



14 December 2018

Greater Norwich Local Plan Team
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Dear Sir or Madam

**GREATER NORWICH LOCAL PLAN REGULATION 18 (STAGE B) CONSULTATION
SITE SPECIFIC COMMENTS ON SITE GNLP0352 – LAND NORTH OF BRECKLANDS ROAD, BRUNDALL**

We refer to the above consultation on the emerging Greater Norwich Local Plan – Regulation 18 (Stage B) Consultation, and hereby submit representations on behalf of Pigeon Investment Management Ltd ('Pigeon'), in respect of land North of Brecklands Road, Brundall (site reference GNLP0352). The following supporting information supplements our representations to the Regulation 18 (Stage A) consultation in March 2018 and is intended to assist the Greater Norwich Local Plan Team in its ongoing preparation of the draft plan ahead of the Stage C Regulation 18 Consultation due to take place in September 2019.

Concept for Land North of Brecklands Road, Brundall

The enclosed Concept Plan for land North of Brecklands Road (drawing no. 0077/005/A) illustrates how a high quality landscape-led scheme could be brought forward to deliver new homes (including self-build plots and bungalows) and assisted living accommodation together with extensive areas of publicly accessible amenity space and a Country Park, providing new footpath connections with the wider public rights of way network.

The Concept Plan sets out a high quality, landscape-led approach to ensure a sensitive design approach. The Concept has been informed by landscape appraisal establishing a number of principles for the scheme. This includes linear street patterns reflecting the existing character of built form to the south and west, with the new homes not extending further to the east and north than existing homes in the village. Accordingly, the scheme will be seen within the context of existing homes to the south and west and will not encroach any further into the river valley. This approach is further enhanced by the properties on the outer edge of the development being comprised of self-build homes, at a low density in a landscaped setting on the edge of the Country Park. This comprises a soft transition on the edge of Brundall and will provide an enhancement to the existing hard edge respecting views from the wider landscape as well as the setting of the churches on the opposite side of the valley.

It is intended that the density of development will be comparable to the existing properties on the eastern edge of Brundall and the provision of bungalows, landscaping and open space along the southern and western boundaries of the site will minimise any impact from the allocation of this site.

Sustainable location – the site is located on the north-eastern edge of Brundall adjacent to existing homes and residential streets and represents a logical extension to the village, in a highly sustainable location. Existing footways along the Coigncroft and Brecklands Road provide pedestrian linkages between the site and village centre (via Strumpshaw Road) with all village services and facilities located well within the 2km recommended walking distance set-out within the Institute of Highways and Transportation (IHT) document ‘Providing for Journeys on Foot’ (2000). The site is also located less than 1km from Brundall Station, with existing bus stops on Strumpshaw Road less than 400m from the site, making it well placed to encourage sustainable transport behaviour and reduce sole occupancy car use.

Landscape-led approach – the enclosed Concept Plan sets-out a design and landscape-led approach that is both sensitive to the landscape and existing character of Brundall. Run Dike, which defines the site’s northern and eastern boundaries would be enhanced through the provision of a new Country Park, which would provide an attractive soft edge to the village, improving views of the village edge, which currently comprises a mixture of hard boundary treatments that back onto the site. Self-build plots, at a low density, together with strategic landscaping and woodland planting would provide a transition between the Country Park and the village edge.

New Footpath Connections – new footpath connections would be provided as part of the scheme that would link into the existing public right of way (Brundall FP5) that runs along the eastern edge of the site before heading north towards Bridleway BR4. This would offer significant opportunities for informal recreation helping to increase access to the countryside and encouraging active and healthy lifestyles. The provision of the Country Park would also provide a high quality landscape setting for Brundall FP5. New footpath connections through the site would be provided as green corridors to provide an integrated recreational and wildlife network. This would provide improved links between the village and countryside helping to meet one of the primary objectives set out within the Brundall Neighbourhood Plan.

New Country Park – the provision of a new Country Park adjacent to Run Dike would provide a significant area of new green infrastructure for the village, which would be publically accessible to both new and existing residents. As well as providing a recreational resource for the village, it would also provide new wildlife habitat and a net biodiversity gain through new landscaping and ecological enhancements. New planting would comprise plant species of known wildlife value, with features such as log piles providing further opportunities for wildlife. The Country Park also provides the opportunity to provide trim trail stations to encourage active recreation / exercise particularly for older children and adults.

Assisted Living Accommodation – the scheme presents an opportunity to provide specialist accommodation to meet the housing needs of older residents in Brundall. Whilst there are a number of residential care homes in the village there is currently no provision for older residents who are no longer able to live entirely independently but do not require the level of support offered by a residential care or nursing home. Provision of assisted living accommodation within the scheme would address this deficiency and enable older residents to remain in Brundall, helping to address a key policy aspiration of the Brundall Neighbourhood Plan.



New Homes – the scheme would provide a mix of both market and affordable homes helping to meet local housing needs. As well as family homes, smaller homes and bungalows would be provided to meet the needs of first time buyers and those wishing to downsize or move into single storey accommodation, further helping to address the needs of an ageing population. The scheme provides for around 75 homes/assisted living accommodation, which would provide an appropriate scale for the village in keeping with the character of this part of the village. In addition, the provision of self-build plots would help to increase delivery and meet an identified need from those wishing to build their own home in the village, whilst providing a low density transition between the new Country Park and the village edge.

In summary, the Concept Plan illustrates a high quality, landscape-led development that is sensitive to its setting, with no constraints that would prevent its delivery. In short, the scheme comprises sustainable development, with a range of community benefits including a Country Park and enhanced footpath links, as well as assisted living accommodation and bungalows to help meet the needs of an ageing population, which is wholly appropriate for allocation.

We look forward to participating in subsequent rounds of consultation on the draft Local Plan and trust that the above information will assist officers in the preparation of the Stage C Regulation 18 Local Plan. In the meantime, we would welcome the opportunity to meet with officers to discuss the content of our representations further.

Yours faithfully

Rob Snowling
Planning Manager

Encl. Land North of Brecklands Road Concept Plan (drawing no. 077/005/A)