

Greater Norwich
Draft Local Plan
Land at Burston Road, Diss
Gladman Representations



March 2020

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1 INTRODUCTION

- 1.1.1 This representation provides Gladman's comments made in relation to Diss in response to the current consultation on the Draft version of the Greater Norwich Local Plan (the GNLPP). This document should be read alongside representations submitted under separate cover by Gladman which responds to the Draft version of the GNLPP 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 Burston Road, Diss (the Site) for residential development through the Local Plan process.

2 STRATEGIC POLICIES

2.1 Policy 1: Settlement Hierarchy and Spatial Distribution (Question 13)

- 2.1.1 Gladman is supportive of the identification of Diss as a Main Town within the settlement hierarchy. Diss has the widest range of shops and services of the main towns, as well as a broad range of employment opportunities. The town is located to the north west of the junction of the A140 and A143 and benefits from rail connections to Norwich and London as well as acting as hub for local bus links. As such, the settlement forms a sustainable and logical location for further development.
- 2.1.2 Diss has a key role to play in supporting the surrounding villages and rural hinterland through its services and facilities. The retail offering of Diss is key in this supporting role with the large rural catchment extending it to parts of South Norfolk and northern Suffolk. As such, Diss demonstrates positive vitality and viability and has the opportunity to support further housing growth. There would be strong justification to provide further growth than is currently proposed in Diss due to this strong retail offering and other services, along with the good transport links to Norwich and beyond.
- 2.1.3 It is the view of Gladman that should the preferred strategy be transposed to the publication version of the plan this would represent a missed opportunity. Currently two further sites are identified in Diss to provide only a further 400 dwellings in addition to existing commitments. This gives a total of 743 dwellings between 2018-2038, a level of growth is comparable to that of Harleston, a main town that does not benefit from the same transport links as Diss and serving a much reduced retail catchment.
- 2.1.4 It is suggested in the consultation document that growth at Diss has been limited due to highways constraints and congestion being considered a barrier to significant growth. This in itself is based upon local evidence, the Diss Network Improvement Strategy (February 2020), which Gladman do not consider to be a robust document.
- 2.1.5 This Strategy only considers four scenarios for future growth of varying scales ranging from background traffic growth to significant northern and southern growth. Gladman consider there to be a gap in the ranges considered. Neither the northern nor southern areas are determined to be deliverable but there is no further investigation to investigate the 'tipping point'. Indeed, it is suggested in the strategy that should the GNLP pursue a different option to those tested these would also need to be tested, as the document currently does and therefore additional testing will be required. As well as this testing Gladman suggest that other scenarios could be investigated as it is Gladman's view that additional growth than that proposed in the preferred options consultation document could be accommodated at Diss. We are willing to engage with the Council to see if development proposals being promoted by Gladman could provide assistance in addressing highways constraints.

2.2 Policy 7.2 Main Towns

Allocations at Diss

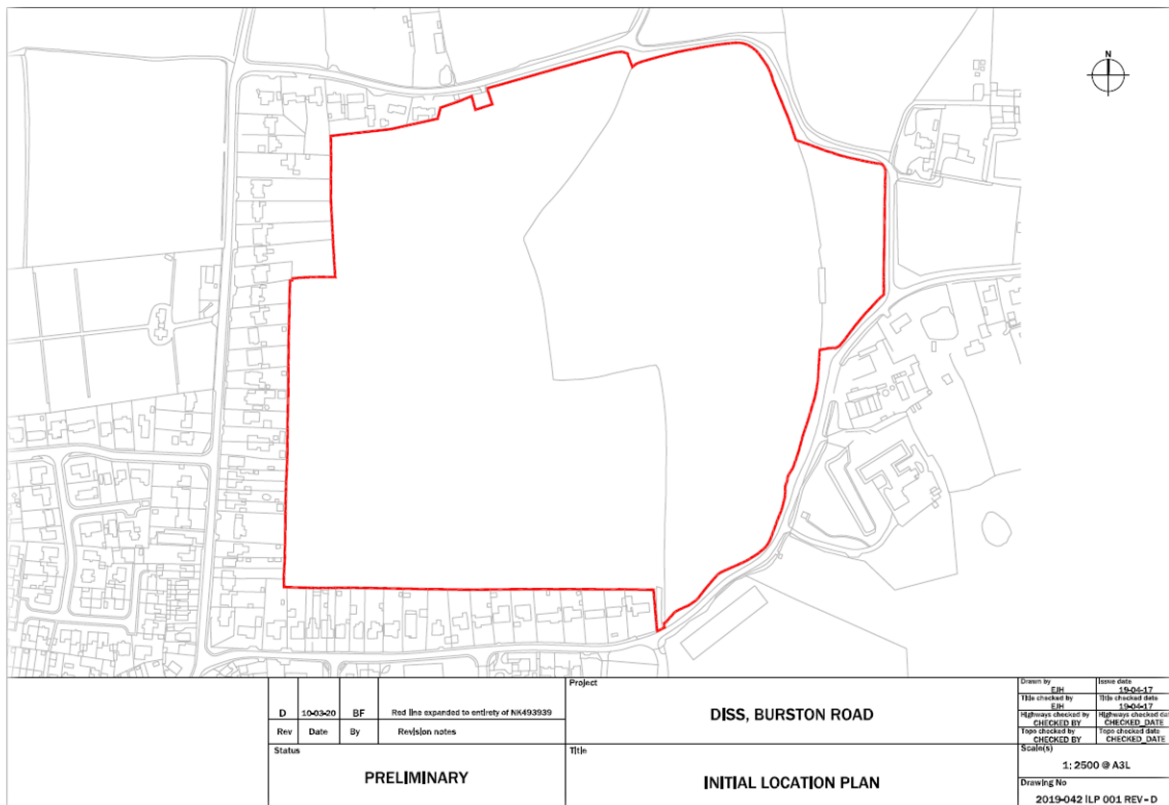
- 2.2.1 Gladman welcome proposals made under Policy 7.2 for further growth to be allocated at Diss in addition to existing commitments. It is however considered that the additional 400 dwellings planned for through the Draft GNLP at Diss is not enough to meet housing and employment needs (see main representations) and does not provide sufficient flexibility within the housing land supply to ensure the deliverability of planned requirements. Gladman submit that the level of new growth to be directed to the settlement could and should be increased.
- 2.2.2 Notwithstanding that Gladman think growth should be increased at Diss, we raise question marks around the proposed allocations to the north of the Cemetery, west of Shelfanger Road and East of Heywood Road. It is unclear what benefits the link road would provide when considered against the potential landscape impact of the site. There does not currently appear to be certainty that the link would alleviate the existing traffic problems, and this appears to be a 'best guess'. Gladman suggest further evidence will be needed to support this proposed allocation.

3 LAND AT BURSTON ROAD, DISS

3.1 Introduction

3.1.1 Gladman is promoting Land at Burston Road, Diss for residential development through the Greater Norwich Local Plan. The Site extends to around 20ha in area and at this stage Gladman are open to discussion around scale and potential community benefits. Figure 2 below shows the extent of the land being promoted by Gladman through this process.

Figure 1: Land at Burston Road, Diss



3.1.2 The site has not previously been considered as part of the emerging GNLP process and as such Gladman take this opportunity to submit that is a sustainable location suitable for residential development. Suitable access can be achieved from the north off Burston Road.

3.1.3 As part of our proposals, and due to the proximity of the site to Diss High School, Gladman are willing to provide land for educational purposes and are open to discussions in this regard. An initial concept plan prepared to illustrate how the Site may come forward for development is submitted as Appendix 1 to this representation. The concept plan confirms to a high level the constraints and opportunities and outlines the benefits which the development may bring to the local area and wider plan area.

3.1.4 Gladman can confirm the availability of Land off Burston Road, Diss for development now. Gladman is engaged in a promotional agreement with the landowners to deliver the Site, and as such can confirm that the landowners support the development of the Site. The Site is not subject to any tenancies or covenants which would delay or prevent the development of the Site. The Site is not known to be affected by ransom strips.

3.1.5 Gladman is the UK's largest land promotor, and has, since 2009, 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. 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.

3.2 Benefits

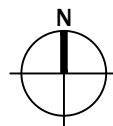
3.2.1 If allocated, the development of Land at Burston Road, Diss could deliver significant benefits to the local area and wider community, this includes:

- Development of an appropriate scale for its location, providing for a wide range of tenure, size and types of new homes;
- The delivery of policy compliant affordable homes;
- Land available for education uses to be discussed with relevant parties;
- Child play provision inclusive of a LEAP;
- A Country Park for the enjoyment of new and existing residents; and
- Potential highways improvements along with pedestrian and cycling links/improvements.


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 Diss. More general comments relating to the wider draft GNLP are submitted under separate cover.
- 4.1.2 Gladman is promoting land at Burston Road, Diss for development through the GNLP plan making process for residential development. An initial concept plan is submitted as Appendix 1 to show how the site might come forward taking into account constraints and opportunities.
- 4.1.3 Gladman supports the identification of Diss as a Main Town however do not consider that the proposed approach for Diss, which sees only a further 400 dwellings allocated through the GNLP, to sufficiently respond to the needs and opportunities of the town or provide an effective strategy for the wider plan.
- 4.1.4 Gladman consider that Land at Burston Road, Diss represents a deliverable and sustainable opportunity for housing land over the coming plan period. Gladman are open to discussions regarding the scale of development and submit that the Site could contribute to housing land supply needs across the duration of the plan period. Gladman can confirm that there are no known barriers to developing the Site for housing.
- 4.1.5 Gladman would welcome the opportunity to meet with the Council to discuss our development proposals for Burston Road, Diss.

APPENDIX 1 – CONCEPT PLAN



LEGEND

-  Site boundary - 20.29 ha
-  Developable area - 9.96 ha
-  Potential Vehicular Access Point
-  Potential Emergency / School Access Point
-  Indicative Road Layout
-  Land for Education Provision (2.6 ha)
-  Locally Equipped Area for Play (LEAP)
-  Existing Public Right of Way
-  Proposed Footpath



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Rev	Date	By	Revision notes
*	*	*	*
Status			
CONCEPT PLAN			

Project	Land off Burston Road, Diss
Title	CONCEPT FRAMEWORK PLAN

Drawn by	BF	Issue date	06-03-20
Title checked by	CHECKED BY	Title checked date	CHECKED_DATE
Highways checked by	CHECKED BY	Highways checked date	CHECKED_DATE
Topo checked by	CHECKED BY	Topo checked date	CHECKED_DATE
Scale(s)			
Not to Scale @ A3			
Drawing No			
201			