



Land at Flowerpot Lane, Long Stratton

HELAA Reference: GNLP4033

Site Delivery Statement

March 2021





1. Introduction

- 1.1 This Site Delivery Statement has been prepared by Rosconn Strategic Land (RSL) to support the promotion of land known as Land South of Flowerpot Lane. RSL is a Stratford-upon-Avon based land promotion company with a demonstrable track record of achieving high quality and implementable planning permissions which are then sold on the open market to housebuilders.
- 1.2 This statement refers to GNLP4033 which extends to 33.79 hectares and is being promoted for approximately 700 dwellings, open space, community facilities and associated infrastructure.
- 1.3 The purpose of this statement is to set out the overall deliverability of the site and to demonstrate that the site is capable of coming forward quickly if allocated for housing within the Greater Norwich Local Plan (GNLP) to meet the need of the area. The statement has undertaken a review of the site's assessment within the HELAA and considers the findings in respect of each individual issue to determine the accuracy of the overall conclusion.
- 1.4 Annex 2 of the National Planning Policy Framework (NPPF) sets out that to be considered deliverable, sites for housing should be available now, offer a suitable location for development now, and be achievable with a realistic prospect that housing will be delivered on the site within five years. It will be demonstrated that Land South of Flowerpot Lane meets these criteria and can be brought forward without delay.
- 1.5 This statement is supported by a technical note: TN01 Preliminary Transport & Access Review prepared by Cotswold Transport Planning (March 2021) enclosed as **Appendix 1**.

2. HELAA Review

- 2.1 The site was submitted to the Councils 2020 Call for Sites and has been assessed within the Housing and Economic Availability Assessment (HELAA) (December 2020) as **Suitable** for housing development. Within the Site Assessment Booklets, which form part of the evidence base of the GNLP, the site was considered to be a **Reasonable Alternative** but is not proposed for allocation as the proposed strategy within the emerging GNLP does not intend to make any allocations within the Main Town of Long Stratton. RSL's main representations to the Regulation 19 version of the GNLP have objected to this proposed strategy. The Sustainability Appraisal and Strategic Environmental Assessment (Sustainability Appraisal) has also assessed the site as being a **Reasonable Alternative**.
- 2.2 This statement provides further information and commentary on some of the assessment conclusions within the HELAA on a topic by topic basis, following the format of the HELAA as follows:

Site Access





- 2.3 The parcel has been assessed as **Amber** for 'Access to Site', on the basis that there are potential access constraints to the site, but that these could be overcome through development. The HELAA references initial highways evidence which raises concern over the suitability of the network at Flowerpot Lane and for traffic signals on the A140.
- 2.4 Cotswold Transport Planning have carried out a Technical Note covering Preliminary Transport matters and an Access Review, enclosed as **Appendix 1**. The assessment demonstrates that a safe vehicular access can be achieved to the site from Flowerpot Lane including 2m footways along both sides to enable connections to existing footways and provides junction visibility to the required 30mph Manual for Streets standard. The existing junctions were considered to have capacity for the proposed development traffic. The technical note has also assessed a secondary access on the A140 through either a Traffic Signal Junction or Roundabout Junction. It has been demonstrated that either option can provide an appropriate access to the A140.
- 2.5 Therefore, the HELAA **Amber** rating in respect of Site Access should be amended to **Green** as it has been demonstrated that access by all means, both pedestrian and vehicular, is achievable.

Accessibility to Services

- 2.6 The HELAA assesses the site as **Green**, noting that the edge of settlement location means the site is accessible to facilities and services in Long Stratton. It also notes that Manor Field Infant School is approximately 700 metres from the site. Similarly, the Site Assessments Booklet notes that Long Stratton has a good range of services and facilities. The Assessment also states that in respect of the site, it is considered to be suitable for residential development as it is at the built edge of Long Stratton and local facilities are within an accessible walking distance.
- 2.7 As part of the Highways Technical Note prepared by Cotswold Transport Planning, an assessment of the site's accessibility to local facilities has been carried out using the Institution of Highways and Transportation (IHT) 'Guidelines for Providing for Journeys on Foot' (2000). The document outlines acceptable walking distances for commuting / school trips, with 500m identified as being a desirable walking distance, 1,000m as acceptable and 2,000m as the preferred maximum. The Technical Note demonstrates that the majority of facilities, such as the infant school, co-op, secondary school, doctor's surgery and bus stops are all within the acceptable walking distance and others such as the junior school sitting well within the preferred maximum. Due to the scale of the site, there is scope to include some onsite facilities and the potential for providing bus links within the site will be explored as part of the development proposals, in order to further improve the accessibility of the site.

- 2.8 RSL therefore agrees with the HELAA conclusion that the site suitably located within an accessible walking distance to local facilities.

Utilities Capacity

- 2.9 The HELAA has assessed this issue as **Green** indicating there is sufficient utilities capacity for the proposed development. RSL would concur with this finding and are not aware of utility capacity constraints that could constrain the delivery of proposed development at the site.

Utilities Infrastructure





- 2.10 The HELAA has assessed this issue as **Green** indicating there are no strategic utilities infrastructure passing through the site. RSL concur with this finding and are not aware of any infrastructure passing through the site that would constrain or limit proposed development at the site.

Contamination and Ground Stability

- 2.11 The HELAA has assessed this issue as **Green** on the basis the site is unlikely to be contaminated and has no known ground stability issues. RSL concur with this finding and confirm there are no known contamination or ground stabilities issues onsite, with the land having historically been and currently under agricultural cultivation.

Flood Risk

- 2.12 RSL agree with the HELAA which has assessed this issue as **Green** on the basis that the site is at low risk of flooding being located wholly within Flood Zone 1. Due to the large site size, the Site Assessment Booklet notes comments from the LLFA highlighting are broad but identified surface water flow paths through the site. These run through or adjacent along the existing field boundaries. As part of a Drainage Strategy accompanying any planning application for the site, a more detailed analysis of the various subsections can be provided and which would provide management solutions such as SuDS to formalise both existing and proposed surface water drainage within the site.

Market Attractiveness

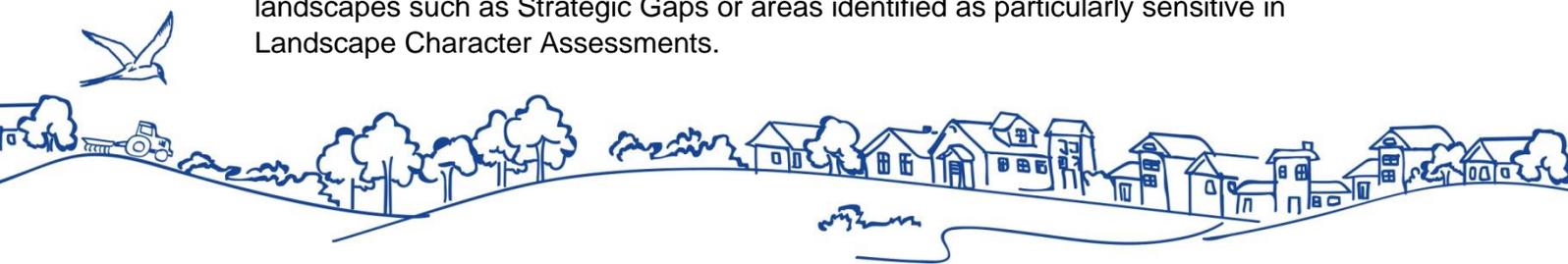
- 2.13 RSL agree with the HELAA which has assessed this issue as **Green**, on the basis the site is in a location considered to be attractive to the market. The Councils recent Viability Appraisal (December 2020) also notes at paragraphs 161-162 that housing market activity remains solid and house price growth is expected to be sustained over the next 12 months. It continues that property professionals considered that at the current time, house prices are expected to increase in the Greater Norwich area and that from anecdotal evidence, there is migration into Norfolk from other parts of the country, mainly the south east, and probably as a consequence of Covid, which is helping to boost house prices.

- 2.14 Furthermore, the site is a located in a sustainable location within walking distance of a wide range of facilities and services of Long Stratton town. There are no known abnormal costs or features on or in the surrounding area which would make the site unattractive for development to both national and local housebuilders.

Significant Landscapes

- 2.15 The HELAA states that the site commands a slightly elevated position creating both townscape and landscape considerations, thus grading the site **Amber** as development would have a detrimental impact on sensitive or other landscapes which could be mitigated.

- 2.16 In referencing the approved Central Norfolk SHELAA Methodology (July 2016), we note that the issue of Nationally Locally Significant Landscapes is assessed on the basis of likely impacts on sensitive landscapes, defined as areas within or adjacent to National Parks, the Broads, AONB, as well as the potential loss of protected trees or other landscapes such as Strategic Gaps or areas identified as particularly sensitive in Landscape Character Assessments.





2.17 RSL do not consider that the site is located within or adjacent to a sensitive landscape as defined by the approved SHELAA Methodology. The site is not located within or close to any National Park, the Broads or other AONB and neither is it within or near a Strategic Gap. The Landscape Character Assessment similarly does not identify that the site is located within a particularly sensitive landscape. In terms of protected trees, access proposals detailed within **Appendix 1** would not impact on any trees subject to a TPO and others around the periphery of the site could easily be retained and protected as part of the proposed development.

2.18 The site lies immediately adjacent to a Main Town where existing modern residential estates abut both the north and east boundaries, allowing the site to be seen as a logical extension to the existing settlement. The site is also well enclosed by existing vegetation which can be reinforced, whilst there is significant scope to provide additional tree planting within the overall development which alongside an extensive area of wider green infrastructure, are capable of ensuring the development can fully integrate with its surroundings without causing adverse landscape harm.

2.19 Given the above context, RSL consider that the assessment within the HELAA should be amended from **Amber** to **Green**.

Sensitive Townscapes

2.20 As previously mentioned, the HELAA states that the site commands a slightly elevated position creating both townscape and landscape considerations, thus grading the site **Amber** as development would have a detrimental impact but could be mitigated. Furthermore, the HELAA references that regard is needed to the Tree Preservation Orders at the edges of the site and near the potential access points.

2.21 Again, with reference to the approved SHELAA Methodology, Sensitive Townscapes are defined as being areas within and adjacent to National Parks, the Broads and AONBs and include Conservation Areas where up to date appraisals have indicated a high level of townscape significance, where development may affect particular concentrations of listed or locally listed buildings with collective townscape value, any other areas identified as particularly sensitive and where there may be a loss of protected trees.

2.22 As stated above in respect of Significant Landscapes, the site is not located within or adjacent to a National Park, The Broads or AONB. Whilst the site is located approximately 200 metres from the edge of Long Stratton Conservation Area there is no intervisibility due to the intervening modern developments on St Mary's Road, Chapel Avenue and White House Drive. The associated Conservation Area Appraisal (2013) similarly contains no suggestion that the site or immediate environs are of a high level of townscape significance There is however one Listed Building located close to the southern boundary, albeit separated and screened by an intervening property, with a second on the opposite side of the A140, but again separated by a busy road. Any proposed development at the site would need to take account of these assets but are unlikely to raise any harm which could not be mitigated through sensitive siting of new development. Furthermore, it seems unfair to downgrade the assessment of the site in respect of Significant Townscapes with reference to heritage assets when this is considered specifically in the context of Historic Environment, as acknowledged below.





2.23 The Access Plans shown within the Technical Note at **Appendix 1** demonstrate that the access options on either Flowerpot Lane or A140 do not impact any Tree Preservation Order on the site's boundary nor will development elsewhere on the site.

2.24 Given the limited physical constraints and features onsite it is considered that any detrimental townscape harm caused by development of the site can be appropriately mitigated. As such, RSL consider that the assessment within the HELAA should be amended from **Amber** to **Green**.

Biodiversity and Geodiversity

2.25 RSL agree with the HELAA assessment of **Green** in respect of this issue that development of the site would not have a detrimental impact on any designated site, protected species or ecological networks. The site is not within the immediate proximity of any designated wildlife site, with the closest located nearly 4.8km away. The current use is agricultural farmland and thus has a relatively low ecological baseline. As part of the development, net biodiversity gains could be achieved through onsite planting and reinforcement of existing field boundaries. The provision of onsite SuDS could further provide opportunities for biodiversity gains.

Historic Environment

2.26 The site has been assessed as **Amber** under 'Historic Environment', on the basis that development could have a detrimental impact on a designated or non-designated heritage asset, but the impact could be reasonably mitigated. As detailed above in respect of Significant Townscapes, the Long Stratton Conservation Area is approximately 200 metres from the closest field boundary of the site and separated by modern development thereby restricting any intervisibility. The closest listed building is located to the south-east of the site, along the A140. As part of the development proposals a site-specific heritage assessment will be prepared whereby any mitigation required to reduce the impact of development on the significance or appreciation of this or other assets can be incorporated. Notwithstanding, RSL accepts that the assessment should remain **Amber**.

Open Space and GI

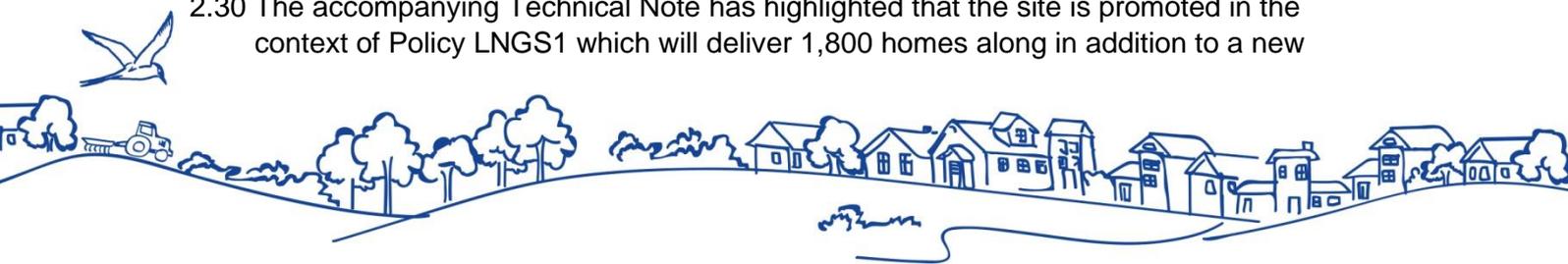
2.27 RSL agree with the HELAA assessment of **Green** in respect of this issue as development of the site will not result in the loss of any open space.

2.28 The Long Stratton Area Action Plan (LSAAP) identifies that the settlement has an open space deficiency and identifies the need for a new burial ground. As referred to elsewhere in this statement there is sufficient space within the site to accommodate up to 700 dwellings and extensive areas of public open space to address this deficiency. There is also sufficient space within the site to potentially include land for a burial ground to meet the needs within the Long Stratton area.

Transport and Roads

2.29 The site has been assessed as **Amber** for 'Transport and Road' due to the concern over the suitability of the network at Flowerpot Lane and for traffic signals on the A140.

2.30 The accompanying Technical Note has highlighted that the site is promoted in the context of Policy LNGS1 which will deliver 1,800 homes along in addition to a new





bypass. The review has found that the site could be adequately services through new junction on Flowerpot Lane and the A140 subject to detailed junction modelling. The Long Stratton Bypass is predicted to significant reduced traffic through the village centre is currently targeted to be open to traffic before the end of 2024 and an outline business case for the bypass has now been submitted.

2.31 The report identifies the need for a detailed public transport strategy to be developed between the public transport team at Norfolk County Council and bus operators. This would include exploring the opportunity to deliver a direct bus route through the site by either an extension of an existing service or part of a new route serving the allocation to the east of the A140. Phasing of the site could also be carried out to ease the development pressure prior to the completion of the bypass before the end of 2024. As part of the S106 Contributions the site could help financially contribute to the delivery of the bypass should not all the funding be secured.

2.32 It is therefore agreed that the any potential impact of the development on the local road network could be reasonably mitigated.

Compatibility with neighbouring uses

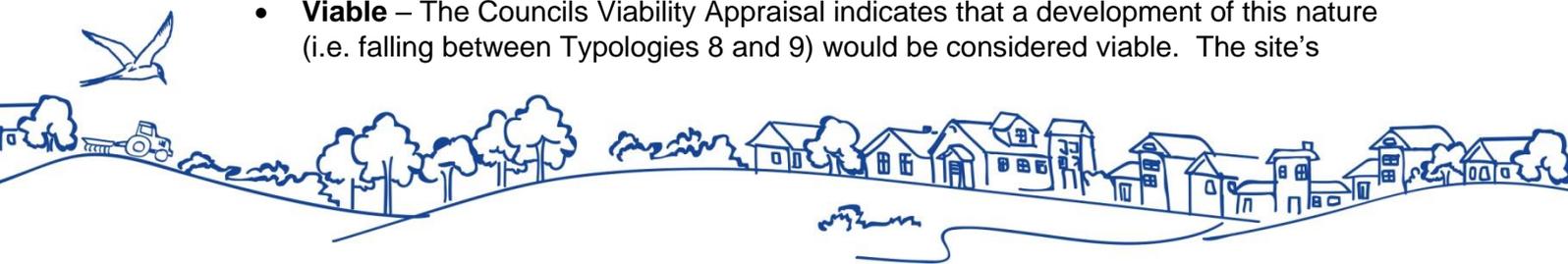
2.33 RSL agree with the HELAA assessment of **Green** in respect of this issue. The site abuts existing residential development to the north, east and to a lesser extent west, whilst bordering agricultural land to the south. Residential development is appropriate in this location and would not negatively impact on the neighbouring uses, as there is sufficient space on site to ensure that required separation distances can be achieved with existing properties.

3. Conclusion

3.1 This Site Delivery Statement is provided by Rosconn Strategic Land (RSL) to support the promotion of the site known as Land South of Flowerpot Lane as a housing allocation within the Greater Norwich Local Plan for 700 dwellings, open space, community facilities and associated infrastructure.

3.2 The statement and its supporting evidence clearly demonstrate that the site is deliverable in that it is:

- **Available** – The site is immediately available and is being actively promoted by RSL an experienced land promoter to bring forward the site for residential development as soon as possible.
- **Suitable** – As demonstrated by the Councils own evidence base including the HELAA, Site Assessments Booklet and Sustainability Appraisal, the site is located in a suitable location for residential development, being well located to a Main Town and accessible to a wide range of services and facilities. The evidence base also indicates that there are no insurmountable constraints to the development of the site.
- **Achievable** - The site is deliverable, and it is expected once planning permission has been granted, that delivery of housing on the site could be completed within 10 years.
- **Viable** – The Councils Viability Appraisal indicates that a development of this nature (i.e. falling between Typologies 8 and 9) would be considered viable. The site's





greenfield nature on the edge of a Main Town with no known abnormal costs suggest that this assessment is accurate, particularly in view of the buoyant local market and growth in house prices as identified at paragraphs 161-162 of the Viability Appraisal.

- 3.3 In conclusion, the HELAA has concluded that the site is Suitable for residential development, with no insurmountable constraints that would prevent it from coming forward. RSL would concur with this overall assessment, albeit we have sought to highlight where the results of the HELAA could be reviewed in the context of information provided as part of this appraisal. Notwithstanding, RSL consider that the site is capable of delivering a high-quality development in a sustainable location for approximately 700 dwellings, open space, community facilities and associated infrastructure with no material harm arising whilst maximising benefits for the local community and addressing identified deficiencies within Long Stratton, such as a shortfall in Public Open Space and need for a Burial Ground.

