

Greater Norwich
Draft Local Plan
Land off Long Lane, Costessey
Gladman Representations



March 2020

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Appendix 1: Land off Long Lane, Costessey Location Plan

Appendix 2: Land off Long Lane, Costessey Vision Document

1 INTRODUCTION

- 1.1.1 This representation provides Gladman’s comments made in relation to Costessey 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 respond to the Draft version of the GNLP as a 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 specialises in the promotion of strategic land for residential development with associated community infrastructure and is promoting Land off Long Lane, Costessey (the Site) for residential development through the Local Plan process (Location Plan included in Appendix 1). A vision document showing how the Site could be developed is submitted in Appendix 2.

2 STRATEGIC POLICIES

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

- 2.1.1 Gladman is supportive of the identification of Costessey as being included as part of the Norwich Urban Area within the settlement hierarchy. Within Costessey, there is a diverse range of services and facilities including a primary school, secondary school, food stores, doctor's surgery and pharmacy, all within walking distance of the Site. The Site benefits from being in close proximity to a high quality, frequent bus service which provides at least four buses an hour into the centre of Norwich in less than 20 minutes. Norwich Railway Station is located approximately five miles from the Site and provides frequent direct services to a number of locations including Ipswich, London and Cambridge.
- 2.1.2 The preferred option for the distribution of development to focus growth around Norwich as well as the within the Cambridge Norwich Tech Corridor is supported by Gladman. This corridor holds significant potential for economic growth over the plan period and will hold a key role in securing the economic ambitions of the emerging Plan, particularly in delivering identified job targets. The concentration of housing in this corridor will help secure a sustainable distribution of development over the plan period and support economic growth.
- 2.1.3 Norwich is established as the pre-eminent regional centre for the East of England and as such the city accommodates the majority of the jobs, key services and economic, leisure and cultural facilities to serve the majority of Norfolk and parts of North Suffolk. It is therefore appropriate that the Norwich Urban Area, including Costessey, forms the location for the largest concentration of development over the plan period (inclusive of the proposed contingency). The Plan's approach in this regard is therefore justified.

2.2 Policy 3: Environmental Protection and Enhancement (Question 21)

- 2.2.1 Gladman has some concern with the proposed approach taken by Policy 3 towards development proposals within Green Infrastructure Corridors illustrated in Map 8 of the draft Plan. Map 8 represents a high-level assessment of Green Infrastructure across the County with limited regard to more detailed site data and functionality. For example, Gladman's land interest at Long Lane, Costessey is shown to be included within the Green Infrastructure Corridor which aligns with the western edge of Norwich. Despite this designation, there have been planning applications approved within the identified Green Infrastructure Corridors, including the land to the north of the Site at Lodge Farm.
- 2.2.2 Taking this into account, it is unclear on what basis Policy 3 seeks to protect the Green Infrastructure Corridors identified in Map 8 given that in some cases evidence of these corridors on the ground is limited. Gladman considers that the focus of Policy 3 in relation to Green Infrastructure should be to secure environmental benefits at the planning application stage to enhance the quality and

extent of the corridors with the aim of securing the functionality and extent of the Green Infrastructure corridors shown on Map 8 in the longer term. In this sense, contributions towards Green Infrastructure corridors made by development proposals in the area should be considered a planning benefit.

- 2.2.3 Should wording on protection of Green Infrastructure corridors be retained in the policy, Gladman considers that further evidence is needed to set out what elements of the Green Infrastructure corridors need to be protected and for what reason. It should also be set to a greater level of detail what is meant by the term “effective management of development in accordance with the policies of the development plan”. Gladman would be resistant to a policy approach which would refuse development affecting a Green Infrastructure corridor where evidence shows limited environmental site value and/or the proposed development could lead to enhancements in Green Infrastructure.

2.3 Policy 7.1 The Norwich Urban Area including the fringe parishes (Question 40)

- 2.3.1 Gladman welcomes the proposals made under Policy 7.1 for the Norwich Urban Area and the fringe parishes to continue being the area’s major focus for jobs, homes and services development and welcomes the further allocations proposed in the city in addition to the existing commitments.
- 2.3.2 The policy identifies the delivery of a total of 30,560 new homes over the plan period 2018-2038 within the Norwich Urban Area, of which 85% consists of already committed development.
- 2.3.3 Gladman notes the proposals to include the site GNLP0581, in addition to site GNLP2043, as a contingency site with a capacity of 1,000 homes, with associated amenity land, woodland and green area, to be brought forward if the delivery of the GNLP housing allocations does not meet the Local Plan targets.
- 2.3.4 It is however considered that this additional 1,000 dwellings should be planned for now, in the form of a further allocation in the Plan, rather than being identified as a contingency. Such an approach would increase the flexibility of the Local Plan and heighten its durability against unpredicted changes which might occur over the remaining years of the plan. The plan making process provides a good opportunity for the infrastructure requirements of Costessey and any future development to be understood with a solution planned for. Planning for this upfront would reduce any delay in meeting housing needs, which may not be possible through the planning application process.

Site GNLP0581 – Land off Bawburgh Lane and New Road

- 2.3.5 Gladman notes that the site assessment of land parcel GNLP0581 identifies three issues with the site and states that it is not currently preferred as an allocation as limited evidence has been submitted to demonstrate the deliverability. Gladman considers that the three issues identified in the assessment are not sufficient to prevent the site being delivered, each of these is briefly explored below.

Access

As part of Gladman's ongoing promotion work, access options for the Site are currently being investigated. Gladman agrees with the Council's position that Long Lane is not sufficient to provide a suitable access for the entirety of the Site and that additional access points need to be considered to the east along Bawburgh Lane. Whilst this is so, Long Lane to the north of the Site would provide a suitable access to begin delivery. Despite the availability of third party land needing to be confirmed for the eastern access points, given the potential and available access off Long Lane, Gladman does not agree that access issues should be a reason for not including the land as an allocation within the GNLP. Further, Gladman is confident that the site can be sufficiently accessed and will provide evidence to demonstrate this during the plan preparation process.

Norwich Southern Bypass Landscape Protection Zone (NSBLPZ)

Policy DM 4.6 of the South Norfolk Development Management Policies Document requires all development to have regard to protecting the openness of the Zone, and where possible, the enhancement of the landscape setting of the southern bypass. The purpose of this policy is to protect areas where there are high levels of intervisibility between the A47 and the rural surrounds of Norwich which form an important part of the city's landscape setting.

A significant proportion of the western part of the site is covered in established trees which form a substantial buffer between the potential developable area of the Site and the A47. As a result, views from the A47 into the Site are screened by the trees and therefore Gladman considers that any development would not impact on the openness of the landscape setting as viewed from the A47 Southern Bypass.

Existing green infrastructure on the site would be retained and enriched through further planting and the creation of formal, easily accessible green spaces, and in line with Policy DM 4.6, new planting could include wild flower in order to enrich the landscape. For these reasons, Gladman does not agree with the current assessment and does not believe that the Site's location within the NSBLPZ should be considered a reason for not allocating the Site.

River Valley

Policy DM 4.5 of the South Norfolk Development Management Policies Document, 'Landscape Character and River Valleys' requires all development within the identified River Valleys and Landscape Character Areas to respect, conserve and where possible, enhance the landscape character of its immediate and wider environment.

Any future proposals for the scheme will be landscape led to include landscaping and planting using species commonly found in the area to ensure the development respects the local surroundings. As required by the current policy, the future scheme will be designed taking into account the key findings from the 2001 South Norfolk Landscape Assessment and the updated 2012 Review. Gladman is confident that a scheme can be achieved which successfully integrates with the urban edge of Norwich and the surrounding landscape. For this reason, Gladman does not consider that the Site's location within an identified River Valley should be a constraint to the development of the site, or a reason for not including the Site as an allocation.

Site GNLP2043 – North of New Road, east of A47

Gladman notes that land directly south of the Site has also been considered within the supporting documents for the draft Local Plan as having potential to contribute to the delivery of the 1,000 dwelling contingency site at Costessey. The assessment states that the site would need to be developed in conjunction with GNLP0581 (the Site). Gladman is not currently promoting this parcel of land, however to ensure the area is capable of meeting its full development potential, the indicative layout, included in the vision document at Appendix 2, demonstrates potential links through from the Site to parcel GNLP2043.

The assessment concludes that this land is not a preferred allocation for the same reasons as GNLP0581, however Gladman would disagree for the reasons outlined in the above section and is confident that the site is deliverable and would provide a realistic option for delivering housing growth over the plan period.

3 LAND OFF LONG LANE, COSTESSEY

3.1 Introduction

3.1.1 Gladman is promoting Land off Long Lane, Costessey for residential development through the Greater Norwich Local Plan. The Site has the capacity to deliver in excess of 600 dwellings and extends to circa 40 hectares in area. Appendix 1 shows the extent of the land being promoted by Gladman through this process.

3.1.2 A vision document prepared to illustrate how the Site may come forward for development is submitted in Appendix 2 to this representation. The vision document confirms to a high level the constraints and opportunities the Site presents as well as outlining the benefits which the development would bring to the local area and wider plan area.

3.2 Availability

3.2.1 Gladman can confirm that Land off Long Lane, Costessey is available for development now. Gladman is engaged in a promotion agreement with all required landowners to deliver the Site, and as such can confirm that all landowners support the development of the Site. The Site is not subject to any tenancies or covenants which would delay or prevent its development. The Site is not known to be affected by ransom strips which would prevent access being provided off Long Lane. Further investigations are required relating to access from the east, however as outlined previously, this should not prevent the Site being allocated.

3.2.2 Gladman is committed to bringing the Site forward for development, as confirmed by the submission of these representations and wish to work alongside the council to bring the Site forward.

3.3 Achievability/Suitability

3.3.1 As part of any future planning application, a comprehensive suite of technical evidence will be prepared. From Gladman's initial investigations, there are no technical or environmental impacts which would result in adverse effects on ecology, heritage, landscape or flood risk.

3.4 Deliverability

3.4.1 As set out above, the Site is immediately available for development and could, if allocated and approved for development, make a contribution towards the five-year housing land supply of the joint plan area. Gladman's intention, with the agreement of officers, is to continue further site investigations and the promotion of the Site until the appropriate stage is reached by the GNLP for the submission of a comprehensive outline application. This approach would minimise the

potential for any later delay in bringing the Site forward for development and could mean that development starts on site within two-years of adopting the GNLDP.

3.4.2 The scale of the Site and opportunity for multiple access points means that the Site could be developed by multiple outlets, thus increasing the annual delivery rate which may be anticipated. Assuming adoption of the GNLDP in mid-2022 and outline planning consent being granted soon after, it is envisaged that development could commence in 2024, with first completions likely in late 2024/early 2025. It is anticipated that at a delivery rate of 70 dwellings per year could be sustained due to the potential for a number of outlets.

3.4.3 Gladman is the UK's largest land promoter, 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.

3.5 Benefits

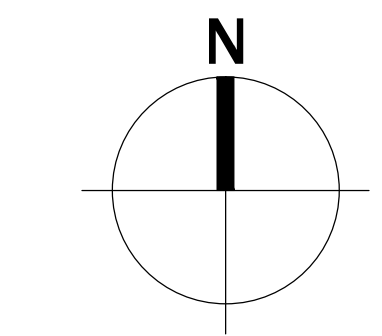
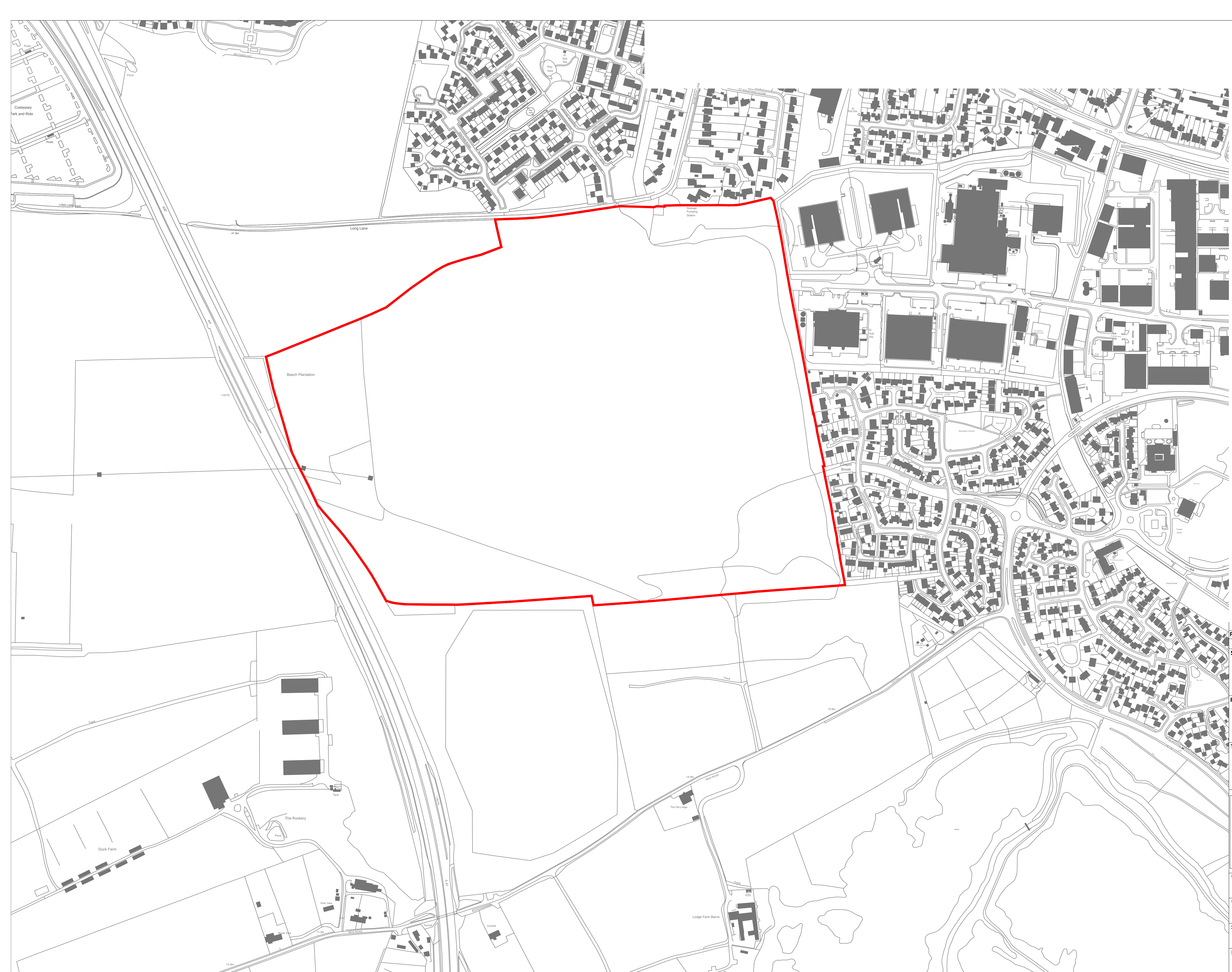
3.5.1 If allocated, the development of Land off Long Lane, Costessey would deliver significant benefits to the local area and wider community, this includes:

- The development of over 600 dwellings, providing for a wide range of tenure, size and types of new homes;
- The delivery of policy compliant 33% affordable homes;
- Child Play provision;
- Access links to the southern land parcel;
- Pedestrian and cycling links/improvements;
- Recreational green open space;
- A net-biodiversity gain;
- Support existing local services through increased use and spend.


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. A summary of the community benefits secured on a national basis on sites promoted by Gladman is provided in the accompanying Vision Document submitted as Appendix 2 to this representation.

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 Costessey. More general comments relating to the wider draft GNLP are submitted under separate cover.
- 4.1.2 Gladman is promoting land off Long Lane, Costessey for development through the GNLP plan making process for residential development. A vision document is submitted in Appendix 2 to show how the site might come forward taking into account constraints and opportunities.
- 4.1.3 Gladman supports the identification of Costessey as being included as part of the Norwich Urban Area within the settlement hierarchy. Gladman welcomes the continued focus of the Norwich Urban Area as the focus for development within the plan area. Whilst the inclusion of the Site as part of a contingency site for 1,000 dwellings is welcomed, for reasons previously outlined, Gladman considers that the Site should be allocated through the plan making process.
- 4.1.4 Gladman considers that the Site represents a deliverable and sustainable opportunity for housing land over the coming plan period. The site has capacity to deliver over 600 new homes and could contribute to housing land supply needs consistently throughout the plan period. Gladman acknowledges the issues raised in the assessment of site GNLP0581 however for the reasons outlined previously in this representation, we do not consider them to be a barrier to development. A vision document showing how the site might be developed, and summarising the benefits and opportunities is submitted in Appendix 2.
- 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 shown at Appendix 1. The landowners are supportive of its development. Gladman is the UK's largest strategic land promoter and since 2009 has secured planning consent for over 26,000 dwellings. Gladman deliver policy compliant schemes, with planning contributions average £12,000 per plot nationally. Typically, it takes 17 months from the grant of planning consent to commencement on sites which Gladman have gained consent on.



NB: Red line to be checked against title plan.


Rev	Date	Revision notes	By
DO NOT SCALE			
Status			
PRELIMINARY			
Project			
Land South of Long Lane, Costessey.			
Title			
LOCATION PLAN			
 GLADMAN <small>Gladman House, Alexandra Way Congleton Business Park Congleton, Cheshire CW12 1LB Tel: 01260 288800 Fax: 01260 288801 www.gladman.co.uk</small>			
Drawn By	Publish Date	Title checked by	Title checked date
mah	24.01.20	CHECKED BY	CHECKED_DATE
Highways checked by	Highways checked date	Topo checked by	Topo checked date
CHECKED BY	CHECKED_DATE	CHECKED BY	CHECKED_DATE
Scale(s)			
1:2500 @ A1			
Project no.	Drawing no.	Revision	
2020-003	100	.	

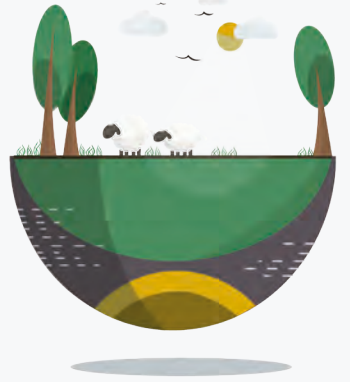
The Vision for land off Long Lane, Costessey





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Introduction

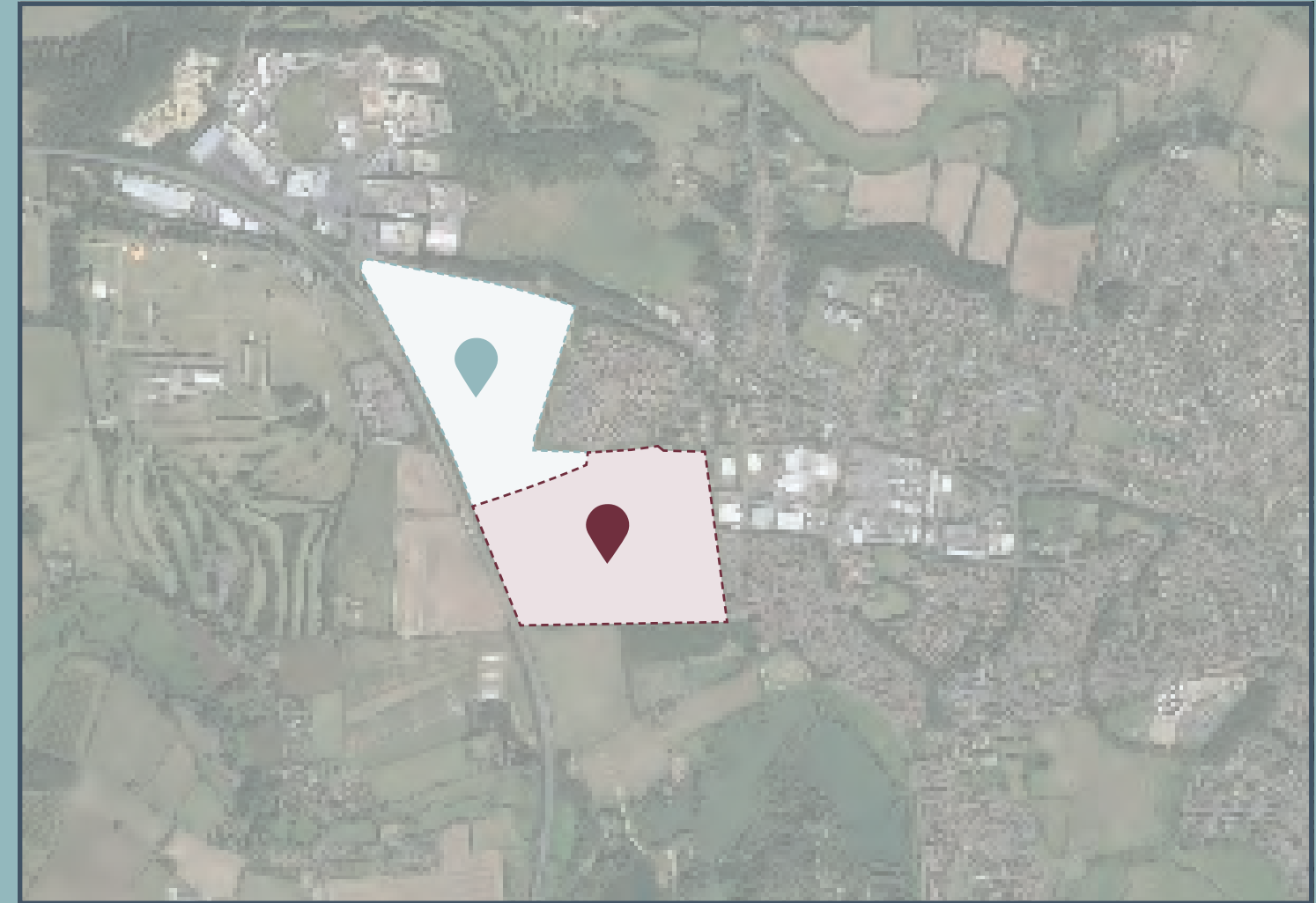
Gladman Land is a privately funded, family run business with over 30 years' experience in the land and development industry. From our beginnings in housebuilding, through to commercial and industrial properties, we have a solid history of delivering sites quickly.

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 18-24 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 housebuilders 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.



The Site

Gladman is working with the landowners of Land off Long Lane, Costessey (the site) to promote their site for development. The circa 40 hectare site presents an ideal opportunity to deliver a high quality, sustainable residential led development to address Greater Norwich's future housing and recreation needs.

This Vision Document demonstrates the site's potential and its ability to make a welcome contribution to Greater Norwich's future housing requirements.

A Sustainable Site and Settlement



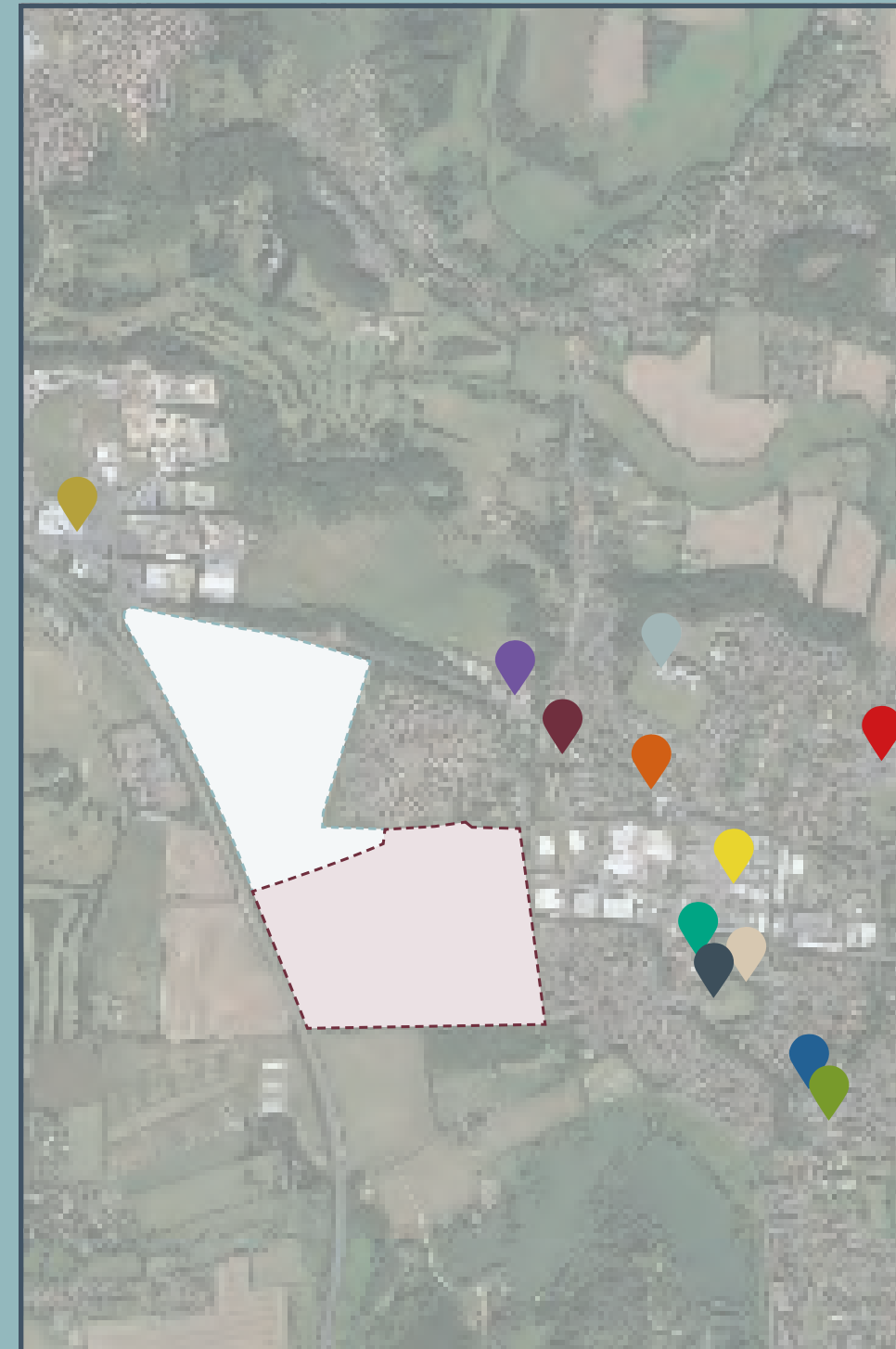
The site is well positioned, on the edge of Norwich, to accommodate further residential development to contribute to the area's future housing needs.














Due to Costessey's position on the edge of Norwich, it is considered to form part of the Norwich Urban Area. As the predominant economic and cultural centre in the Greater Norwich Local Plan area, as well as the wider East Anglia region, the Norwich Urban Area is the main focus for development in the emerging Greater Norwich Local Plan, which directs 70% of the planned housing growth to the Urban Area.

An increase of 33,000 new jobs is expected over the plan period, many within the high value knowledge-intensive sectors. In order to ensure that Norwich continues to be well positioned to compete for future business as part of the Cambridge Norwich Tech Corridor, it is essential to ensure the delivery of high quality homes to house the increased workforce. Costessey benefits from a range of services and facilities that would be accessible to future residents of the site by walking and cycling, including Chapel Break Infant School, St Michael's V.A Junior School and Ormiston Victory Academy.

Norwich's vast array of shopping, leisure and employment opportunities are within easy reach of the site which is served by excellent public transport links. The nearest bus stop is located circa 650m walking distance from the centre of the site and is served by bus numbers 23, 23a, 23b, 24, and 24a which together operate at least four buses per hour into the city centre with a journey time of around 15 minutes.

Norwich Railway Station is located approximately five miles from the centre of the site and provides frequent direct services to destinations including Ipswich, Colchester, Cambridge and London.



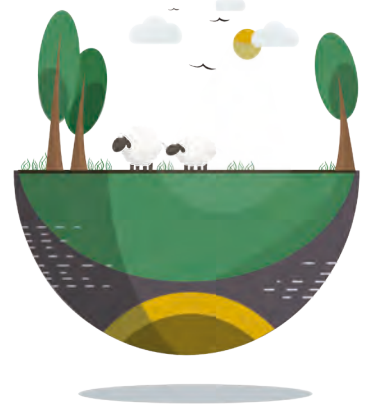
-  Site Boundary
-  Roundwell Medical Centre
-  Supermarket (Sainsbury's)
-  CleverClogs Nursery
-  Costessey High School
-  Petrol Station/Co-op Food
-  Chapel Break Infant School
-  St.Michael's VA Jr School
-  Chapel Break Community Centre
-  Post Office
-  Bowthorpe Health Centre
-  Costessey Primary School
-  Bowthorpe Employment Area



Opportunities & Constraints

As part of the development proposals, a multi-disciplinary team of specialist consultants will be commissioned to undertake a series of detailed surveys and appraisals of the site and its setting.

These technical studies will assess the site's ability to accommodate a sustainable residential development, taking account of features and characteristics including landscape, heritage and access.



The Site: Suitability for Development



Heritage

There are no designated heritage assets within the site boundary. As part of any future planning application an archaeological and built heritage assessment will be completed.



Biodiversity, green open space & local wildlife

As part of the proposed scheme, the existing green infrastructure present on the site will be retained and enriched through planting and the creation of formal, easily accessible green spaces. It is envisaged that an on-site local play area will be provided as part of the proposed development, which will further improve the local amenity for both existing and future residents. The site's proximity to the sports pitches and allotments provided as part of the Lodge Farm Phase 2 scheme will be an additional benefit for future residents.

All open space and green infrastructure proposals will be considerate to the existing biodiversity and ecology within the local area. The site provides an excellent opportunity to deliver a net biodiversity gain providing a benefit to the species within the locality.



Landscape character and design

The site is not subject to any national landscape designations. The site provides the opportunity to deliver a logical infill development between the existing development to the north and east and the A47 to the west.

The site will be designed sympathetically, taking into consideration the landscape characteristics of the local area so that development will successfully integrate with the urban edge of Norwich and the landscape surroundings.



Flooding

The Environment Agency's website shows that the site is fully located within Flood Zone 1 and therefore at a low risk of flooding. There are localised areas of surface water flooding on the site but these would not represent a constraint to development and could be factored into the layout of the site through the design process.



Access and Highways

It is expected that there will be multiple access points to the site including potential access points from Barnard Road and Draper Way with the main point of access being provided from Long Lane.

Potential vehicular, pedestrian and cycle connections through to the land south of the site could be provided in order to ensure the area is capable of delivering its full development potential.



Utilities

Potential connections to the existing network have been investigated and all utility provisions within the current strategy have been determined to be technically sound.

Initial investigations have shown there to be a high pressure gas main pipe crossing the site north to south. The gas pipe does not represent a constraint to development and easements can be designed into the site layout.



Key Concepts

The site has the potential to deliver over 600 new homes, including policy compliant delivery of 33% affordable homes. The development site could also deliver a Local Equipped Area of Play (LEAP), as well as providing additional recreational walking routes and greater local access to green spaces for recreation for both new and existing residents.

The future vision for the proposed development off Long Lane will be informed by a series of key concepts that respond directly to the existing characteristics of the area, these include:

- A strong network of green infrastructure, complementing existing tree and hedgerow planting with new areas of formal and informal open space and landscape features
- Providing new and enhanced connectivity for pedestrians and road traffic, helping to integrate the site into the existing urban area and promoting greater access to local green spaces
- Providing future access to the southern land parcel for further phases of development in order to ensure the area is capable of meeting its full development potential
- Delivering a wide range of high quality, market and affordable housing. In accordance with local policy requirements, 33% of the on-site housing would be affordable, to address the acute affordability issues affecting Greater Norwich



Key Benefits



A local equipped area of play



Newly accessible open space



Increased spending power to the local economy



Greater connectivity: New cycle and footpath routes



Diversifying the range of on-site habitats and result in net biodiversity gains



High quality market and affordable homes

What the site could deliver



Recreational green space

A significant amount of public open space would be provided on the site which would be connected by a series of footpaths for the use of both existing and new residents.



Biodiversity and Green Infrastructure

A significant proportion of the site will be green infrastructure, including the retention of the wooded area on the western boundary. This will help retain and enhance existing landscape features, provide habitat connectivity and enhance biodiversity. New landscaping features could be incorporated into the development and would filter views of the new homes.



New homes

Initial work undertaken to date demonstrates that the site is capable of delivering over 600 new homes of a mix of sizes including 33% affordable. This will enable local people who are seeking an affordable home the ability to stay within their existing community.



Community

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





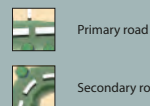
Key



Site Boundary



Developable area



Primary road



Secondary road



Potential access points



Attenuation basin

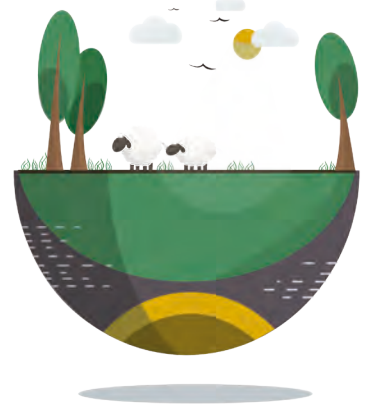


Concept Framework Plan

Drawing on the initial appraisal of the site's characteristics and the development vision, a Concept Framework Plan has been prepared to set potential future parameters for a future development proposal, and to provide a visual key to show how the site could look once developed.

The Concept Framework Plan provides a starting point for further discussions with Greater Norwich Development Partnership, other local stakeholders and the local community, before a finalised scheme is prepared. The Concept Framework Plan shows vehicular access off Long Lane with further potential access points to the east off Barnard Road or Draper Way in addition to potential future access to the land to the south to provide future phases of development.

The Concept Framework Plan demonstrates the retention of the woodland along the western boundary of the site which will be opened up to the public for recreation as well as providing a buffer to the A47. The Concept Framework Plan illustrates the potential to provide increased public recreation walking routes around the site perimeter for the use of existing and future residents.





Development commences
17 months
after outline permission
is achieved



Gladman has achieved
over **177**
planning permissions
since 2010



Providing
25,615 homes



Summary and Delivery

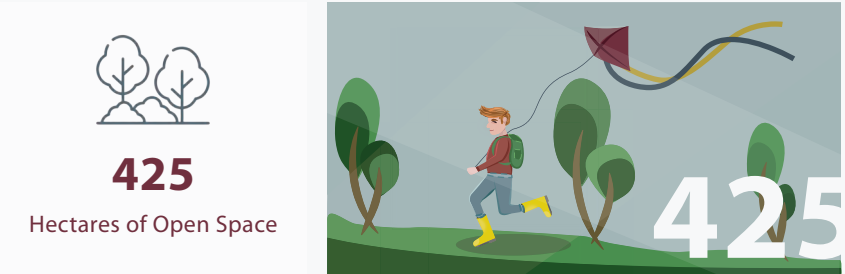
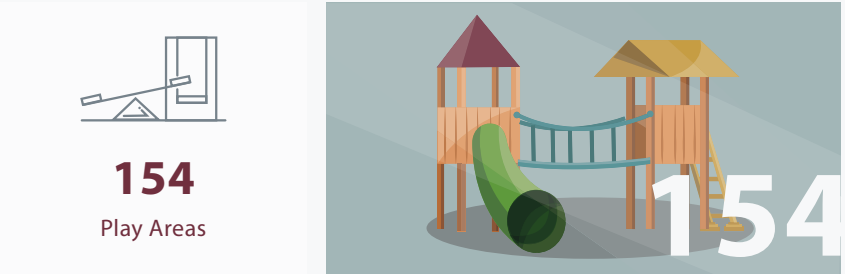
Gladman believes that the site provides a viable, realistic and logical opportunity to help Greater Norwich fulfil its housing needs over the emerging Local Plan Period.

Through this Vision Document it has been demonstrated that the site has the potential to support a sustainable residential development to be delivered over the plan period:

- The site is in the control of willing landowners who are committed to progressing a proposal as soon as possible;
- In Gladman Developments Ltd, the site has the benefit of a promoter with the necessary experience and expertise to successfully guide a proposal through to implementation;
- The site is relatively free of constraints and has the ability to accommodate a high quality residential development that could be successfully assimilated into its landscape setting;
- The site is sustainably located in relation to Costessey's services and facilities, and benefits from regular sustainable modes of transport connecting the site to the centre of Norwich.

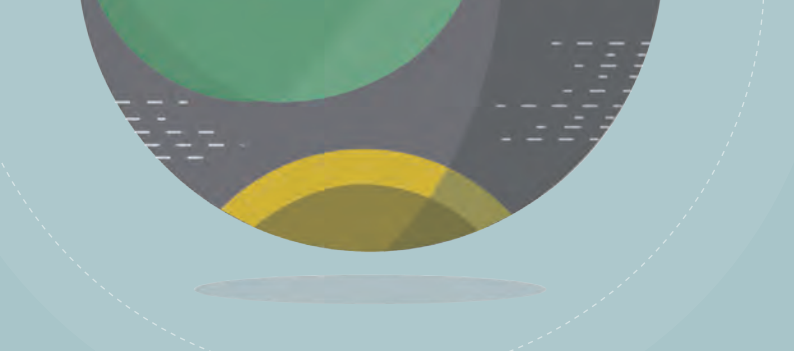
More than Market Housing

Gladman has a strong record of securing much more than just market homes. Over the past 9 years we have achieved planning permission for the following:*



These are significant public benefits which are being realised by local communities through our proposals. On average, Gladman secures £12,000 per plot for local services and facilities.

*All contents correct as of October 2019



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

