

## Greater Norwich Call for Sites Submission Form

FOR OFFICIAL USE ONLY	
Response Number:	
Date Received:	

This form is to be filled out by any interested parties who want to promote a site for a specific use or development to be allocated in the Greater Norwich Local Plan.

Only one form should be submitted for each individual site i.e. it is not necessary for a separate form to be completed for each landowner on a single site in multiple ownerships. However, a separate form must be completed for each individual site submitted.

Your completed form should be returned to the Greater Norwich Local Plan team no later than **5pm on Friday 8 July 2016**.

By email: [callforsites@gnlp.org.uk](mailto:callforsites@gnlp.org.uk)

Or, if it is not possible submit the form electronically,

By Post to:

*Greater Norwich Local Plan Team*  
PO Box 3466  
Norwich  
NR7 7NX

The responses received as part of the Greater Norwich Local Plan Call for Sites will be published and made available for public viewing. By submitting this form you are consenting to the details about you and your individual site(s) being stored by Norfolk County Council and shared with Broadland District Council, Norwich City Council and South Norfolk District Council, and that the details of the site will be published for consultation purposes.

Further advice and guidance can be obtained by visiting the Greater Norwich Local Plan website or by contacting the Greater Norwich Local Plan team directly:

Website: [www.greaternorwichlocalplan.org.uk](http://www.greaternorwichlocalplan.org.uk)

E-mail: [callforsites@gnlp.org.uk](mailto:callforsites@gnlp.org.uk)

Telephone: 01603 306603

<b>1a. Contact Details</b>	
Title	
First Name	
Last Name	
Job Title (where relevant)	
Organisation (where relevant)	
Address	
Post Code	
Telephone Number	
Email Address	

<b>1b. I am...</b>	
Owner of the site	Parish/Town Council
Developer	Community Group
Land Agent	Local Resident
Planning Consultant	Registered Social Landlord
Other (please specify):	

**1c. Client/Landowner Details** (if different from question 1a)

Title	
First Name	
Last Name	
Job Title (where relevant)	
Organisation (where relevant)	
Address	
Post Code	
Telephone Number	
Email Address	

**2. Site Details**

Site location / address and post code  (please include as an attachment to this response form a location plan of the site on an scaled OS base with the boundaries of the site clearly shown)	
Grid reference (if known)	
Site area (hectares)	

<b>Site Ownership</b>		
<b>3a. I (or my client)....</b>		
Is the sole owner of the site	Is a part owner of the site	Do/Does not own (or hold any legal interest in) the site whatsoever
<b>3b. Please provide the name, address and contact details of the site's landowner(s) and attach copies of all relevant title plans and deeds (if available).</b>		
<b>3c. If the site is in multiple landownerships do all landowners support your proposal for the site?</b>	Yes	No
<b>3d. If you answered no to the above question please provide details of why not all of the sites owners support your proposals for the site.</b>		

<b>Current and Historic Land Uses</b>		
<b>4a. Current Land Use</b> (Please describe the site's current land use e.g. agriculture, employment, unused/vacant etc.)		
<b>4b. Has the site been previously developed?</b>	Yes	No

**4c. Describe any previous uses of the site.** (please provide details of any relevant historic planning applications, including application numbers if known)

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**Proposed Future Uses**

**5a. Please provide a short description of the development or land use you proposed** (if you are proposing a site to be designated as local green space please go directly to question 6)

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**5b. Which of the following use or uses are you proposing?**

Market Housing	Business & offices	Recreation & Leisure
Affordable Housing	General industrial	Community Use
Residential Care Home	Storage & distribution	Public Open Space
Gypsy & Traveller Pitches	Tourism	Other (Please Specify)

**5c. Please provide further details of your proposal, including details on number of houses and proposed floorspace of commercial buildings etc.**

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**5d. Please describe any benefits to the Local Area that the development of the site could provide.**

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<b>Local Green Space</b>
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If you are proposed a site to be designated as Local Green Space please complete the following questions. These questions do not need to be completed if you are not proposing a site as Local Green Space. Please consult the guidance notes for an explanation of Local Green Space Designations.
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<b>6a. Which community would the site serve and how would the designation of the site benefit that community.</b>
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<b>6b. Please describe why you consider the site to be of particular local significance e.g. recreational value, tranquillity or richness in wildlife.</b>
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<b>Site Features and Constraints</b>
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Are there any features of the site or limitations that may constrain development on this site (please give details)?
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<b>7a. Site Access:</b> Is there a current means of access to the site from the public highway, does this access need to be improved before development can take place and are there any public rights of way that cross or adjoin the site?
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<b>7b. Topography:</b> Are there any slopes or significant changes of in levels that could affect the development of the site?
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<b>7c. Ground Conditions:</b> Are ground conditions on the site stable? Are there potential ground contamination issues?
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<b>7d. Flood Risk:</b> Is the site liable to river, ground water or surface water flooding and if so what is the nature, source and frequency of the flooding?
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<b>7e. Legal Issues:</b> Is there land in third party ownership, or access rights, which must be acquired to develop the site, do any restrictive covenants exist, are there any existing tenancies?
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**7f. Environmental Issues:** Is the site located next to a watercourse or mature woodland, are there any significant trees or hedgerows crossing or bordering the site are there any known features of ecological or geological importance on or adjacent to the site?

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**7g. Heritage Issues:** Are there any listed buildings, Conservation Areas, Historic Parklands or Schedules Monuments on the site or nearby? If so, how might the site's development affect them?

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**7h. Neighbouring Uses:** What are the neighbouring uses and will either the proposed use or neighbouring uses have any implications?

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**7i. Existing uses and Buildings:** are there any existing buildings or uses that need to be relocated before the site can be developed.

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**7j. Other:** (please specify):

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**Utilities**

**8a. Which of the following are likely to be readily available to service the site and enable its development? Please provide details where possible.**

	Yes	No	Unsure
Mains water supply			
Mains sewerage			
Electricity supply			
Gas supply			
Public highway			
Broadband internet			

Other (please specify):	
<b>8b. Please provide any further information on the utilities available on the site:</b>	

<b>Availability</b>	
<b>9a. Please indicate when the site could be made available for the land use or development proposed.</b>	
Immediately	
1 to 5 years (by April 2021)	
5 - 10 years (between April 2021 and 2026)	
10 – 15 years (between April 2026 and 2031)	
15 - 20 years (between April 2031 and 2036)	
<b>9b. Please give reasons for the answer given above.</b>	

<b>Market Interest</b>		
<b>10. Please choose the most appropriate category below to indicate what level of market interest there is/has been in the site. Please include relevant dates in the comments section.</b>		
	Yes	Comments
Site is owned by a developer/promoter		
Site is under option to a developer/promoter		
Enquiries received		



Site is being marketed		
None		
Not known		

<b>Delivery</b>	
<b>11a. Please indicate when you anticipate the proposed development could be begun.</b>	
Up to 5 years (by April 2021)	
5 - 10 years (between April 2021 and 2026)	
10 – 15 years (between April 2026 and 2031)	
15 - 20 years (between April 2031 and 2036)	
<b>11b. Once started, how many years do you think it would take to complete the proposed development (if known)?</b>	

<b>Viability</b>			
<b>12a. You acknowledge that there are likely to be policy requirements and Community Infrastructure Levy (CIL) costs to be met which will be in addition to the other development costs of the site (depending on the type and scale of land use proposed). These requirements are likely to include but are not limited to: Affordable Housing; Sports Pitches &amp; Children's Play Space and Community Infrastructure Levy</b>			
	Yes	No	Unsure
<b>12b. Do you know if there are there any abnormal costs that could affect the viability of the site e.g. infrastructure, demolition or ground conditions?</b>			
<b>12c. If there are abnormal costs associated with the site please provide details:</b>			
<b>12d. Do you consider that the site is currently viable for its proposed use taking into account any and all current planning policy and CIL considerations and other abnormal development costs associated with the site?</b>			

12e. Please attach any viability assessment or development appraisal you have undertaken for the site, or any other evidence you consider helps demonstrate the viability of the site.

**Other Relevant Information**

13. Please use the space below to for additional information or further explanations on any of the topics covered in this form

<b>Check List</b>	
Your Details	
Site Details (including site location plan)	
Site Ownership	
Current and Historic Land Uses	
Proposed Future Uses	
Local Green Space (Only to be completed for proposed Local Green Space Designations)	
Site Features and Constraints	
Utilities	
Availability	
Market Interest	
Delivery	
Viability	
Other Relevant Information	
Declaration	

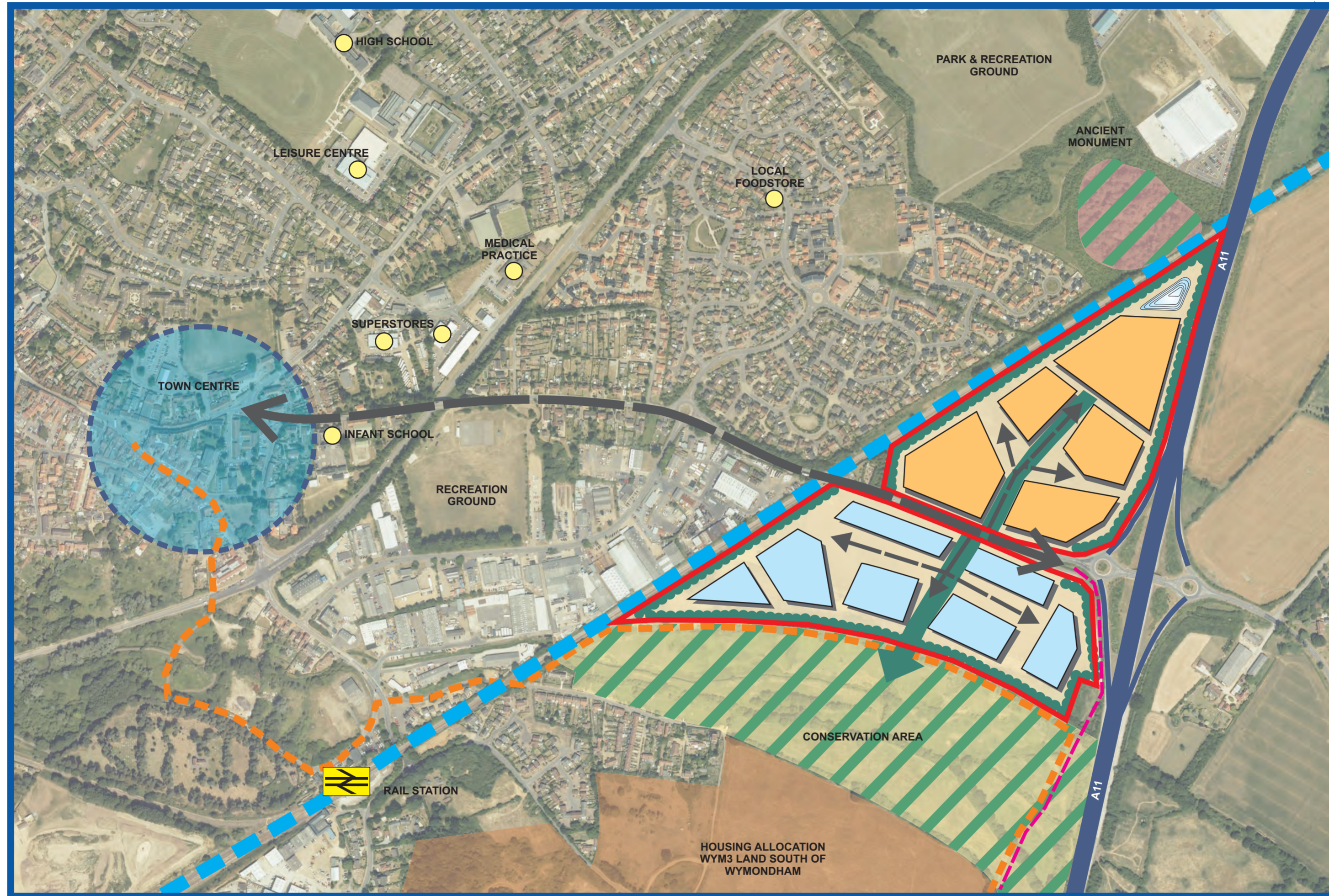
<b>14. Declaration</b>	
<p>I understand that:</p> <p><b>Data Protection and Freedom of Information</b></p> <p>The Data Controller of this information under the Data Protection Act 1998 will be Norfolk County Council, which will hold the data on behalf of Broadland District Council, Norwich City Council and South Norfolk District Council. The purposes of collecting this data are:</p> <ul style="list-style-type: none"> <li>• To assist in the preparation of the Greater Norwich Local Plan</li> <li>• To contact you, if necessary, regarding the answers given in your form.</li> <li>• To evaluate the development potential of the submitted site for the uses proposed within the form.</li> </ul> <p><b>Disclaimer</b></p> <p>The responses received as part of the Greater Norwich Local Plan "Call for Sites" will be published and made available for public viewing. By submitting this form you are consenting to the details about you and your individual sites being stored by Norfolk County Council, and the details being published for consultation purposes. Any information you consider to be confidential is clearly marked in the submitted response form and you have confirmed with the Council(s) in advance that such information can be kept confidential as instructed in the Greater Norwich Local Plan Call for Sites Response Form Guidance Notes.</p> <p>I agree that the details within this form can be held by Norfolk County Council and that those details can be shared with Broadland District Council, Norwich City Council and South Norfolk District Council for the purposes specified in this declaration.</p>	
Name	Date







WRENBRIDGE



LEGEND	
	Site Boundaries
	A11 Bypass
	Country Trail
	Primary Route
	National Rail
	Rail Station
	Town Centre
	Potential Green Links
	Conservation Area
	Ancient Monument
	County Wildlife Sites
	Housing Allocation WYM3 Land at South Wymondham
	Indicative Landscaping
	Public Right of Way



# BROWICK ROAD, WYMONDHAM

## Constraints, Opportunities and Concept Plan

June 2016





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Greater Norwich Local Plan Team  
PO Box 3466  
Norwich  
NR7 7NX

8 July 2016

AG/SM  
BY EMAIL

Dear Sir or Madam,

**LAND AT BROWICK ROAD, WYMONDHAM**  
**GREATER NORWICH LOCAL PLAN CALL FOR SITES 2016**

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In response to the current Call for Sites exercise to inform the emerging Greater Norwich Local Plan, we submit on behalf of our client, details of a site which we consider to be suitable for development. Details of the site's ownership are included within the accompanying submission form.

Wrenbridge is a leading UK property company with a proven track record of successfully developing and investing in commercial and mixed-use sites across the country for over 20 years. Wrenbridge has considerable recent experience of delivering investment and creating employment opportunities in the East of England region and specifically in this local area, with the delivery of the Gateway Eleven Business Park, a 19 hectare mixed-use business park on the north-eastern edge of Wymondham, immediately adjacent to the A11. Occupiers include Norfolk Constabulary, Carbon Fibre Technology, Williams Lea, Norfolk & Suffolk NHS Foundation Trust and Bourn Hall Clinic.

The site submitted for consideration as part of the 2016 Call for Sites, as identified on the enclosed plan, comprises two vacant parcels of land currently used for agricultural purposes situated on the eastern edge of Wymondham, between the railway line to the west and the A11 to the east. The northern parcel measures approximately 10.9 hectares and is triangular in shape, separated from the southern parcel by Browick Road, which runs in an east-west direction from the A11 into the centre of Wymondham. The southern parcel measures approximately 10.7 hectares and is bounded to the south by the River Tiffey and its floodplain. The wider area to the west of the site is characterised by a mix of residential and commercial development, whilst the Gateway Eleven Business Park is located a short distance to the north of the site. To the east, the A11 forms a defining boundary between Wymondham to the west and open countryside to the east. Norwich is located approximately 8 miles to the northeast of the site, and is easily accessible by road and rail.

The site is currently owned by Peter and Caroline Fryer, and Wrenbridge have an agreement in place to develop the land.

**Background to the Site**

The site in its entirety is currently allocated for employment development within South Norfolk Council's 2015 Wymondham Area Action Plan (AAP). Policy WYM5 identifies the site, known as 'Land at Browick Road', for B1, B2 and B8 uses to support local employment opportunities and economic growth. Subject to satisfying the various criteria set out within the policy, the site is therefore considered to be suitable for development.

The allocation reflects the fact that this site has been regarded as a suitable employment site for a number of years. Planning permission was previously granted in 2005 for a large printing works facility on the northern parcel (application reference 2004/2614), and since then there have been numerous efforts to secure sufficient market interest to kick-start the development of the site. Wrenbridge have

been actively marketing the site for a number of years, in order to deliver a high quality employment generating development; the business park has been marketed by Bidwells and Roche with bi-monthly marketing meetings. However, whilst there has been some interest from potential occupiers, so far there has not been sufficient take-up or commitment to commence development and deliver the investment required to achieve Wrenbridge's vision.

Furthermore, there are several abnormal costs and infrastructure requirements specific to the development of this site which will require additional investment in order to deliver the employment generating uses envisaged. For example, it is understood that upgrades, or a replacement, to the Browick Road level crossing immediately to the west of the site may be required in association with the proposed development, along with the provision of utilities and the potential diversion/ protection of an existing water main crossing the site. We understand that there are potentially significant costs associated in providing sufficient power to the site. The AAP policy also notes that contributions will be required towards improvements to the Thickthorn junction, green infrastructure enhancements and cycleway and footway links to the town centre, railway station and nearby existing employment and residential development. Such items will clearly have an impact on viability and the cost of delivering the desired employment generating uses on this site and will require substantial up-front investment. Wrenbridge have therefore been exploring all potential options to secure additional funding to bring forward employment development on this site, including discussions with New Anglia Local Enterprise Partnership and South Norfolk Council. Further details of ongoing discussions and information on marketing and viability matters can be provided on request. The current uncertainties in the property market following the result of the EU Referendum further demonstrate the need for policy to offer a clear direction, but with a sufficient degree of flexibility to enable developers to respond to changing occupier demands; failure to do so could further undermine delivery of key sites.

Wrenbridge are committed to delivering this site for high quality employment generating uses, and in the apparent absence of other potential sources of funding, are exploring the potential for a form of enabling development to deliver the investment required to kick-start development. To this end, Wrenbridge have been exploring the potential for an element of enabling development for a number of years, including discussions regarding the possibility of a retail unit on part of the site in order to provide a catalyst for the wider area. However, South Norfolk Council indicated that retail would not, in their opinion, be appropriate in this location, and thus the potential for an element of residential development on just part of the site to enable the commercial floorspace to come forward is now being assessed.

The site comprises one of 25 strategic employment sites assessed in the Delivering the Economic Growth Potential of the A11 Corridor (July 2015) report. This identified that together these sites offered massive potential for new growth to support the economy of this area, with a particular focus on new technology-related employment. Together these sites offer the potential to deliver over 700,000 sq.m of employment floorspace. The development of this corridor will seek to link the ambitions of the Greater Norwich City Deal with the Cambridge City Deal. The strategy recognises the need to balance growth in the economy with new homes, and it also identifies that major infrastructure works are required to bring a number of these sites forward for development.

The A11 Growth Report details a number of barriers to the development of identified sites. Those that are relevant to the site at Browick Road include highways/ access, the supply of power, broadband, market demand for space, environmental considerations, and commercial property values.

### **Site Vision and Proposed Use**

Wrenbridge are confident that the site represents an excellent opportunity for new employment-led development, making a significant contribution to the A11 Growth Strategy.

Given the significant scale of the existing allocation, and the need to secure funding to kick-start employment development on this site, Wrenbridge wish to secure sufficient flexibility to potentially enable part of the site to be developed for residential purposes, which can be directly linked to the delivery of the remainder of the site for employment generating purposes. It is anticipated that the southernmost parcel of land, to the south of Browick Road, would be most appropriate for any residential development, given its position adjacent to the Green Infrastructure Corridor immediately to the south and the existing housing allocation beyond the River Tiffey to the south. Appropriate landscaping could be provided to mitigate the effects of the adjacent A11 and railway line, and the

southern part of the site would act as an effective transition between the industrial character of the land to the north and the residential uses to the south of the site. Browick Road would provide an appropriate demarcation between the employment and residential uses and provide convenient access to both parts of the wider site.

The primary focus of the wider site would still be the delivery of a high-quality employment site, with at least the northern land parcel providing a mix of B1, B2 and B8 uses. It is anticipated that with an efficient and appropriately masterplanned scheme, a significant level of employment floorspace which was originally envisaged for the wider allocation could be achieved on the northern land parcel. Previous work has demonstrated that the northern parcel alone could comfortably accommodate 40,000 sq.m of employment space with the requisite parking, servicing landscaping etc. The employment land will be clearly defined by the railway line to the west, which provides a clear separation to the existing residential development beyond, by the A11 to the east and by Browick Road to the south. Employers will benefit from convenient access from the adjacent A11, as well as being in close proximity to the centre of Wymondham and the established parts of the town.

Wrenbridge support the identification of the Browick Road site in the A11 Growth Strategy for new employment use, and their experience at Gateway Eleven is valuable in understanding the detail of the local market. From the on-going marketing of employment opportunities at Wymondham, Wrenbridge have a good understanding of the likely scale of occupation that will be sought. Either of the two parcels at Browick Road could come forward for development on the back of occupier interest, but it is unlikely that there will be enough demand for both sites to be required.

Further illustrative details on the site including the known constraints and how the land might be laid out are provided in the enclosed plan (Constraints, Opportunities and Concept Plan – June 2016). Details of precise employment floorspace figures and dwellings numbers will be determined through a full masterplanning exercise which will take full account of relevant site constraints and opportunities, and will be informed by all necessary technical assessments.

### **Suitability**

Having regard to the suitability of this site for the creation of a sustainable mixed-use development, we note that the site has already been allocated for employment purposes, and has thus been identified as being suitable for development in principle. Indeed the site has benefitted from a planning consent for employment use over a number of years. Specifically in relation to the proposed continuing emphasis on the provision of high quality employment generating uses, again the existing policy supports the proposed use in principle, and thus we trust that this economic focus will continue to be reflected in the forthcoming Greater Norwich Local Plan. Wrenbridge are committed to delivering this site for employment generating uses, and fully support the wider growth strategy for the A11 Growth Corridor Project. The land at Browick Road has the potential to provide a significant amount of suitable business space for existing companies to expand and to enable new companies to start-up. Indeed the Browick Road Business Park site is specifically identified within the A11 Growth Corridor strategy as one of the 25 key sites across three districts which are important for the continued development of the A11 Corridor for employment growth.

Whilst the entire site is currently allocated for employment generating uses, given the lack of an appropriate level of demand from potential occupiers to date to kick-start development, and in light of the significant up-front infrastructure and abnormal costs associated with development of this site, Wrenbridge consider that it is necessary for policy to ensure sufficient flexibility that part of the site could be utilised for residential purposes in order to provide additional revenue to fund the economic development planned for this allocation. In this context, we regard an element of enabling residential development as acceptable, and together Wrenbridge and the landowners would be willing to accept a requirement for an element of the revenue generated by the residential development to be directly related to the delivery of the commercial element. The provision of residential dwellings as part of the wider employment allocation will also serve to create a sustainable, mixed-use development, with the complementary residential accommodation and employment uses supporting each other to ensure local people have improved access to both houses and jobs, and reducing the need to travel. Developing part of this site for residential dwellings will also provide a welcome contribution towards the local housing supply, helping to ensure that local needs are met. We note that the 2016 Central Norfolk SHMA indicated that approximately 12,000 net additional dwellings will be required from 2012 to 2036. Furthermore, the latest (December 2015) Joint Core Strategy Annual Monitoring Report



highlights that there is a current shortfall in the 5 year housing land supply. In this context, it is imperative that effective use is made of suitable sites to meet local needs, so as to avoid the very significant social and economic consequences of an under-supply of housing, and to reduce the need to release further undeveloped land for residential development to meet the housing requirement in the forthcoming Local Plan.

We are not aware of any technical constraints to development of this site, and we note that a number of technical assessments were previously prepared to support the allocation of the site for employment uses. The site is located within Flood Zone 1, and is not subject to any known constraints with regard to issues such as ecology or drainage. It is anticipated that a suitably designed scheme would appropriately mitigate any potential effects with regard to considerations such as heritage and highways, and that residential amenity of residents could be appropriately protected in terms of noise and vibration from the nearby railway line and A11 through appropriate design solutions. As such, the site is considered to be entirely suitable for the proposed mix of employment and residential uses.

### Summary

We trust the above information and enclosed forms provide sufficient background on the Browick Road site and the emerging redevelopment proposals to facilitate an assessment for the purposes of the current Call for Sites exercise. We will be pleased to discuss further the emerging proposals for the site with officers, and to provide any further information that may be required to assist in demonstrating the suitability of this site for employment-led mixed use development. We should be grateful for updates in due course on the progress of the emerging Local Plan going forward.

Yours sincerely,

Andrew Gale  
DIRECTOR

cc. John McHale – Wrenbridge  
Adam Nicholls – South Norfolk District Council