## Housing Delivery



It is currently envisaged that the 39.7ha site could deliver up to 730 homes.

The site is capable of coming forward within the next 5 years.

40% of the on-site homes would be provided as affordable housing, making a valuable contribution to addressing the Council's affordable housing needs, and affordable housing shortfall.

## Land Ownership and Delivery



There are no known technical, landownership or infrastructure impediments to the delivery of further residential development on Land off Norwich Common, Wymondham:

- The site is owned by willing landowners and is capable of coming forward within the next 5 years;
- The site can be appropriately served by gas, telecommunications, water and electrical infrastructure; and
- There are no known contamination issues that would prevent the site's development.

## Landscape Character



The site is not designated for its environmental value, and its development can be sensitively designed to sit within the wider landscape without causing significant harm.

## Biodiversity, Green Infrastructure & Local Wildlife

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The proposed development will have a net biodiversity gain by providing public open space, additional landscaping and habitats.

The site is not designated for its biodiversity value and is within agricultural use. The majority of trees and hedgerows would be retained with the exception of any removal of a limited section of hedgerow associated with the proposed access.

The development site would aim to enhance the environment through the provision of green infrastructure, comprising new public open space and equipped area of play, recreational pathways which will increase the permeability of the surrounding area.

## Market Appeal

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It is anticipated that once granted planning permission, the site could be brought to the market and acquired by a housebuilder over a short timescale. The site could readily deliver all 730 homes in a period of five years, to satisfy the strong demand for additional market and affordable housing in the Wymondham area.

## Heritage

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There are no designated heritage assets within or immediately adjacent to the site's location. It can therefore be satisfactorily demonstrated that the site could be developed without affecting the setting or significance of any listed building.

An Archaeological Assessment would accompany the planning application outlining the potential for the site to contain any designated or non-designated archaeological assets.

## Hydrology

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The development proposal falls almost entirely within the Environment Agency Flood Risk Zone 1 i.e. land assessed as having a less than 1 in 1,000 annual probability of flooding.

## Design



The site could deliver a high quality, sustainable residential development. Any future proposal would be based on sound design principles, and would be in scale and character with its surroundings and Wymondham, through delivering dwellings of a suitable size and through utilising materials that reflect the local vernacular.

Green Infrastructure would sit as an integral part of any development proposal, and would be key in creating an accessible, open and engaging place within which to live. This would be achieved through the delivery of on-site multifunctional greenspace, in accordance with the Council's open space requirements.

## Topography



The site is relatively flat, with the highest point sitting at 50m Above Ordnance Datum (AOD) on the eastern edge and falling gently to the south west where it meets the stream at 47.5m AOD at its lowest point.

Topography would not pose a constraint to the site's development.

## Accessibility



Wymondham has a number of services and facilities which are within walking and cycling distance of the site including a range of shops and services, Primary and Secondary School's and GP surgeries.

The site is in walking distance of a bus stop which benefits from a regular bus service throughout the day to and from the centre of Wymondham and Norwich. The bus service stops near Wymondham train station which has services to Norwich and Cambridge.

The site could be developed without an unacceptable impact on the safe and satisfactory operation of the local highway network. The site could be accessed from a priority junction off Norwich Common.

## Socio-economic



If developed, the site could result in a number of important economic benefits. These include:

- A construction spend of £85.9million and additional GVA of £28.9 million over the build-out period;
- Around 89FTE construction jobs per annum, and an additional 777 in-direct jobs in associated industries;
- Household expenditure of £21.2million per year and 773 residents who could be expected to be economically active.



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