



DEVELOPMENT BRIEF

Land at Burgate Lane | Poringland

South Norfolk Council



Introduction

Gladman Developments wish to promote Land off Burgate Lane, Poringland for residential development. The 8.12 hectare site presents an ideal opportunity to create a sustainable, distinctive residential development located in an attractive Key Service Centre location to ensure the delivery of high quality homes.

A residential development on the site would incorporate both new market and affordable housing (of a variety of types, from affordable rented properties to discounted sale properties to help key workers and first time buyers) to help meet the current and future housing needs of both South Norfolk and the wider housing market area.

This document includes an illustrative Development Framework Plan, indicating how the site might accommodate a future residential development with high quality open space and landscaping.

Gladman would welcome the opportunity to discuss the potential delivery of this site with you in more detail, so it can be fully considered in the formulation of future development options for the Poringland settlement area.

Should you wish to speak to us further, please contact:

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Site & Planning Context

Site & Surroundings

The site is situated adjacent to eastern settlement edge of Poringland. The site is bound by Burgate Lane to the north, agricultural land to the east and south and the rear of properties Brooks Meadow, White House Gardens and Upgate to the west. The site is well contained within the landscape and important trees and other landscape features are retained.

It is envisaged that any development on site would be focussed in the larger main field with open space to the south capable of accommodating a drainage pond. A wildflower meadow is proposed within in the smaller field parcel to the south west with a new equipped play area and public rights of way.

A Vibrant Community

Poringland is a vibrant community, with an estimated population of 5,132 residents at 2011. The Settlement enjoys functional links with Norwich to the north, benefiting from the city's wide range of employment, services and transport infrastructure. Poringland is an active and successful community and provides residents with access to a wide range of community amenities and facilities, including:

- Primary School, Nursery and Pre-School
- Places of Worship
- Convenience Stores
- Restaurants/ food outlets
- Salons
- Health Centre and Dentist
- Pharmacy
- Public Houses
- Village Hall
- Supermarket, ATM
- Library

These facilities and services, and the settlement's existing provision of community infrastructure, make Poringland well-placed to accommodate and support further residential and economic growth.

Principle of Development

The principle of directing further growth to Poringland is well established through the Council's adopted Core Strategy 2011 (updated in 2014). In accordance with the adopted spatial strategy for the Borough, Poringland is recognised as a sustainable settlement, capable of supporting additional growth, as demonstrated in Policy 14 of the Core Strategy which allocates between 100 and 200 dwellings to Poringland.

Whilst currently situated outside of the Poringland settlement area and within the open countryside, it is envisaged that the Council will need to review the district's settlement boundaries in order to accommodate the authority's future housing needs. In this context, Land off Burgate Lane is considered to be well placed to deliver further residential growth.



Going forward

The subsequent sections of this document provide an overview of the key attributes that make Land off Burgate Lane, Poringland an inherently deliverable and sustainable location for residential development.

Site Development Potential

Land off Burgate Lane, Poringland, offers an exciting opportunity to plan and, importantly, deliver a new exemplar development where people will genuinely want to live, whilst embracing the character and distinctiveness of the surrounding area.

Housing Delivery



It is currently envisaged that the site could deliver up to 165 homes on a developable area of 5.14 hectares at a density of 32 dwellings per hectare. 33% of the on-site homes would be provided as affordable housing – equating to 54 additional affordable dwellings, making a valuable contribution to addressing the district’s affordable housing needs, and affordable housing shortfall.

Land Ownership and Delivery



There are no know technical, landownership or infrastructure impediments to the delivery of residential development on Land off Burgate Lane, Poringland:

- The site is in the control of a willing landowner, who wishes to bring the site forward for residential development;
- The site can be appropriately served by gas, telecommunications, water and electrical infrastructure;
- The site is not affected by any local or statutory designations which would preclude development in this location;
- There are no known land contamination issues that would present the site’s development.

Landscape Character



A comprehensive Landscape and Visual Impact Assessment (LVA) has been undertaken as part of the development proposals, and demonstrates that Land off Burgate Lane represents an appropriate location to deliver a high quality residential development.

The site is sustainably located adjacent to the existing Poringland settlement area, and is enclosed by a strong framework of proposed boundary planting. Existing features such as a meadow area to the west will be retained and enhanced to form a publically accessible ‘wildflower meadow’ as part of the proposal. These attributes offer the potential to create a proposal that would represent a sympathetic and sensitive extension to the existing settlement edge.

Site Development Potential

Biodiversity, Green Infrastructure & Local Wildlife



Ecological Appraisals have assessed the site's potential to support bats, birds, dormice, hedgehogs, reptiles and great crested newts. The submitted Ecological Assessment demonstrates that the number of ecological constraints identified at the site is limited and restricted to a fairly typical range of species and the usual need to retain trees and hedgerows while giving appropriate consideration to any notable species. The creation of new species-rich hedgerow and areas of species-rich grassland such as the 'wildflower meadow', in tandem with tree/ shrub planting within the areas of green space would ensure proposals result in a net gain of habitat diversity within the Site.

Market Appeal



It is anticipated that once granted planning permission, the site could be brought to the market and acquired by a housebuilder over a short timescale. The site could readily deliver new homes in a period of five years, to satisfy strong demand for additional market and affordable housing within the South Norfolk and the wider housing market area.

Heritage



The submitted archaeological assessment identifies that the site does not contain any designated or non-designated heritage assets, nor will the development of the site impact any such assets during any future development. Further, the development of the site will not impact the significance of any listed buildings within the immediate vicinity of the development.



Hydrology



The site falls within Flood Zone 1, i.e land assessed as having a less than 1 in 1,000 annual probability of flooding, further, the site is not in an area identified as being at risk from surface water flooding. Concerns highlighted locally in relation to ground water have been addressed within the submitted technical reports accompanying the application, demonstrating that the development will not exacerbate or be the cause of any further flooding.

Site Development Potential

Design



A thorough assessment of the site's setting and surroundings would ensure that Land off Burgate Lane supports a high quality, sustainable residential development. Any future proposal would be based on sound design principles, and would be in scale and character with its surroundings and Poringland, through delivering dwellings of a suitable size and through utilising materials that reflect the local vernacular.

Green Infrastructure forms an integral part of the development proposal and creates an accessible, open and engaging living environment. The site delivers a total of 2.94 hectares of green infrastructure and open space, including supplementary tree and hedgerow planting, amenity greenspace, attenuation pond and the wildflower meadow.

Topography



From a topographical high point of approximately 45m Above Ordnance Datum (AOD) to the north of the site area, the landform gently undulates and drops away to low points of approximately 38m AOD and 35m AOD adjacent to the site's eastern and western boundaries. Topography would not pose a constraint the site's development.

Accessibility



The site is situated in an accessible location and benefits from its proximity to Poringland's diverse range of services and facilities. Further amenities, employment and transport links are available in Norwich to the north which is accessible via a frequent bus service.

The site can be developed without an unacceptable impact on the safe and satisfactory operation of the local highway network. It is considered that the most appropriate access solution is a priority controlled junction which also has the benefit of retaining the maximum amount of hedgerow possible along the northern site boundary.

Socio-economic



If developed, the site could generate a number of important economic and social benefits to the economy. These are detailed within the submitted socio economic report and include;

- £17.6m construction expenditure
- £6m of direct GVA over the build period
- £4.7m total expenditure by new residents into the local economy
- £1.3m in New Homes Bonus to the Local Authority over 5 years
- £2.5m in Council Tax Payments over 10 years.

Site Plan With Indicative Framework Plan





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