

**Greater Norwich**  
**Draft Local Plan**  
**Land at Burgate Lane, Poringland**  
**Gladman Representations**



**March 2020**

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# 1 INTRODUCTION

- 1.1.1 This representation provides Gladman’s comments made in relation to Poringland in response to the current consultation on the Draft version of the Greater Norwich Local Plan (the GNLP). This document should be read alongside representations submitted under separate cover by Gladman which responds to the Draft version of the GNLP as whole and does not repeat broader comments made in relation to the proposed strategic approach to development at a plan wide level.
- 1.1.2 Gladman specialise in the promotion of strategic land for residential development with associated community infrastructure and is promoting Land off Burgate Lane, Poringland (the Site) for residential development through the Local Plan process. In parallel, this Site is subject to a pending outline planning application for up to 98 dwellings (see South Norfolk District Council reference: 2019/1593) and provides detailed evidence of the suitability and deliverability of this Site for residential development. A vision document showing how the Site could be developed is submitted in Appendix 1.

## 2 STRATEGIC POLICIES

### 2.1 Policy 1: Settlement Hierarchy and Spatial Distribution

- 2.1.1 Gladman supports the identification of Poringland (including Framlingham earl) as a Key Service Centre in the settlement hierarchy. As Poringland is evidenced as the fifth largest settlement outside the Norwich Urban Area, development at a scale to reflect the size of the settlement should be deemed appropriate.
- 2.1.2 Poringland has a wide range of services and facilities including a primary school, doctor's surgeries, local shops, a supermarket, public houses and a post office. The town also benefits from a regular bus service into Norwich City Centre. The settlement, therefore, forms a sustainable and logical location for new development.
- 2.1.3 Gladman are concerned that currently no further growth is directed towards Poringland. The town provides a sustainable setting for future growth, in a place where people want to live. Deliverable sites should come forward in this location that could contribute to local economic, social and environmental aspirations. Gladman believe the spatial strategy for housing growth needs to direct higher numbers to sustainable settlements within the 'Key Service Centres' tier, such as Poringland. This would help alleviate the pressure of delivery for larger strategic sites, with smaller allocations that could deliver during the early stages of the adoption of the plan. .

### 2.2 Policy: 7.3 Key Service Centres

#### Growth directed to Poringland

- 2.2.1 Gladman welcomes the acknowledgement that Key Service Centres will continue to be developed to enhance their function as places to live and work, and be providers of services to the settlement and the hinterland. Whilst the level of growth directed to this tier is a minimum, the number of houses committed to sustainable settlements falls short of the levels needed to meet housing need and employment needs within the local areas, and the District as a whole.
- 2.2.2 Though Poringland has taken some growth, providing no new allocations is counterintuitive to the role Poringland plays in the District. As explained previously, Poringland is a sustainable settlement with sites readily available and deliverable now, that could provide extensive benefits to the community and help boost significantly the supply of housing as emphasised through national policy.
- 2.2.3 Gladman consider that allocating no new development through the Draft GNLP to a sustainable settlement such as Poringland will not provide the flexibility needed to ensure land supply is met over the plan period. The level of new growth to be directed to the settlement should be substantially increased.

- 2.2.4 New allocations identified in 'Key Service Centres' would increase the flexibility of the Local Plan and heighten its durability against unpredicted changes which might occur, especially with the reliance on large strategic sites to deliver. Allocating land for sites at an appropriate scale to the settlement through the Plan would address the current and future housing needs. Planning for these sites now would increase deliverability soon after the plan is adopted.

*Policy 7.5: Small Scale Windfall Housing Development*

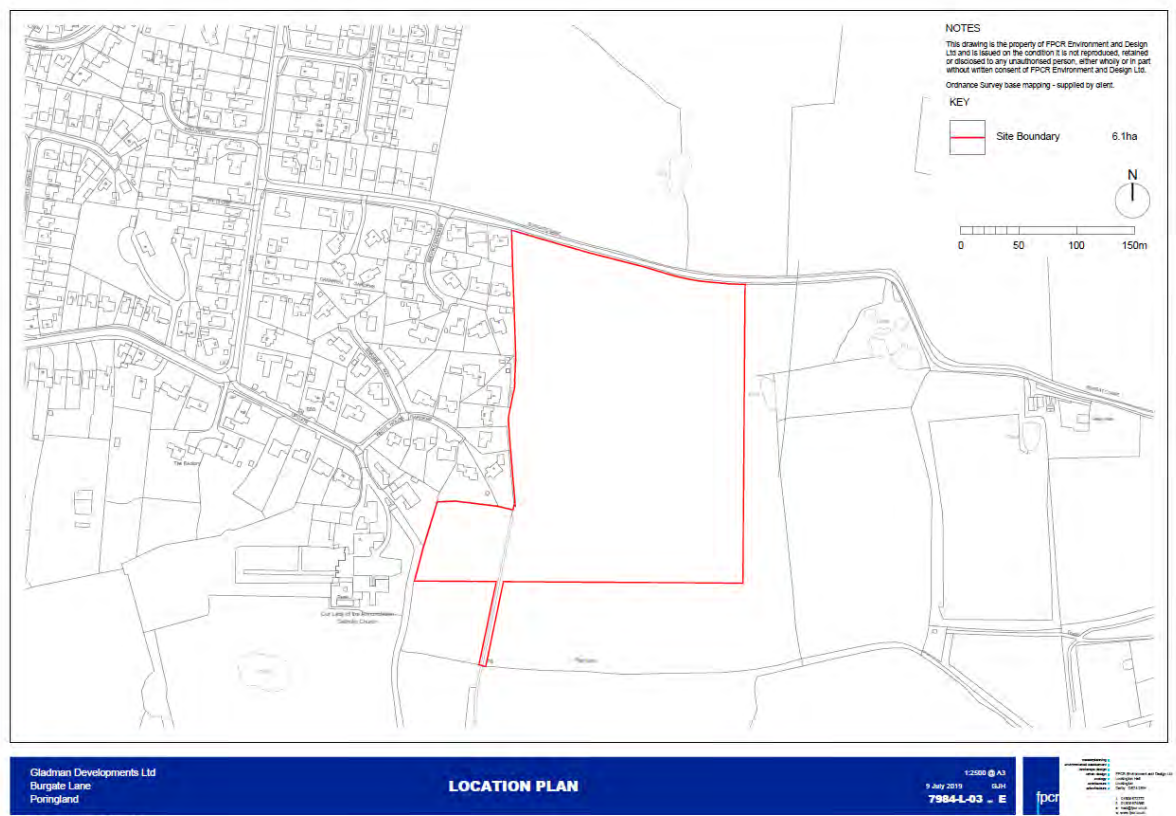
- 2.2.5 Gladman support the policy of allowing windfall development in principle. However, Gladman object to the 'small scale' wording of this policy, and suggest this should be changed to 'appropriate scale' and should apply not only to 'Village Clusters' but also 'Key Service Centres'.
- 2.2.6 A flexible windfall policy should be introduced for development adjacent to existing settlement boundaries of an appropriate scale to the settlement. This could work to accommodate existing housing need and future needs of settlements, in sustainable locations that would provide benefits to the local community and could contribute to the supply of housing for the District.

### 3 LAND AT BURGATE LANE, PORINGLAND

#### 3.1 Introduction

3.1.1 Gladman is promoting Land at Burgate Lane, Poringland for residential development through the Greater Norwich Local Plan. The Site has a capacity for around 98 dwellings and extends to 6.1ha in area. Figure 1 below shows the extent of the land being promoted by Gladman through this process.

Figure 1: Land at Burgate Lane, Poringland



3.1.2 A vision document prepared to illustrate how the Site may come forward for development is submitted in Appendix 1 to this representation. The Vision document sets out a clear range of opportunities and benefits this site could bring to the local community, and importantly how this can be achieved with supportive technical information.

#### 3.2 Availability

3.2.1 Gladman can confirm that the site at Burgate Lane, Poringland is available now with a single willing landowner. Gladman have a track record of delivering sites across the UK, and the application that is currently pending on this site demonstrates through extensive technical consultation that the site is deliverable now.

### **3.3 Achievability/Suitability**

3.3.1 The submitted planning application confirms the achievability/suitability of the Site for residential development. The application includes a comprehensive suite of technical evidence which shows there are no adverse effects of the development that cannot be mitigated against.

### **3.4 Deliverability**

3.4.1 As set out above, the Site is immediately available and could, if allocated and approved for development, make a contribution towards the five-year housing land supply of the joint plan area. Gladman are currently working alongside South Norfolk District Council to resolve any issues relating to the application.

3.4.2 The site could start delivering at the start of the plan period, and ensure a strong start to delivery and meeting the housing requirement for the District.

3.4.3 Gladman is the UK's largest land promotor, and since 2009 has secured planning consents for over 26,000 dwellings. On average it takes 17 months from planning permission being secured to development commencing on sites which Gladman gain consents on. Gladman market sites to and work with all national and major regional housebuilders, enabling best value to be achieved on sites, and to ensure that outline planning consents achieved are compatible with future reserved matters applications.

### **3.5 Benefits**

3.5.1 If allocated, the development of Land at Burgate Lane, Poringland would deliver significant benefits to the local area and wider community, this includes:

- The development of up to 98 dwellings, providing for a wide range of tenure, size and types of new homes;
- Up to 36% of the development will be affordable;
- 2.56ha of Green Infrastructure including new planting resulting in an increase in biodiversity;
- 5 live/work units to meet the needs set out in the Neighbourhood Plan;
- Child play provision inclusive of a locally equipped play area;
- Integrated walking trails that will connect into the public right of way system to the south of the site, and;
- Sustainable transport improvements.

- 3.5.2 On a national level, Gladman typically achieves planning contributions of £12,000 per plot, and an average of 33% of all dwellings have been developed as affordable housing.

## **4 CONCLUSIONS**

- 4.1.1 This representation has been prepared by Gladman, in response to policies outlined within the draft Greater Norwich Local Plan in relation to Poringland. More general comments relating to the wider draft GNLP are submitted under separate cover.
- 4.1.2 Gladman is promoting land at Burgate Lane, Poringland for development through the GNLP plan making process for residential development. A vision document is submitted in Appendix 1 to show how the site might come forward taking into account constraints and opportunities. The Site is subject to a current planning application for up to 98 dwellings.
- 4.1.3 Gladman supports Poringland's identification as a Key Service Centre in the settlement hierarchy. Gladman reiterate Poringland's suitability as a sustainable settlement that is able to accommodate future growth and contribute to addressing the housing needs of the District. Gladman raise major concern that no further allocations are to be directed to Poringland through the GNLP. This does not sufficiently respond to local needs or those of the District.
- 4.1.4 Gladman consider that Land off Burgate Lane, Poringland represents a sustainable development with an extensive range of benefits tailored to the settlements identified needs, which is proven through the planning application to be achievable and deliverable. Further details of the application and all technical consultation documents are available on South Norfolk District Councils website (Application number: 2019/1593). A Vision Document at Appendix 1 provides further details of the proposed development.
- 4.1.5 Gladman can confirm that there are no known barriers to developing the Site for housing. Gladman is promoting all land required to develop the Site on behalf of a willing landowner. Gladman are already positively working with the Council in relation to the Site and the associated application.



## **Appendix 1 – Vision Document: Land at Burgate Lane, Poringland.**

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# The Vision for land off Burgate Lane, Poringland

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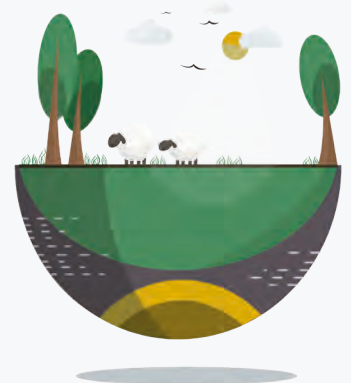
Poringland

**South Norfolk**

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# Introduction

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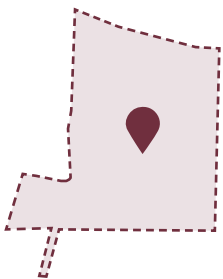
Gladman Land is a privately funded, family run business with over 30 years' experience in the land and development industry. From our beginnings in housebuilding, through to commercial and industrial properties, we have a solid history of delivering sites quickly.

## HOW WE ENSURE A SITE IS VIABLE AND DELIVERABLE

We enter into transparent Promotion Agreements with landowners rather than the more complex Option Agreements and thoroughly review a site's viability before an Agreement is entered with a landowner. This ensures that the proposals can provide the full policy compliant affordable housing requirement and CIL compliant planning obligations when an application is submitted. On average, Gladman provide circa £12,000 per housing plot on schemes throughout the UK.

Our initial viability work and detailed due diligence ensure that proposals are deliverable without delay. Once outline planning consent is achieved, a development will normally commence within 17 months. In many cases a planning condition can be attached reflecting this timescale to give the Council certainty on delivery.

Once planning consent is achieved, we sell the site to a housebuilder. Having sold sites to all the major Plc house builders as well as to a huge range of small to medium sized housebuilders and Registered Providers over the past few years, we ensure that that the outline planning application documents are compatible with future reserved matter applications.





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## The site

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We are promoting a site on land off Burgate Lane, Poringland for residential development. The site is **6.1** hectares and capable of delivering approximately **98** dwellings. We would welcome an opportunity to discuss the site with the Council and the development it could deliver.

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# What could the development deliver?

## Recreational green space

A significant amount of public open space is proposed, connected by a series of footpaths to the wider network.

A new children's play area will be available to both existing and new residents.



## Biodiversity and Green Infrastructure

A significant proportion of the site will be green infrastructure. This will help retain and enhance existing landscape features, provide habitat connectivity and enhance biodiversity.

New landscaping features, including a substantial woodland buffer along the south of the site will be incorporated into the development and will filter views of the new homes from the public right of way.







### **New homes**

98 homes of a mix of sizes including 36% affordable homes will be provided. This will enable local people who are seeking an affordable house the ability to stay within their community.

The proposal also includes the provision of 5 live/work units on the basis that in the Poringland Neighbourhood Plan the local community have expressed a desire for small business units to be within Poringland.



### **Community**

Alongside affordable homes for local residents, the scheme will help to support existing services and facilities through increased local use and spend.







# Context & facilities



Application Boundary



Bus Stop



Places of Worship



Post Office



Shop



Primary School



Secondary School



GP Surgery



Supermarket



Pub



Takeaway



Restaurant



Dentist



Pharmacy



Optician



Village Hall



Library



Nursery / Preschool







# Key



- Site boundary (6.1 Ha)
- Potential site access
- Existing built form
- Existing trees and hedgerows
- Existing bridleways



- Existing footpaths
- Offsite ponds
- Existing ditch (to be retained if possible)
- Hedgerow on northern boundary (small section to be removed for access)
- Surveyed trees with root protection areas and indicative shade patterns



- Potential greenway / green buffer
- Long range views from Bungay Road
- Short range views from nearby properties
- Short range views from road network
- Short range views from footpath network



- Potential location for attenuation and pump station
- Water main (6m easement)
- Overhead electricity lines



# The site: suitability for development

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## Landscape Character

The site is not subject to any national, local or other landscape designations. A landscape impact assessment has concluded that the mitigation that will be put in place will not result in an adverse landscape impact and that the impact identified is similar to that of any greenfield development and the Site is therefore suitable in principle for development.

As the Site currently stands it is very open to the surrounding areas and this development could provide the opportunity for vegetation to be strengthened along the Sites boundaries to not only mitigate against any landscape harm but these improvements will lead to an increase in biodiversity on the Site.



## Design

The proposals will follow a design led approach, taking the wider setting of the site into account.



## Heritage

The Site does not contain any designated heritage assets.

The Site will not impact on any of the listed buildings in Poringland.



## Biodiversity, Green Open Space & Local Wildlife

Green infrastructure will be a key element of the proposals. The existing biodiversity of the Site will be protected and enhanced through new hedgerow and tree planting, formal and informal green spaces and the delivery of new garden spaces. Overall, the proposals can achieve a net gain in biodiversity.



## Access and Highways

Access will be taken from a single point on Burgate Lane.









## Flooding & Drainage



The site is situated in Flood Zone 1, at the lowest risk of flooding.



# Key

-  Site Boundary (6.1Ha)
-  Proposed Residential Area (up to 98 dwellings @ 28dph)
-  Sno Live/Work Units (5% total plots)

-  Children's Play Area
-  Proposed site access off Burgate Lane
-  Potential link to adjacent brideway

-  Proposed footpaths
-  Existing brideway





# Framework plan

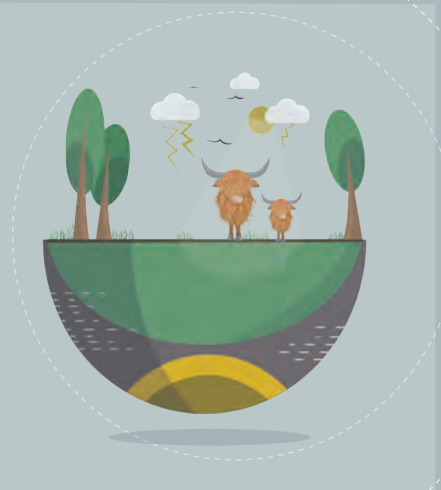
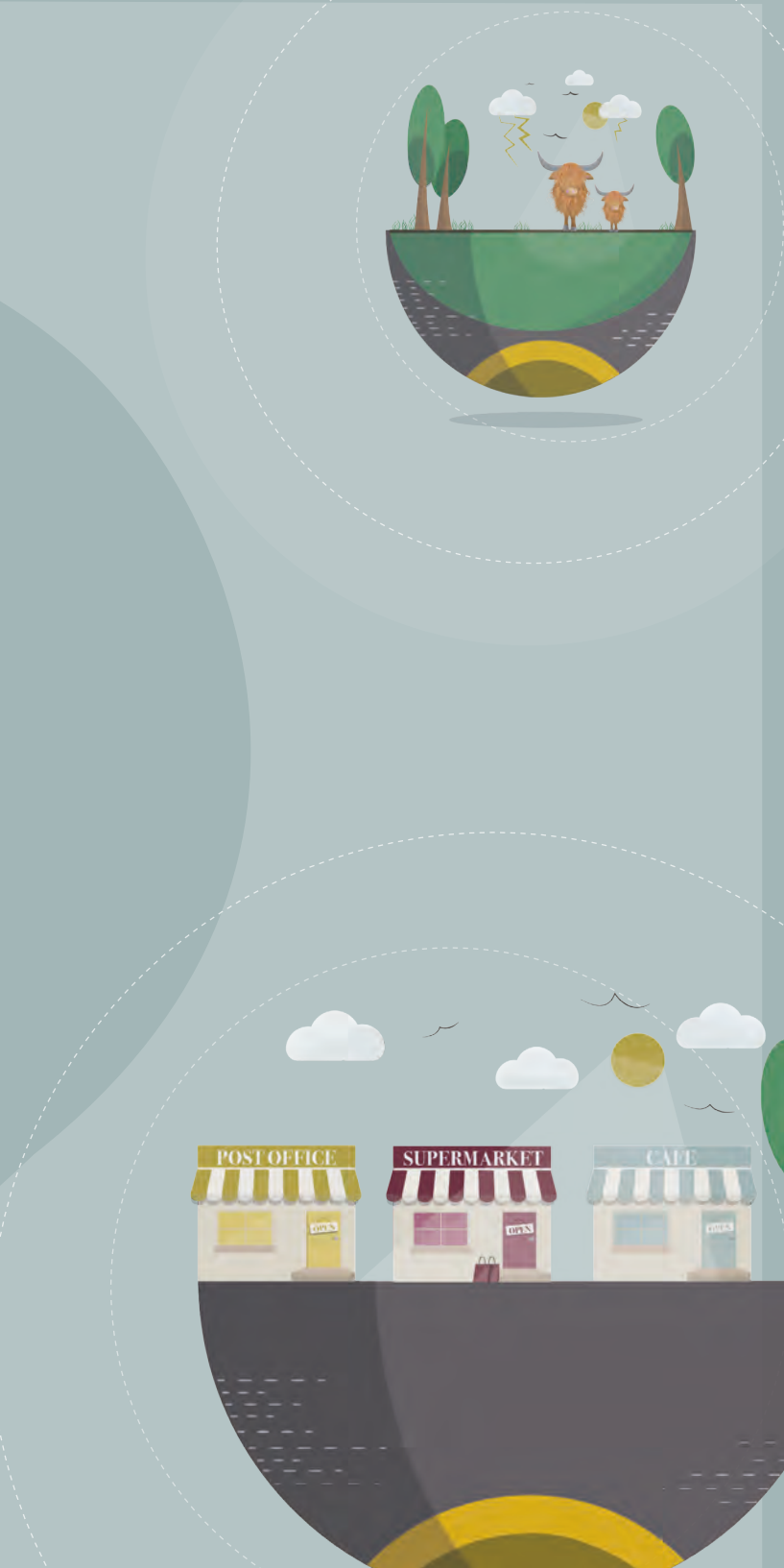
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The site can accommodate approximately 98 dwellings of mixed housing types and sizes designed to minimise impacts on nearby residents, heritage assets and landscape views. Access is indicated from Burgate Lane with pedestrian and cycle links to the centre of Poringland.

Existing vegetation will be retained as much as possible with additional planting throughout the site and a large proportion of open space to Poringland for both new and existing residents.









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## Next Steps

Thank you for taking the time to look at our proposals. We would welcome your views and are happy to answer any questions that you may have.

**01260 288 800**  
**[www.gladmanland.co.uk](http://www.gladmanland.co.uk)**

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