

Date: 22nd March 2021

Greater Norwich Local Plan
Regulation 19 Submission Consultation
Sent via email to: GNLP@norfolk.gov.uk

Our ref: 2051.HAR1

Dear Sir / Madam,

Re: Greater Norwich Local Plan, Regulation 19 Publication Consultation, March 2021

POLICY KES 2 (including GNLP0497) Land west of Ipswich Road, Keswick (approx. 13 ha) - Allocation for employment use

This submission is made in respect of Land West of Ipswich Road, East of B1113 (Ref: Policy KES2 / GNLP0497) on behalf of Norwich Apex Limited.

Norwich Apex are the owners of Apex Business Park (formerly MAHB Capital). Norwich Apex secured planning permission for Apex Business Park in 2018 from South Norfolk Council (2017/2794) which includes KES2 and are currently assembling the required infrastructure for the site (including the access, link road and strategic landscaping).

We note the emerging policy in the Reg 19 GNLP in respect of KES2 / GNLP0497:

Existing allocation to be carried forward

***POLICY KES 2 (including GNLP0497)
Land west of Ipswich Road, Keswick (approx. 13.02 ha) is allocated for employment uses.***

The development will be expected to address the following specific matters:

- 1. Mixed use development within Use Class E(g), B2 and B8, the ratio of uses being subject to acceptable highways impacts;*
- 2. An access road across the site from B1113 to A140 at Tesco Harford, with roundabout access from the B1113 and revised traffic light junction on the A140, to be agreed with Highways Authority.*
- 3. Restriction of a right turn movements at the existing B1113/A140 junction.*
- 4. Off-site cycle and footway links connecting to Low Road, Keswick and the Yellow Pedalway on the A140.*
- 5. Appropriate layout, scale and landscaping to protect properties to the north and to reflect the setting of the site within the Southern Bypass Landscape Protection Zone and its location on a gateway into Norwich.*
- 6. Inclusion of ecological appraisal with off-site strategic landscaping north-west of the B1113 as buffering to Harford Bridge Marshes CWS and NWT Nature Reserve*
- 7. Any development must conserve and enhance the significance of nearby heritage assets including the grade II listed church of All Saints and remains of the Church of All Saints to the west of the site, including any contribution made to that significance by setting.*

8. *Sustainable drainage, reflecting the implications of the river valley location. Run off from the development onto the Harford Bridge Marshes County Wildlife Site and Nature Reserve may be an issue that will need to be mitigated for.*
9. *Norfolk Minerals and Waste Core Strategy Policy CS16 applies, as this site is underlain by safeguarded minerals resources. The benefits of extracting the minerals, if feasible, will be taken into consideration.*

Norwich Apex fully support this proposed policy allocation. The land presents the opportunity to provide additional employment floorspace in a sustainable location and in a sustainable manner and contribute to the challenge of providing jobs growth in the Greater Norwich Area over the plan period.

It is considered that the site, in combination with KES2, would have the capacity to deliver in the region of 30, 000 sq. meters of employment floorspace across the 'B' uses and potentially other employment generating uses. A development of this nature could deliver circa 1000 new jobs.

We have included with this submission, the 'GNLP Site Allocation Statement of Common Ground' form. This sets out the availability, suitability, and deliverability of the subject site. In addition to the information provided on the SoCG, the following progress with the delivery of the site should also be taken into account:

- The site is currently being marketed. Norwich Apex have boards on site, a brochure and a website (<https://norwichapex.co.uk/>).
- Buildings are available to purchase or lease.
- Norwich Apex currently have 11 live enquiries from companies of all sizes, including local and international. The enquiries range from 3,000 sq ft to 100,000 sq ft. At the time of writing, the level of interest equates to up to 70% of the deliverable floorspace available on the site.
- Norwich Apex have agreed the first two deals on the site. The first deal is the sale of a 15,000 sq ft B2 building which is for a new company to the area. It will manufacture and create 40 jobs once up to full capacity. These jobs will include research and design. The second deal is the lease of a 15,000 sq ft B8 unit. A reserved matters planning application (reference: 2020/0903) has been submitted in June 2020 in relation to the delivery of these two deals.
- Most interest is from local companies looking to acquire a brand new building to expand their business. Feedback from potential occupiers is that this is an excellent location for their business due to the proximity to the A47 and A11. Most businesses we are talking with have staff located to the south or east of the city, therefore, creating far less traffic through the City Centre.

In addition, and for completeness, we include our previous representations submitted in respect of the site in 2020 at **Appendix 1** to this letter.

We submit that the land subject of this submission is suitable for inclusion in the local plan and we support the proposed policy. We furthermore conclude that the plan is 'sound' in this regard.



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Yours sincerely,

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cc. Craig Knights, Norwich Apex

Enc.



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Appendix 1 – Previous representations in respect of GNLP0497/KES2 submitted March 2020