

DEVELOPMENT BRIEF

Land off Burgate Lane Poringland

South Norfolk Council



Introduction

Gladman Developments Ltd wish to promote Land off Burgate Lane, Poringland for development. The 8.12 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 Poringland and South Norfolk.

This document includes an illustrative Development Framework Plan, indicating how the site might 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 fully considered in the preparation of your emerging Greater Norwich Local Plan.

Should you wish to speak to us further, please contact:

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Site & Planning Context

Site & Surroundings

The site is situated adjacent to eastern settlement edge of Poringland. The site is bound by Burgate Lane to the north, agricultural land to the east and south and the rear of properties Brooks Meadow, White House Gardens and Upgate to the west. The site is well contained within the landscape and important trees and other landscape features are retained.

It is envisaged that any development on site would be focused in the larger main field with open space to the south capable of accommodating a drainage pond. A wildflower meadow is proposed within in the smaller field parcel to the south west with a new equipped play area and public rights of way.

A Vibrant Community

Poringland has a vibrant community and hosts a population of over 5,000 people according to the 2011 Census. Poringland is an active and successful community and provides residents with access to wide range of community amenities and facilities including:

- Primary and Secondary Schools
- Convenience Stores
- Supermarket
- Library
- Health centre
- Dentist
- Opticians
- Pharmacy
- Pubs, restaurants/ takeaways
- Places of worship
- Playground

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

Principle of Development

In accordance with the adopted spatial strategy for the borough, Poringland is recognised as a Key Service Centre in the Joint Core Strategy where development additional growth can be accommodated.

Whilst currently situated outside of the built-up area of Poringland and within the open countryside, it is envisaged that the Council will need to review settlement boundaries in order to accommodate the authority's future housing needs. In this context, Land off Burgate Lane is considered to be well placed to deliver further residential development.



Going forward

Poringland is well placed to accommodate additional development to meet current and future housing need and support economic growth.

Site Development Potential

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

Housing Delivery



- The site is capable of coming forward within the next 5 years.
- Gladman is able to demonstrate that the site is capable of delivering a development of up to 165 dwellings (including 33% affordable housing).
- The delivery of 165 dwellings has the potential to deliver significant benefits. These benefits include the potential construction cost of £17.6m, and the provide of 151 full-time equivalent jobs annually throughout the construction phase.
- There could be a potential household expenditure of £4.6 million annually.

Land Ownership

There are no known technical, landownership or infrastructure impediments to the delivery of further residential development on Land off Burgate Lane, Poringland

- The site is in the control of a willing landowner, who wishes to bring the site forward for residential development;
- The site can be appropriately served by gas, telecommunications, water and electrical infrastructure; and
- There are no known land contamination issues that would prevent the site's development

Landscape Character



A comprehensive Landscape and Visual Impact Assessment (LVA) has been undertaken as part of the development proposals, and demonstrates that Land off Burgate Lane represents an appropriate location to deliver a high quality residential development.

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.



Site Development Potential

Biodiversity, Green Infrastructure & Local Wildlife

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 hedgerow on site will be retained, with significant additional planting throughout the site including a woodland block located along the southern boundary.

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

Market Appeal

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 165 homes in a period of five years, to satisfy the strong demand for additional market and affordable housing in South Norfolk.



Site Development Potential

Heritage



A heritage statement has been prepared which concludes that the development of this site will have no impact on the significance of any listed buildings in the Site's vicinity.

Community Benefits

The proposal will provide a number of community benefits including:

- 33% affordable housing;
- Onsite opens space, including wildflower meadow and children's play area;
- Retention and enhancement of PRow including new pedestrian links through the site; and
- Pedestrian Improvements on Burgate Lane, Ugate and Hall Road.

Accessibility



The site is situated in an accessible location, and benefits from its close proximity to Poringlands good range of services and facilities. There is also a frequent bus service throughout the daytime and evening to and from Norwich.

Hydrology



The site falls predominantly within Flood Zone 1, i.e land assessed as having a less than 1 in 1,000 annual probability of flooding.

A Flood Risk Assessment has established that the proposed development would be at low risk from flooding, and would not increase flood risk elsewhere. The development should therefore not be precluded on the grounds of flood risk or drainage.





Site Plan With Indicative Framework Plan








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	Site Boundary	(8.12Ha)
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BUILT DEVELOPMENT

	Proposed Residential Area (up to 165 dwellings @ 32dph)	(5.14Ha)
	Children's Play Area	(0.04Ha)

ACCESS

	Proposed site access off Burgate Lane
	Proposed link to adjacent brideway
	Proposed footpaths
	Existing brideway
	Existing public footpath

GREEN INFRASTRUCTURE

(2.94Ha)

	Existing trees
	Hedgerow fronting Burgate Lane to be retained and enhanced where possible
	Semi natural greenspace/Amenity green space
	Proposed trees and shrubs
	Proposed hedgerow on southern boundary of residential area
	Wildflower meadows
	Attenuation Area



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