



Brettingham House, 98 Pottergate, Norwich NR2 1EQ
T 01603 631 319 F 01603 628 464 E info@lanproservices.co.uk

12 March 2020

Greater Norwich Growth Board

Dear Sirs

Greater Norwich Local Plan Regulation 18, Stage C Draft Strategy and Site Allocations – Land west of New Road, Hethersett.

Background

These representations are submitted on behalf of Glavenhill Limited to the Greater Norwich Local Plan (GNLP) Regulation 18, Stage C Draft Strategy and Site Allocations Process.

The representations relate to land to the west of New Road, Hethersett. The land is being promoted for residential allocation by Glavenhill on behalf of the landowner.

Land to the west of New Road, Hethersett was promoted through the Greater Norwich Local Plan Regulation 18, Stage A Site Proposals and Growth Options process in March 2018 (site reference GNLP0480) for approximately 42 dwellings and/or sheltered housing and/or housing with care - see **Appendix 1** for site boundary.

The Greater Norwich Growth Board (GNGB) confirmed in their 2017 HELAA which accompanied the draft Local Plan process that the site was considered suitable for the land availability assessment. Additional information, confirming the suitability of the site against the HELAA assessment criteria, and its availability and deliverability, was submitted to the GNGB in Autumn 2019.

These representations

These latest representations are made in response to the current GNLP Regulation 18, Stage C Draft Strategy and Site Allocations process. Hethersett is identified as a Key Service Centre within the proposed Growth Strategy. The site has not been included as a preferred allocation but is identified as a reasonable alternative site. The assessment of the site concludes:

“This site is considered to be a reasonable alternative if additional growth is needed in key service centres. Amongst the mitigations would be provision of a 3-metre-wide shared-use footway/cycleway at the, and connecting to the existing footpath facility along the B1172. The site is within the strategic gap between Hethersett and Wymondham, however as it is reasonably well related to the existing settlement adjacent to the settlement limit, this would not necessarily preclude a sensitively designed development through a new Local Plan allocation.”

Glavenhill support the identification of Hethersett as a Key Service Centre but have objected to elements of the proposed Sustainable Growth Strategy (see Glavenhill response to Question 13 for full details). In particular, there is concern regarding the amount of dispersal to rural parts of the plan area away from the identified Strategic Growth Area and contrary to the vision to support

growth in the Cambridge-Norwich Hi-Tech corridor. It may also conflict with the specified aim to help combat climate change. This is particularly the case within South Norfolk where 1200 homes, on yet to be identified sites, could all be allocated in small cluster villages in the rural parts of the District (outside of the old Norwich Policy Area). Furthermore, major allocations are proposed in Diss and Harleston, both well outside of the strategic growth area. Glavenhill have therefore proposed that the quantum of allocations in these more rural areas should be reduced, with the focus redirected on locating more development within the Strategic Growth Area, particularly to support the stated ambitions for the Cambridge-Norwich Hi-Tech corridor.

In accordance with this proposed amended approach, it makes sense to allocate this additional site within Hethersett, a sustainable key service centre within the Strategic Growth Area and Cambridge-Norwich Hi-Tech corridor. This site could provide housing in a location that would help to support jobs growth within the Hi-Tech corridor and where it is well located in proximity to higher order services in Norwich and good public transport links. Currently, the draft plan proposes an uplift in housing numbers (200) on the existing strategic site to the north of Hethersett. Identification of this site as an additional small allocation would help provide greater choice within the market, an opportunity for small builders and importantly, increase the prospect of delivery of required housing numbers within the plan period.

These representations go on to confirm the availability, suitability and deliverability of land to the west of New Road, Hethersett for residential development.

The Proposed Allocation Site

This site is located immediately to the south of existing residential development on the south-west side of New Road Hethersett. It extends up to the junction with the B1172. Existing residential development to the north-east of New Road faces the site. The site is immediately adjacent to the defined settlement boundary of Hethersett.

The site comprises open arable fields. It is bounded by a wide grass verge and mature 4-metre high hedge along most of its frontage with the B1172. There is a pavement on both sides of the B1172. The boundary to New Road comprises 1.5-metre high mature hedging interspersed with individual oak trees. There is an existing pavement along the north-east side of New Road and bus stops either side of the road with services to Norwich and Wymondham.

Summary of Development Offer

The Preferred Development Option Plan (**Appendix 2**) shows one way in which the site could be developed to accommodate in the region of 40 dwellings and/or sheltered housing and/or housing with care for the elderly and a 3.08 ha park.

Bungalows could be provided as a part of the mix and to soften the rural edge of the site.

In addition to general housing there is a particular need for care home/housing with care facilities within this area due to the aging population and this site could help to meet that need.

Access to the site can be achieved from New Road as shown on the previously submitted Access Plan.



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The site has no over-riding constraints that would prevent its development.

The site benefits from a willing landowner and promoter committed to bringing the site forward for development within the plan period.

The site is of an appropriate scale to be attractive to small and medium sized housebuilders who find it difficult to compete for and deliver larger strategic sites and will provide additional choice to the local housing market.

It has received good interest from local house builders, who offer their support to these representations.

I trust that the above and enclosed is of assistance to you and your colleagues in concluding the suitability and deliverability of the proposed allocation site.

Yours sincerely

Beccy Rejzek
Associate Director, MRTPI



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Appendix 1 – promoted land



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Appendix 2 – promoted indicative masterplan