
**Proposed Mixed Use Development
On land adjacent to Hellesdon Hall Industrial Estate,
Hellesdon**

**Submission of Representations relating to
Regulation 18 Consultation, Greater Norwich Local Plan**

on behalf of Gurloque Settlement
Ref: 17/090

GNDP Site ref: Policy GNLP2142

REPRESENTATIONS TO REGULATION 18 CONSULTATION ON THE GREATER NORWICH LOCAL PLAN MARCH 2020

Greater Norwich Local Plan: Land adjacent to Hellesdon Hall Industrial Estate, Hellesdon [Site Ref: GNLP2142]

Introduction

1. The following comments are submitted on behalf of the landowners Gurloque to support the proposed extension to the industrial estate, burial ground, open space, car park relating to land adjacent to Hellesdon Hall Industrial Estate (ref GNLP2142). The draft Local Plan appears to carry forward the open space/burial ground allocation (ref: HEL3) and also carry forward the housing allocation (ref: HEL2). The site is listed later in the draft Local Plan as an unreasonable site- non-residential (GNLP2142)

2. The proposed mixed use development is listed later in the draft Local Plan as an unreasonable non-residential site. The reason why the site is considered unreasonable is stated as follows:

'This site is not considered to be suitable for allocation as evidence suggests that currently committed land is more than sufficient in quantity and quality to meet the employment growth needs in Greater Norwich. There is, therefore, no need to allocate any additional large-scale employment sites in the new local plan.'

3. The following Representations both reiterate information already submitted in support of the site, as well as comments on the status of the site in light of the current consultation.

The Proposals

4. The proposals seek to deal with an area of land which has become enclosed through the original development of the industrial estate to the east and the more recent housing development of the former golf course by Persimmon Homes to the north. The landowners have, for a number of years received requests from the church to release land to extend their burial ground. Equally, whilst the current use of the land has been to graze horses, we believe there is a need to provide a comprehensive solution that would benefit everyone who has an interest in the site.

5. Whilst there are a number of constraints relating to the development of the site, however, it is worth noting that the site is, for the most part, situated within the HSC consultation zone identified for Briar Chemicals.

6. The proposals that we have for the site have been refined and adapted through our discussions with St Marys Church and the Parish Council. The church remain supportive of the proposals as they are rapidly losing space in the existing burial ground, although the Parish Council feel that whilst the idea of having open space in this part of Hellesdon is something they would like, they feel that they should concentrate their efforts on securing flat open space that can be used for formal sport activities. As a result of the Parish Councils concerns, our proposals have been modified to incorporate the potential for a community woodland. We believe this would go some way in providing a low carbon development that would accord with the emerging policies in the draft Local Plan.

7. Whilst we have yet to identify how the community woodland would be delivered, we understand that this could be facilitated through the Woodland Trust and we believe there are developers keen to undertake commercial development in this type of location.

Comments on Draft Plan

8. Policy 6 The Economy makes reference to the Employment, Town Centre and Retail study prepared by GVA in 2017. The draft Plan, in its supporting paragraphs for this policy, states that the study *'demonstrates that committed employment land is more than sufficient in quantity and quality to meet the potential for enhanced growth'* (para 256). The draft Local Plan goes on to indicate as follows:

'Although the Employment Town Centre and Retail Study (GVA 2017) concludes that Greater Norwich has enough employment land overall, most of this is out-of-centre and is neither the preferred location for some growth sectors nor the most sustainable place for high intensity employment/office growth.'

9. We consider that this site provides an opportunity to provide a sustainable employment area that would compliment the existing industrial estate to the east. It would provide a range of units to encourage start-up business as well as the opportunity for existing business to move to larger premises. The site is situated within the built-up area of Hellesdon and within easy reach of residential, commercial and retail uses. It, therefore, represents a sustainable form of development that can fit into the existing fabric of the Parish.

10. The proposals have been formulated to accord, where possible, with the Hellesdon Neighbourhood Plan, in seeking to reinforce the proposed green corridor (Policy 1 The Hellesdon Grid)) through the centre of the site (roughly where the ridge line exists), and to provide more publicly accessible open space (Project 1 Enhanced Parks).

Current Proposals Site/Proposals

Layout

11. In support of these proposals an indicative layout has been prepared to incorporate the ideas we have for the site. Whilst the details are still evolving, the basic format of our proposals still remain in terms of providing an extension to the existing grave yard, extending the existing industrial area to provide a range of units, and the remainder of the land (approximately 2.71 hectares) given over to some form of public space.

12. The current indicative layout shows the following:

- a doubling in size of the graveyard (0.35 hectares)
- an additional car park accessed from Clovelly Drive (0.24 Hectares)
- an extended industrial area accessed from Alston Way (2.41 Hectares)
- an area proposed as community woodland (2.71 Hectares)

13. The current use of the site is split between horse grazing and the former practice playing area of Royal Norwich Golf Course.

Benefits/Impact

Access to Services/Facilities

14. Hellesdon is identified as an urban fringe parish in the emerging Greater Norwich Local Plan. The draft GNLP describes the Parish as having *'a good range of local facilities and public transport to Norwich City Centre'*. We believe that in addition to providing housing and community facilities in the area, the parish performs an important function in delivering jobs within the Greater Norwich area. We consider that our proposals will enhance the particular features of the Parish and bring more certainty to the future use of this section of land.

15. The proposal development benefits from good access to local services, and would accord with local and national planning policies which indicate that to promote sustainable development in urban areas, employment should be located where it will enhance or maintain the vitality of the local economy. Given the accessibility, existing local businesses and services would be likely to derive support from the development due to the addition to the local economy of the spending power and an ability to develop their business either as a start-up or to expand into larger premises.

In addition, the suggested community woodland would accord with the emerging environmental policies in the draft Plan by giving a significant area over to tree planting. In these respects, the proposal would support the social, economic and environmental dimensions of sustainability as defined in the NPPF.

Landscape/Character

16. The land has been the subject of a Landscape and Visual Impact Assessment (LVIA) and has previously been submitted as part of the 'call for sites'.

17. We are conscious that the proposals are situated along an important ridge line and that any proposals need to ensure that they do not impinge on long range views across the Wensum valley.

Delivery of development

18. No significant infrastructure constraints have been identified to date which would be likely to delay or impede the development of the site for housing. The site is in a single ownership and no further land is needed to enable the land to be brought forward for development. The land is currently available for development and so, subject to approval being given, could deliver a range of uses over the medium term.

19. The proposed development would make a positive contribution to the supply of a range of industrial units, and high quality open space to the Parish and this part of Greater Norwich. The proposal would also add to the range of industrial units available in the locality, providing flexibility and a wider choice of development opportunities to the market, and thus strengthening the local economy. By providing sufficient land of the right type in the right place to support growth the development would address the economic dimension of sustainable development, as defined in the NPPF.