



**Land to the East of Woodbastwick Road : Blofield Heath**  
**Site promotion**

September 2020





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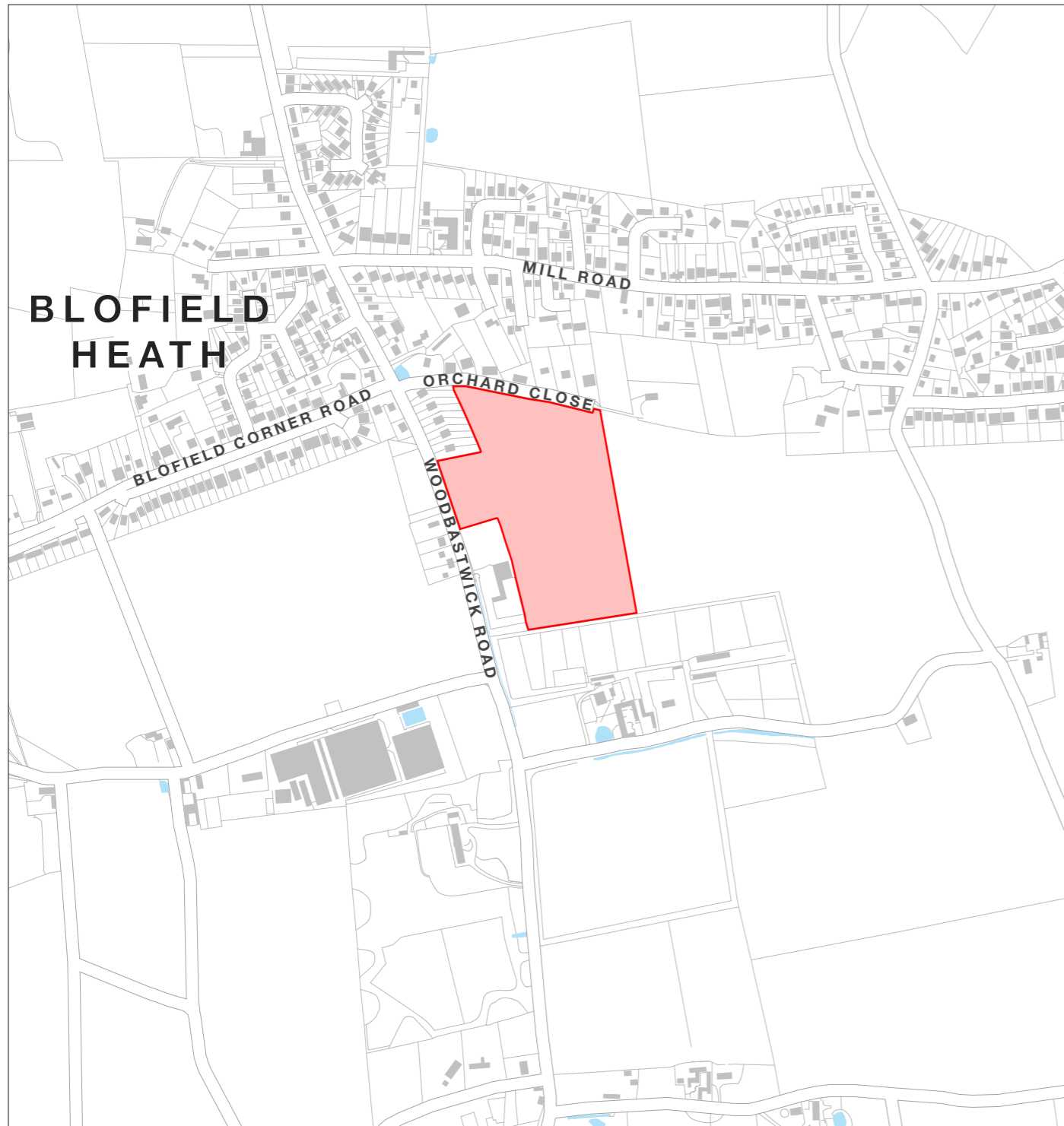
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## Introduction

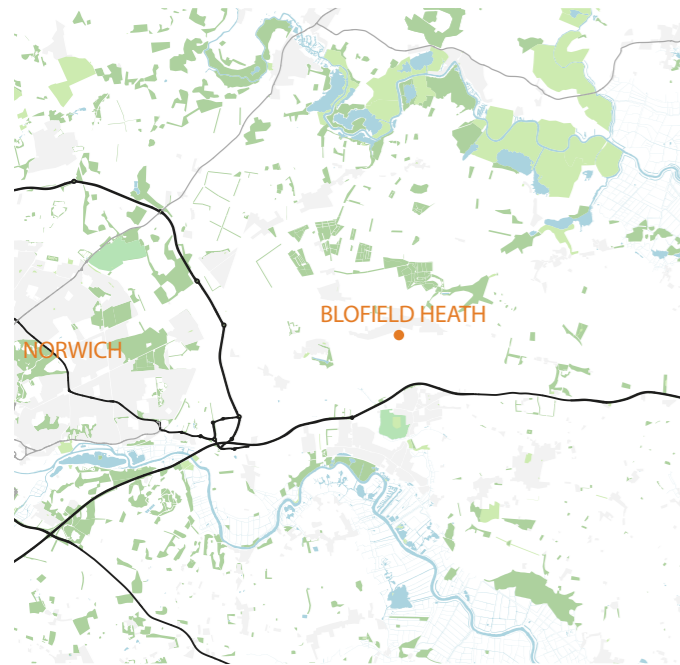
This document sets out concept masterplan proposals for residential development on land to the east of Woodbastwick Road, Blofield Heath on behalf of *Hugh Crane Ltd*. The masterplan has been developed to support the Council's vision for delivering housing growth at 'Land East of Woodbastwick Road', in a sustainable and well-designed manner in response to The Greater Norwich Draft Local Plan.

This document provides an analysis of the proposed site allocation and its context. The analysis undertaken has informed the design of the concept masterplan proposal in order to demonstrate both the capacity of the site and manner in which development could be delivered. This process of design has taken into account the site's physical features, surroundings, nearby land uses and connectivity.

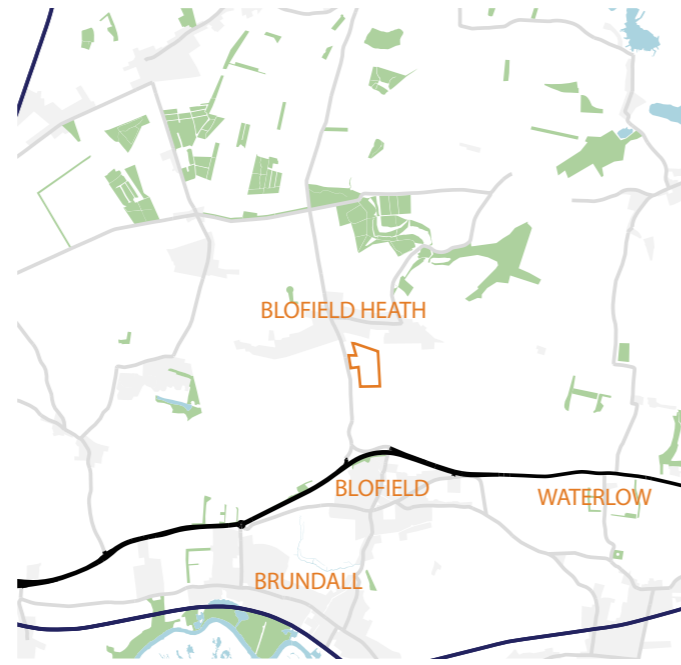


Site Location Plan





Wider site context



Local site location

## 01 The site

### 1.1 Site location

Blofield Parish is located in Broadland District of Norfolk and includes the settlements of Blofield Heath (where the site is located) and Blofield.

Blofield Heath is an attractive settlement situated approximately 8km to the east of Norwich City. Blofield Heath benefits from existing convenience retail, recreation ground and a primary school.

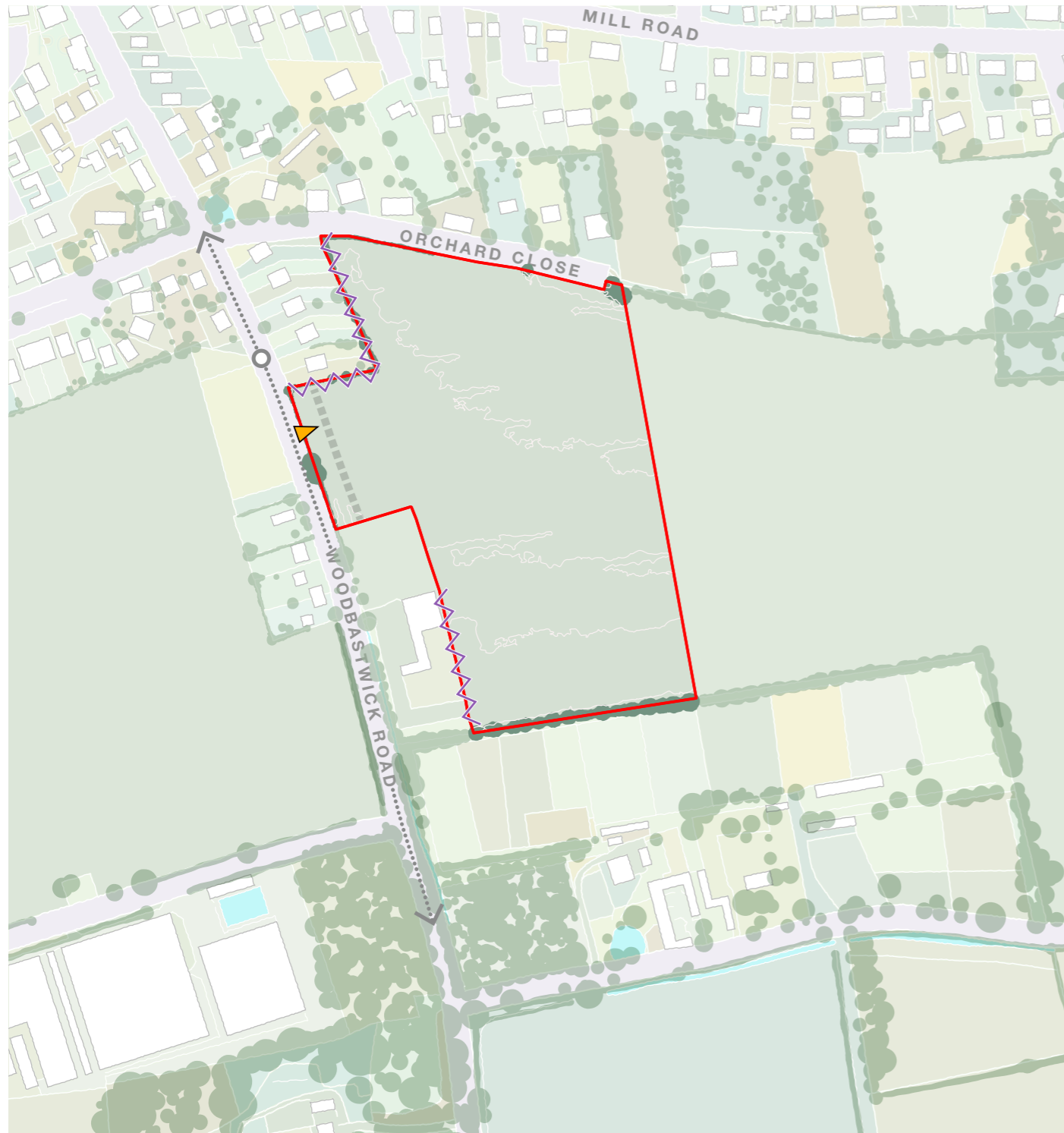
Blofield is located to the south of A47, this settlement has a number of existing services and facilities including a Primary School, local retail, a GP surgery and recreation facilities. Train stations are located at Brundall, Salhouse and Norwich.

### 1.2 Planning Context

The site is currently being promoted for allocation within the emerging Greater Norwich Local Plan (Policy 1048). The site was identified by the Council as a draft allocation within the Regulation 18 Draft Local Plan Consultation (January 2020). Whilst the draft allocation suggests a capacity of up to 20 dwellings, representations were submitted in response to the Draft Local Plan to seek to increase the extent of the allocation.



- Site Boundary
- Main Road
- Building Frontage
- Bus Stop
- Proposed Access Point
- Contour Lines
- Sensitive Landscape Edges
- Existing Trees
- Surrounding Vegetation



1.2500 Opportunities and Constraints



## 02 Opportunities and Constraints

### Access

There is field access to the site from Orchard Close. There is no existing vehicular routes into the Site from Woodbastwick Road.

*Create Consulting Engineers Ltd* have been instructed by *Hugh Crane Ltd* to produce a "Highways Feasibility Assessment" for the site, which is to be submitted alongside representations to support the draft allocation for residential development.

The assessment has established one new access point and one improved pedestrian crossing point.

The new access point into the site will serve future residential development by means of a new T-junction arrangement including new footway linkages between the site and the existing footway on the eastern side of Woodbastwick Road. (see Appendix 2)

The second access point is a proposed pedestrian dropped crossing with tactile paving on Mill Road to enhance the pedestrian route from the proposed development to Hemblington Primary School. (see Appendix 3)

The promoted site is approximately 5.34 hectares and is currently in agricultural/arable use. It has the potential to provide a village extension of Blofield Heath to contribute towards meeting local housing needs.

### Key site features

- Existing properties front on to the site along the northern edge of Orchard Close (northern boundary) and back on to the site along Woodbastwick Road (western boundary);
- Existing business centre to the south, comprises of light industrial and offices with further offices in the process of being built.
- The topography is a flat open landscape with mature trees and a managed hedgerow running along the southern boundary of the site.





Illustrative concept masterplan (Not to scale)



## 03 Illustrative Concept Masterplan

An illustrative masterplan has been established for the site to demonstrate one example of how a high quality development could be delivered. The masterplan has been informed by the existing landscape and the site's constraints.

The Greater Norwich Local Plan Draft Policy 1048 proposes to allocate the site for 15-20 dwellings and identifies that more homes may be accommodated, subject to an acceptable design and layout, as well as infrastructure constraints.

This masterplan demonstrates the capacity of up to 60 dwellings. A central open space provides focus to the site and connects to a series of simple development blocks and navigable street structure.

The development would build on the traditional form and be a mix of bungalows and two storey houses to match the local vernacular.

### Key site features

- Circa 60 dwellings;
- A mix of 2, 3 and 4 bedrooms ;
- Mix of market and affordable housing;
- Traditional block structure with street frontages;
- Over 2.5 ha of open space;
- One LEAP (Locally Equipped Area for Play);
- Informal landscape edge to the South and East;
- View over landscape retained throughout the site;
- New footpath connections;
- Protection of existing trees and hedgerows;
- Additional tree planting and vegetation;
- SUDS features to the South.

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33 Margaret Street  
London  
W1 0JD  
t: 020 3320 8255  
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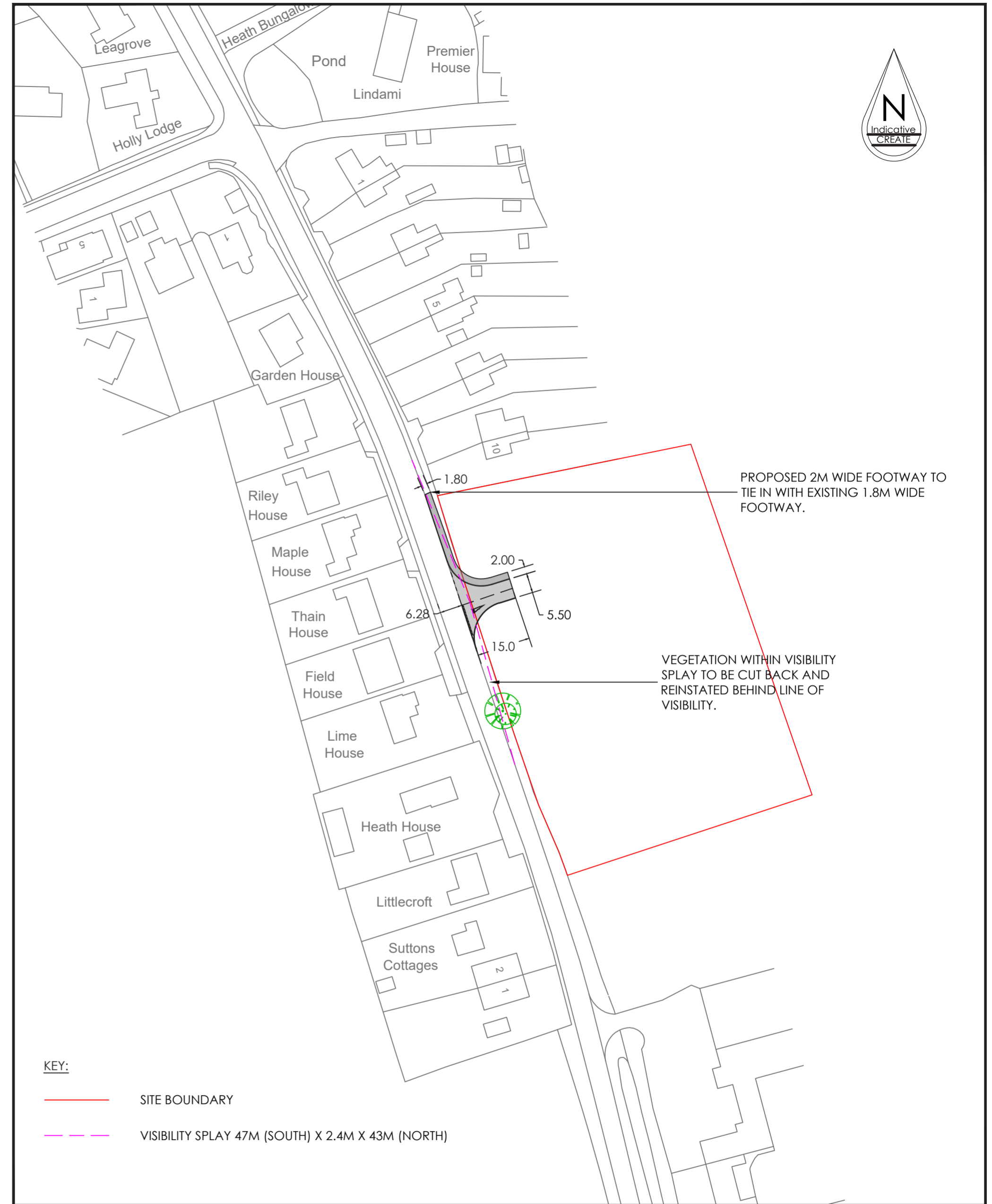


- |  |                               |   |
|--|-------------------------------|---|
| Site Boundary                          | Proposed Road Network         | Proposed Location of Attenuation Basins |
| Proposed Vehicular Access Point        | Proposed Pavements            | Proposed Incidental Open Spaces         |
| Existing Site Vegetation               | Proposed Shared Surfaces      | Proposed Location of Play Areas         |
| Proposed Residential Development Units | Proposed Mews Streets & Lanes | Indicative Recreational Footpaths       |
| Proposed Open Space                    |                               |   |

**Land to the East of Woodbastwick Road, Blofield Heath**  
on behalf of Hugh Crane Ltd.

drawing no. <b>SK01</b>	drawing	<b>Illustrative Masterplan</b>
revision -	scale	1:1,250 @ A3 job no. 465837
drawn by JA	checked by CM	date 19/08/2020

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**KEY:**

- SITE BOUNDARY
- VISIBILITY SPLAY 47M (SOUTH) X 2.4M X 43M (NORTH)

PROPOSED 2M WIDE FOOTWAY TO TIE IN WITH EXISTING 1.8M WIDE FOOTWAY.

VEGETATION WITHIN VISIBILITY SPLAY TO BE CUT BACK AND REINSTATED BEHIND LINE OF VISIBILITY.

**NOTES:**

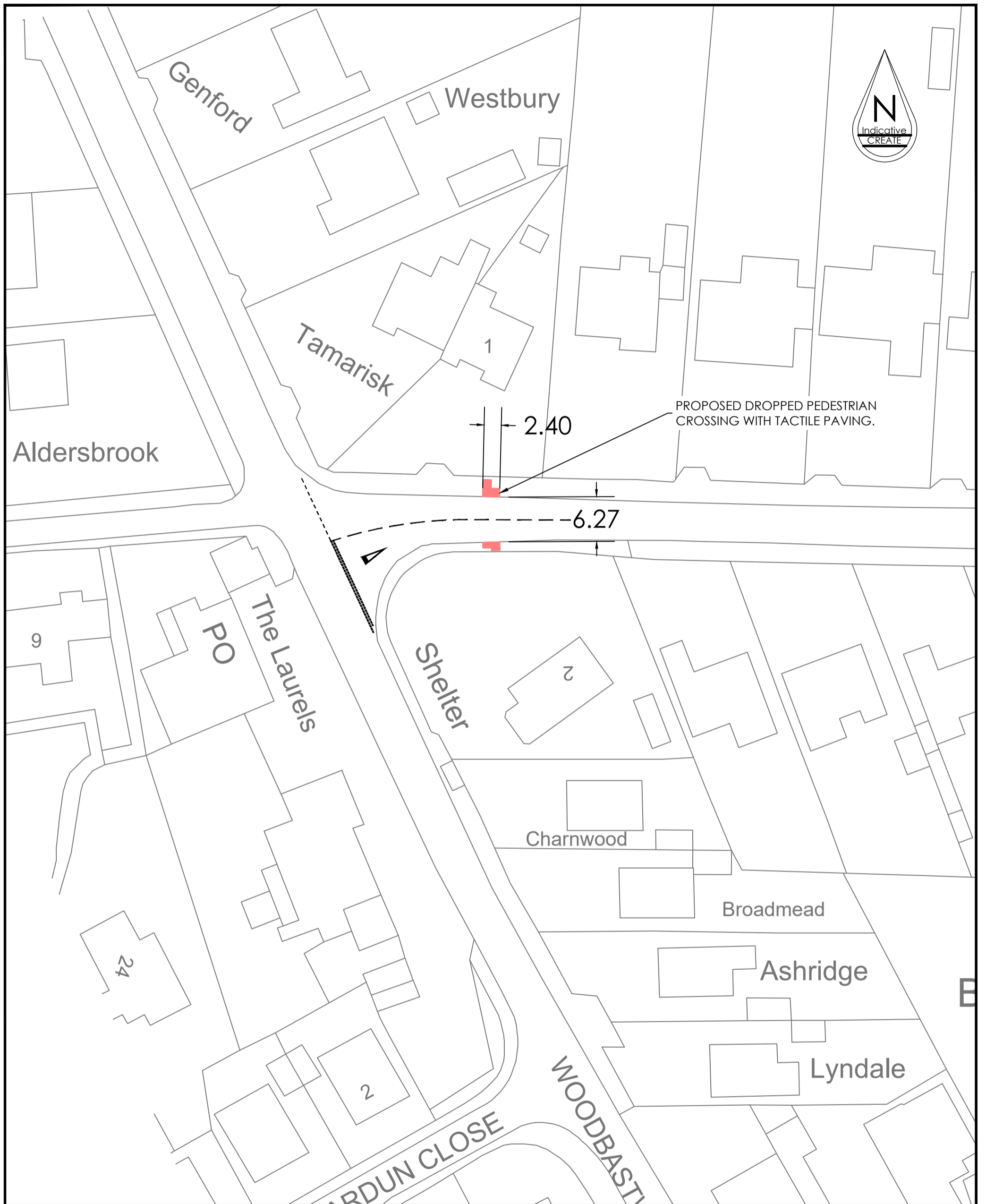
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REV	DATE	AMENDMENT DETAILS	DRAWN APPROVED
A	13.03.20	RED LINE AMENDMENT	AF PZ

PROJECT LAND EAST OF WOODBASTWICK ROAD, BLOFIELD HEATH	DATE 11.03.20	DRAWING STATUS INFORMATION		
DRAWING TITLE WOODBASTWICK ROAD ACCESS AND FOOTWAY IMPROVEMENT	SCALE(S) 1:1000	DESIGNED AF		DRAWN AF
CLIENT HUGH CRANE LIMITED	JOB No 1976	CHECKED PZ		APPROVED PZ
	DRAWING No 03/001	REVISION A		

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PROPOSED DROPPED PEDESTRIAN CROSSING WITH TACTILE PAVING.

2.40

6.27

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REV	DATE	AMENDMENT DETAILS	DRAWN	APPROVED

PROJECT LAND EAST OF WOODBASTWICK ROAD, BLOFIELD HEATH	DATE 11.03.20	DRAWING STATUS INFORMATION	
	SCALE(S) 1:500	DESIGNED AF	DRAWN AF
DRAWING TITLE MILL ROAD PROPOSED PEDESTRIAN CROSSING	JOB No 1976	CHECKED PZ	APPROVED PZ
		CLIENT HUGH CRANE LIMITED	DRAWING No 03/002



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