

<b>Settlement Name:</b>	<b>Aylsham (Blicking, Burgh &amp; Tuttington and Oulton)</b>
<b>Settlement Hierarchy:</b>	<p>Aylsham is classified as a Main Town in the Greater Norwich Local Plan. At the heart of the town is the Market Place that is well-known for its weekly Friday market, and regular Farmers' markets. Important streets, for historic buildings and for trade in Aylsham, include Hungate Street, Penfold Street, and Red Lion Street. The extensive conservation area in Aylsham stretches from the Manor House on Norwich Road to Millgate at the north; but, also to the north-west of the town, the Blicking conservation area extends southwards to the north-west edge of the town. As to landscape matters, the River Bure flows to the north and around to the south-east of the town. To the south and east of the town, the B1145 Cawston Road and A140 Cromer Road are also important in defining the built edges of Aylsham. In terms of current development, both the Woodgate Farm scheme at the west of the town and the Bure Meadows scheme near the High School are well-advanced.</p> <p>The Aylsham Neighbourhood Plan was 'made' in July 2019 and covers the period to 2038. The vision for the Aylsham Neighbourhood Plan states that 'the market town of Aylsham is renowned for its individuality and historical importance. It is vital that these are protected whilst promoting its unique character, excellent location and strong sense of community.' The Plan seeks to do this through a series of objectives and policies that shape development within the neighbourhood area. The plan contains policies based on themes around housing, environment, economy, recreation and infrastructure.</p> <p>At the base date of the plan there are no carried forward allocations but a total of 225 additional dwellings with planning permission.</p> <p>Early work in the Towards a Strategy document identifies Aylsham as a Town (together with Diss, Harleston, Long Stratton and Wymondham) and suggests that circa 900 – 1000+ additional homes should be provided between them over the lifetime of the plan. This site assessment booklet looks in detail at the sites promoted in Aylsham to determine which are the most suitable to contribute towards the overall allocation figure for the Main Towns.</p> <p>Blicking, Burgh &amp; Tuttington, and Oulton are all clustered with Aylsham. They have very little in the way of services and so rely on Aylsham as the nearest place for such provision. No sites have been put forward for consideration in these settlements.</p>

**PART 1 - ASSESSMENTS OF SITES INCLUDED IN THE DRAFT LOCAL PLAN REGULATION 18C CONSULTATION (JANUARY – MARCH 2020)**

**STAGE 1 – COMPLETE LIST OF SITES PROMOTED IN THE SETTLEMENT**

**LIST OF SITES TO BE CONSIDERED FOR RESIDENTIAL/MIXED USE ALLOCATION (0.5 HECTARES OR LARGER)**

<b>Address</b>	<b>Site Reference</b>	<b>Area (ha)</b>	<b>Proposal</b>
<b>Aylsham</b>			
North of Marriotts Way	GNLP0287	12.85	Approx. 250 dwellings and 2.35ha of public open space for recreation and leisure
South of Burgh Road	GNLP0311	8.60	Approx. 250 dwellings with associated infrastructure, open space and landscaping
Next to river Bure	GNLP0336	21.34	Approx. 300 dwellings, a Neighbourhood Centre to include community and retail uses, a Primary School, public open spaces, play areas, a Riverside Country Park and new footpath links
South side of Burgh Road	GNLP0595	3.28	75-100 dwellings
Norwich Road	GNLP0596	11.95	Approx. 250 dwellings
B1145 Henry Page Road /Norwich Road	GNLP2059	1.32	15-20 dwellings
West of A140	GNLP2060	0.98	20 dwellings
<b>Total area of land</b>		<b>60.32</b>	

**LIST OF SITES TO BE CONSIDERED AS SETTLEMENT BOUNDARY EXTENSIONS (SETTLEMENT BOUNDARY PROPOSALS AND SITES LESS THAN 0.5 HECTARES)**

<b>Address</b>	<b>Site Reference</b>	<b>Area (ha)</b>	<b>Proposal</b>
None			

(Sites of less than 0.5ha are not considered suitable for allocation and therefore have not been assessed in this booklet. These sites will be considered as part of a reappraisal of settlement boundaries to be published with the Regulation 19 Submission version of the Plan).

## LIST OF SITES SUBMITTED FOR OTHER USES

Address	Site Reference	Area (ha)	Proposal
None			

(Sites submitted for other uses are considered in separate 'Non-Residential' Site Assessment booklets and therefore have not been assessed in this booklet).

**STAGE 2 – HELAA COMPARISON TABLE**

**RESIDENTIAL/MIXED USE**

	Categories													
	Site access	Access to services	Utilities Capacity	Utilities Infrastructure	Contamination/ground stability	Flood Risk	Market attractiveness	Significant Landscapes	Sensitive townscapes	Biodiversity & Geodiversity	Historic environment	Open Space and GI	Transport & Roads	Compatibility with neighbouring uses
Site Reference														
Aylsham														
GNLP0287	Amber	Amber	Amber	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
GNLP0311	Amber	Green	Amber	Green	Green	Amber	Green	Green	Green	Green	Green	Green	Amber	Green
GNLP0336	Amber	Green	Amber	Amber	Green	Amber	Green	Green	Amber	Amber	Amber	Green	Amber	Amber
GNLP0595	Amber	Amber	Amber	Amber	Green	Green	Green	Green	Amber	Green	Green	Green	Amber	Amber
GNLP0596	Green	Amber	Amber	Amber	Green	Green	Green	Green	Green	Green	Green	Green	Green	Amber
GNLP2059	Amber	Amber	Amber	Green	Green	Green	Green	Green	Green	Amber	Green	Green	Red	Green
GNLP2060	Amber	Amber	Amber	Green	Green	Green	Green	Green	Green	Green	Green	Green	Red	Amber

**STAGE 3 – SUMMARY OF CONSULTATION COMMENTS FROM THE  
REGULATION 18 STGE A & B CONSULTATIONS**

Site Reference	Comments
<b>Aylsham</b>	
GNLP0287	<p><b>General comments</b> One comment in support of site. See full report to view assessment with particular reference to access, accessibility to services and utilities capacity.</p> <p>Objections raised concerns regarding excessive traffic on unsuitable roads, lack of infrastructure, poor link to town, environmental impacts, flood risk, access and the site is on a greenfield site outside the settlement boundary. Suggestions that Anglian water has raised concerns. Better options are believed to be 0311 and 0595.</p> <p><b>Aylsham Town Council comments</b> Aylsham Town Council do not feel able to comment on whether to support the sites or not until further detail is provided. However, any future development must conform to the requirements in the draft neighbourhood plan.</p>
GNLP0311	<p><b>General comments</b> One comment in support of site. Site GNLP0311 should be allocated for residential development. As set out in the full Representation and supporting technical evidence (submitted via email), the site is suitable, available, achievable and viable and a significant quantum of residential development can be delivered here in the plan period. It represents a highly sustainable and logical location for growth, and technical evidence has been prepared to demonstrate that there are no constraints to delivery. See full report to view assessment with particular reference to access, accessibility to services and utilities capacity.</p> <p>This site appears to be the best option for Aylsham. The road has been widened, pavements provided, giving good access to these sites for developers' plant and building materials and subsequent easy exit from Aylsham for future residents.</p> <p>Objections raised concerns if this site is to be developed then it should be only in conjunction with GNLP0595. Whilst it would have better access than site GNLP0336, it would generate additional local vehicular traffic to the detriment of the town environment and to the town centre in particular.</p> <p><b>Aylsham Town Council comments</b> Aylsham Town Council do not feel able to comment on whether to support the sites or not until further detail is provided. However, any</p>

	<p>future development must conform to the requirements in the draft neighbourhood plan.</p>
GNLP0336	<p><b>General comments</b></p> <p>One comment in support of site. Demonstrated how all environmental and infrastructure constraints can be overcome on the site. The site represents the only opportunity of sufficient scale that can viably deliver both a significant contribution towards the housing needs of Aylsham and necessary key community infrastructure such as the proposed primary school. This site appears to be the best option for Aylsham. The road has been widened, pavements provided, giving good access to these sites for developers' plant and building materials and subsequent easy exit from Aylsham for future residents.</p> <p>The Armstrong Rigg Planning representation on behalf of Westmere Homes' proposal for the Land next to the River Bure site intends to include a 'community zone', something that the Aylsham Local Neighbourhood Plan would be supportive of. As part of the community facilities an area of land for a Scout Ground where a new HQ for the 1st Aylsham Scout Group could be built would be immensely beneficial for the Scout Group and the local community. The 1st Aylsham Scout Group is therefore supportive of the Westmere Homes proposal for the GNLP0336 site.</p> <p>Objections raised concerns regarding the current development north of Borough Road has one road access plus a small emergency route. It is unrealistic to expect an additional road onto the A140 or Borough Road so there will be too many houses served by one access.</p> <p><b>Aylsham Town Council comments</b></p> <p>Aylsham Town Council do not feel able to comment on whether to support the sites or not until further detail is provided. However, any future development must conform to the requirements in the draft neighbourhood plan.</p>
GNLP0595	<p><b>General comments</b></p> <p>One comment in support of site. It is noted that the published site suitability conclusions place an 'amber' assessment against: access, accessibility to services, utilities capacity and utilities infrastructure. The original representation indicated no number of dwellings; please note that we now propose 75-100 dwellings, plus potential community use. It is unclear what the 'amber' against 'townscapes' and 'compatibility with neighbouring uses' refers to.</p> <p>If Aylsham has to choose its next site for housing development, then this appears to be the best option in conjunction with GNLP0311. Access to Burgh Road from the A140 has been improved to cater for the Bure Meadows development and the opening of a petrol station and Starbucks cafe. The road has been widened and pavements provided, giving good access to these sites for developers' plant and</p>

	<p>building materials and subsequent easy exit from Aylsham for future residents. Objections raised concerns regarding being exposed to view from the A140, access, generation of local traffic and there would have to be improvements to the footpaths and cycle ways into town.</p> <p><b>Aylsham Town Council comments</b> Aylsham Town Council do not feel able to comment on whether to support the sites or not until further detail is provided. However, any future development must conform to the requirements in the draft neighbourhood plan.</p>
GNLP0596	<p><b>General comments</b> One comment in support of site. The site is available for development of some 300 - 350 dwellings, access, public open space, and land for community use/s. The published site suitability conclusions place an 'amber' assessment against: accessibility to services, utilities capacity and utilities infrastructure. However, Norfolk Homes has undertaken a full site and services survey which illustrates that there are no such constraints to development, and as such all should be identified as 'green'.</p> <p>This is the best site to develop for housing in Aylsham, having the least impact on the environment and with the best potential road access. There should be access links to the Buxton Road area (at the very least footpath / cycleway / emergency links) and there would need to be a substantial reservation for landscaping and noise attenuation measures along the A140 frontage.</p> <p>Objections raised concerns regarding access, traffic congestion, road safety and loss of agricultural land.</p> <p><b>Aylsham Town Council comments</b> Aylsham Town Council do not feel able to comment on whether to support the sites or not until further detail is provided. However, any future development must conform to the requirements in the draft neighbourhood plan.</p>
GNLP2059	<p><b>Norfolk FA</b> Norfolk FA are supportive of residential development in Aylsham, on the proviso S106 contributions are considered to support the development of an existing football facility situated in the Town, at Youngs Park. Aylsham Football Club has plans to develop its existing facility to create a 3G pitch onsite, of which this project is a strategic priority.</p> <p><b>Aylsham Town Council comments</b> Outside the settlement boundary and dangerous access</p> <p><b>Burgh and Tuttington Parish Council comments</b></p>

	<p>Two further sites have been identified in the Aylsham area under Part B of the Regulation 18 plans. Both lie outside the existing Aylsham building boundary but one is of particular concern. Site GNLP2059 (for 15-20 houses) lies south of the A140 - B1145 junction between Aylsham and Marsham. Development here would set a precedent to continue in-fill development on the land between Aylsham and Marsham. This would generate a rural conurbation which would have negative consequences especially for Aylsham and its central role in regional tourism.</p>
GNLP2060	<p><b>Norfolk FA</b>  Norfolk FA are supportive of residential development in Aylsham, on the proviso S106 contributions are considered to support the development of an existing football facility situated in the Town, at Youngs Park. Aylsham Football Club has plans to develop its existing facility to create a 3G pitch onsite, of which this project is a strategic priority.</p> <p><b>Aylsham Town Council comments</b>  Aylsham Town Council has reviewed the new sites and wishes to make the following comments regarding GNLP 2060. The Town Council think that further direct access onto the A140 should be rejected. This is a fast road and adding extra exits can only add to safety issues on this road. Also the Town Council have NOT nominated the site to the east in the draft Neighbourhood Plan.</p> <p><b>Burgh and Tuttington Parish Council comments</b>  We believe there are three principal risks to the Aylsham area to over-development.</p> <ol style="list-style-type: none"> <li>1. The potential to alter the essential character of the historic market town of Aylsham itself.</li> <li>2. The likely deleterious effects of excessive expansion on Aylsham as a focus for tourism in North Norfolk as a whole.</li> <li>3. The consequences for undermining the special natural environment along the Bure valley, its associated communities and the high grade agricultural land in and around the valley.</li> </ol> <p>Sites were outlined in Part A of the GNLP proposals for approximately 1000 new houses on the eastern edge of Aylsham. These sites lie outside of the existing Aylsham building boundary but remain to the west of the A140 corridor which could act as a boundary for further developmental creep towards the Bure valley to the east.</p>

## **STAGE 4 – DISCUSSION OF SUBMITTED SITES**

**In this section sites are assessed in order to establish whether they are suitable for allocation. For the purposes of Sustainability Appraisal, suitable sites are those which are considered to be Reasonable Alternatives. Sites not considered suitable for allocation are not realistic options and therefore are not considered to be reasonable alternatives. The discussion below outlines the reasons why a site has been deemed suitable or unsuitable for allocation. By association this is also the outline of the reasons why a site was deemed to be a reasonable or unreasonable alternative.**

**A range of factors have been taken into account to establish whether a site should, or should not, be considered suitable for allocation. These factors include: impact on heritage and landscape; impact on the form and character of the settlement; relationship to services and facilities; environmental concerns, including flood risk; and, in particular, a safe walking route to a primary school. Sites which do not have a safe walking route to school, or where a safe walking route cannot be created will not be considered suitable for allocation.**

**Conclusions in regard to a sites performance against the relevant factors have also been informed by the outcomes of the HELAA, as set out under stage 2, consultation responses received, as summarised in stage 3, and other relevant evidence.**

Aylsham is a historic market town, identified as a Main Town in the emerging Greater Norwich Local Plan. The historic core, marketplace and range of services make it an attractive, popular location. There are local employment opportunities, primary health care, a high school and good transport links.

Seven sites ranging from approximately 1 - 21 hectares are promoted in Aylsham totalling approximately 60 hectares. Against the HELAA criteria there are issues to do with access to services, flood risks affecting parts of sites, infrastructure capacity (including sewerage and education), compatibility with neighbouring uses and the local road network. However, none of the issues would appear to be insurmountable, though they may restrict development in certain parts of sites. All the sites are in Agricultural Land Classification Grade 2, apart from site GNLP0336 which is mainly in Grade 3. All sites, apart from GNLP2059, have a reasonable relationship to the existing built form. Site GNLP2059 is to the extreme south of the town, located outside the clear built-form of the town and the “hard-edge” which is demarcated by the B1145 Henry Page Road and adjacent landscaping belt, and the A140. Residential development here would appear as a separate enclave divorced from the town and would be less well related to form and character.

All sites are short-listed as reasonable alternatives for more detailed assessment, apart from site GNLP2059 for the reasons given above.

**STAGE 5 – SHORTLIST OF REASONABLE ALTERNATIVE SITES FOR FURTHER ASSESSMENT**

Based on the assessment undertaken at stage 4 above the following sites are considered to be reasonable alternatives.

<b>Address</b>	<b>Site Reference</b>	<b>Area (ha)</b>	<b>Proposal</b>
<b>Aylsham</b>			
North of Marriotts Way	GMLP0287	12.85	Residential development of approx. 250 houses and 2.35ha of public open space for recreation and leisure
South of Burgh Road	GMLP0311	8.60	Residential development of approx. 250 homes with associated infrastructure, open space and landscaping
Next to river Bure	GMLP0336	21.34	Residential development of approx. 300 dwellings, a Neighbourhood Centre to include community and retail uses, a Primary School, public open spaces, play areas, a Riverside Country Park and new footpath links
South side of Burgh Road	GMLP0595	3.28	75-100 dwellings
Norwich Road	GMLP0596	11.95	Residential development for approx. 250 dwellings
West of A140	GMLP2060	0.98	Residential development for 20 dwellings
<b>Total area of land</b>		<b>59.00</b>	

**STAGE 6 – DETAILED SITE ASSESSMENTS OF REASONABLE ALTERNATIVE SITES**

<b>Site Reference:</b>	GNLP0287
<b>Address:</b>	North of Marriotts Way
<b>Proposal:</b>	Residential development of approx. 250 houses and 2.35 ha of public open space for recreation and leisure

<b>CURRENT USE OF SITE:</b>	<b>BROWNFIELD/GREENFIELD:</b>
Arable Land (Agriculture)	Greenfield

<b>CONSTRAINTS IDENTIFIED IN THE HELAA</b>
<b>Amber Constraints in HELAA</b> Access, Accessibility to Services, Utilities Capacity
<b>HELAA Conclusion</b> This is a large site of 12 ha that would most likely link to the Cawston Road via the existing AYL1 allocation (Willow Park). Main constraints of the site are to do with vehicular access and utilities capacity. There are services and facilities within an accessible distance but it is noted that this site is 1 km from the Market Square. The site is concluded as suitable for the land availability assessment.

<b>FURTHER COMMENTS</b>
<b>Highways</b> Yes. Subject to access via St Michael's Avenue and improvements to Marriotts Way. Preference 4 (Earlier comment – No- Access)
<b>Development Management</b> Access to the site appears significantly constrained if required to cross the Marriotts Way which is a CWS and GI asset. Likely to be better sites sequentially preferable in terms of distance to and access to town centre.
<b>Minerals &amp; Waste</b> The site is underlain by a defined Mineral Safeguarding Area for sand and gravel. Any future development on this site will need to address the requirements of Norfolk Minerals and Waste Core Strategy Policy CS16 - 'safeguarding' (or any successor policy) in relation to mineral resources, to the satisfaction of the Mineral Planning Authority.
<b>Lead Local Flood Authority</b> No comments

**Children's Services:**

Aylsham has considerable pressure for pupil places and would not be able to cope with further growth without new school provision.

**PLANNING HISTORY:**

No history

**BRIEF SUMMARY OF PLANS/DOCUMENTS PROVIDED WITH THE SUBMISSION**

- Sketch Site Plan

<b>Site Reference:</b>	GNLP0311
<b>Address:</b>	South of Burgh Road
<b>Proposal:</b>	Residential development of approx. 250 homes with associated infrastructure, open space and landscaping

<b>CURRENT USE OF SITE:</b>	<b>BROWNFIELD/GREENFIELD:</b>
Agriculture	Greenfield

<b>CONSTRAINTS IDENTIFIED IN THE HELAA</b>
<b>Amber Constraints in HELAA</b> Access, Utilities Capacity, Flood Risk, Transport and Roads
<b>HELAA Conclusion</b> This is a large site of 8 ha, adjacent to the built edge of the Town, on the south side of Burgh Road. There are no absolute constraints but to be developed to its full extent of circa 250 homes would require mitigations. The main issues relate to access and utilities capacity. Access mitigations are likely to include new junction connections associated to Burgh Road and the A140, as well as possible non-vehicular access via Forester Way and Station Road. The site is concluded as suitable for the land availability assessment.

<b>FURTHER COMMENTS</b>
<b>Highways</b> Yes. Subject to being progressed with GNLP0595 (325-350 dwellings total). Requires 2 accesses from Burgh Road. May require carriageway realignment to achieve required visibility. Will require carriageway widening to achieve a minimum width of 5.5m over the full frontage. A 2.0m footway should also be provided to connect with the existing facility to west. Combined site, Aylsham preference 1
<b>Development Management</b> No significant issues foreseen but view of highway authority should be sought regarding access to Burgh Road
<b>Minerals &amp; Waste</b> No safeguarded mineral resources
<b>Lead Local Flood Authority</b> No comments
<b>Children's Services</b> Aylsham has considerable pressure for pupil places and would not be able to cope with further growth without new school provision.

--

<b>PLANNING HISTORY:</b>
No recent history

<b>BRIEF SUMMARY OF PLANS/DOCUMENTS PROVIDED WITH THE SUBMISSION</b>
<ul style="list-style-type: none"><li>• Drainage Impact Assessment</li><li>• Preliminary Ecological Appraisal</li><li>• Concept Masterplan</li><li>• Archaeological Assessment</li><li>• Desk Study Summary Investigation</li><li>• Flood Risk Screening</li><li>• Desktop Utility Search</li><li>• Transport Note</li></ul>

<b>Site Reference:</b>	GNLP0336
<b>Address:</b>	Next to River Bure
<b>Proposal:</b>	Residential development of approx. 300 dwellings, a neighbourhood centre to include commercial and retail uses, a primary school, public open spaces, play areas, a Riverside Country Park and new footpath links

<b>CURRENT USE OF SITE:</b>	<b>BROWNFIELD/GREENFIELD:</b>
Low grade agricultural land	Greenfield

<b>CONSTRAINTS IDENTIFIED IN THE HELAA</b>
<p><b>Amber Constraints in HELAA</b>  Access, Utilities Capacity, Utilities Infrastructure, Flood Risk, Townscapes, Biodiversity and Geodiversity, Historic Environment, Transport and Roads, Compatibility with Neighbouring Uses</p>
<p><b>HELAA Conclusion</b>  This is a large site of 21 ha to the north of an existing allocation AYL2 (Bure Meadows) on the east of the Town. There are no absolute constraints but to be developed to its full extent of circa 300 homes would require mitigations. The main issues relate to access and management of surface water flood risk to part of the site. Access mitigations are likely to include new junctions connections associated to Burgh Road and A140, as well as connections to the Town Centre. Whilst generally in Flood Zone 1, the site encroaches on the river floodplain on its northern and north-eastern edges reducing the net developable area. The site is concluded as suitable for the land availability assessment.</p>

<b>FURTHER COMMENTS</b>
<p><b>Highways</b>  Yes. Subject to satisfactory access strategy via AYL2. Preference 3</p> <p><b>Development Management</b>  Unclear how access would be achieved, large part of the site in flood zones 2 and 3, impact on Bure Valley landscape and heritage issues and scale of development seems excessive for the less constrained part of site. Other sites are considered more favourable.</p> <p><b>Minerals &amp; Waste</b>  The site is underlain by a defined Mineral Safeguarding Area for sand and gravel. The site is within the consultation area of a safeguarded waste management site and a safeguarded water recycling centre. Any future development on this site will need to address the requirements of Norfolk Minerals and Waste Core Strategy</p>

Policy CS16 - 'safeguarding' (or any successor policy) in relation to mineral resources, to the satisfaction of the Mineral Planning Authority.

**Lead Local Flood Authority**

No comments

**Children's Services**

Aylsham has considerable pressure for pupil places and would not be able to cope with further growth without new school provision.

**PLANNING HISTORY:**

No relevant history

**BRIEF SUMMARY OF PLANS/DOCUMENTS PROVIDED WITH THE SUBMISSION**

- Transport Feasibility Appraisal
- Proposed Site Plan
- Foul Drainage Assessment

<b>Site Reference:</b>	GNLP0595
<b>Address:</b>	South side of Burgh Road
<b>Proposal:</b>	75-100 dwellings

<b>CURRENT USE OF SITE:</b>	<b>BROWNFIELD/GREENFIELD:</b>
Residential and scrubland	Part brownfield

### **CONSTRAINTS IDENTIFIED IN THE HELAA**

#### **Amber Constraints in HELAA**

Access, Accessibility to Services, Utilities Capacity, Utilities Infrastructure, Townscapes, Transport and Roads, Compatibility with Neighbouring Uses

#### **HELAA Conclusion**

This is a large site of 3 ha, beyond the built edge of the Town, on the south side of Burgh Road. There are no absolute constraints but to be developed several mitigations need to be overcome that relate mainly to access, utilities capacity, townscape impacts, and compatibility with neighbouring uses. Access mitigations are likely to include new junction connections associated to Burgh Road and the A140, as well as footway improvements on Burgh Road. Whilst the site is 700 metres from the High School, and inside the A140 bypass of the Town, the site is separate from the existing edge of the Town. The site's proximity to the A140, and to the sewage works some 300 metres to the north-east, may affect how the site could be developed. The issues identified are important but are not absolute constraints and so the site is concluded as suitable for the land availability assessment.

### **FURTHER COMMENTS**

#### **Highways**

Yes. Subject to being progressed with GNLP0311 (325-350 dwellings total). Requires 2 accesses from Burgh Road. May require carriageway realignment to achieve required visibility. Will require carriageway widening to achieve a minimum width of 5.5m over the full frontage. A 2.0m footway should also be provided to connect with the existing facility to west. Combined site, Aylsham preference 1

#### **Development Management**

Site poorly related in townscape terms. Access on to bend and assurances that highways are satisfied and level of highway improvements required are deliverable should be sought.

#### **Minerals & Waste**

The site is within the consultation area of a safeguarded water recycling centre. Any future development on this site will need to address the requirements of Norfolk Minerals and Waste Core Strategy Policy CS16 – 'safeguarding' (or any

successor policy) in relation to consultation with the Mineral and Waste Planning Authority.

**Lead Local Flood Authority**

No comments

**Children's Services**

Aylsham has considerable pressure for pupil places and would not be able to cope with further growth without new school provision.

**PLANNING HISTORY:**

No relevant history. Site used for car boot sales

**BRIEF SUMMARY OF PLANS/DOCUMENTS PROVIDED WITH THE SUBMISSION**

- Sketch Layout Plan

<b>Site Reference:</b>	GNLP0596
<b>Address:</b>	Norwich Road
<b>Proposal:</b>	Residential development for approx. 250 dwellings

<b>CURRENT USE OF SITE:</b>	<b>BROWNFIELD/GREENFIELD:</b>
Agriculture - arable	Greenfield

#### **CONSTRAINTS IDENTIFIED IN THE HELAA**

##### **Amber Constraints in HELAA**

Accessibility to Services, Utilities Capacity, Utilities Infrastructure, Compatibility with Neighbouring Uses

##### **HELAA Conclusion**

This is a large site of 12 ha that would most likely access onto Norwich Road, with possible secondary accesses onto Buxton Road / The Triangle. The site is adjacent to the built edge of the Town and constraints are likely to be within the bounds of mitigation. Constraints include forming a new access, utilities capacity in the Town, and on the site's southern boundary mitigations associated to noise from the A140. The site is concluded as suitable for the land availability assessment.

#### **FURTHER COMMENTS**

##### **Highways**

Yes. Subject to a maximum of 100 dwellings with access from Norwich Road, 2m footway required across full site frontage, extending northwards to link with existing facility. 250 dwellings would need 2nd point of access – not feasible at Copeman Rd and not appropriate at Buxton Rd (constrained highway corridor at north western end). Pedestrian & cycle only accesses acceptable at Buxton Road and Copeman Road. Preference 2

##### **Development Management**

Site has limited constraints and would appear suitable for further consideration.

##### **Minerals & Waste**

The site is underlain by a defined Mineral Safeguarding Area for sand and gravel. Any future development on this site will need to address the requirements of Norfolk Minerals and Waste Core Strategy Policy CS16 - 'safeguarding' (or any successor policy) in relation to mineral resources, to the satisfaction of the Mineral Planning Authority.

##### **Lead Local Flood Authority**

No comments

##### **Children's Services**

Aylsham has considerable pressure for pupil places and would not be able to cope with further growth without new school provision.

**PLANNING HISTORY:**

**20121111**

Outline for 250 dwellings. Refused as outside settlement limit, not allocated and cumulative scale of development.

**BRIEF SUMMARY OF PLANS/DOCUMENTS PROVIDED WITH THE SUBMISSION**

No additional documents submitted to support this proposal.

<b>Site Reference:</b>	GNLP2060
<b>Address:</b>	West of A140
<b>Proposal:</b>	Residential development for 20 dwellings

<b>CURRENT USE OF SITE:</b>	<b>BROWNFIELD/GREENFIELD:</b>
Agricultural	Greenfield

<b>CONSTRAINTS IDENTIFIED IN THE HELAA</b>
<p><b>Amber Constraints in HELAA</b> Access, Accessibility to Services, Utilities Capacity, Compatibility with Neighbouring Uses</p> <p><b>Red Constraints in HELAA</b> Transport and Roads</p>
<p><b>HELAA Conclusion</b> This is a 0.98 ha site promoted for approximately 20 dwellings, accessed directly from the A140, to the east of Aylsham. Initial Highways Authority advice has raised concern about forming an acceptable site access and the suitability of the road network. There being implications for the road network in having another access point along the A140. Alternatively, this site could be accessed via neighbouring land promoted for development, but it is not apparent from the submitted information that such negotiation is taking place. The site is beyond the existing built edge of Aylsham, but services including schools, bus stops, employment and retail in the Town are within an accessible distance. No absolute constraints are identified as to contaminated land, flood risk or utilities infrastructure crossing the site. Landscaping and acoustic mitigations could be required next to the A140, and other general considerations may include utility and infrastructure upgrades, as well as management of surface water flood risk. In conclusion, the site is considered suitable for the land availability assessment, but with the site access arrangements being a subject for which more information is needed.</p>

<b>FURTHER COMMENTS</b>
<p><b>Highways</b> No comments</p> <p><b>Development Management</b> Access and connectivity appear fundamental issue that may not be possible to overcome.</p> <p><b>Minerals &amp; Waste</b> No safeguarded mineral resources</p> <p><b>Lead Local Flood Authority</b> No comments</p>

Children's Services: Aylsham has considerable pressure for pupil places and would not be able to cope with further growth without new school provision.

**PLANNING HISTORY:**

No history

**BRIEF SUMMARY OF PLANS/DOCUMENTS PROVIDED WITH THE SUBMISSION**

No additional documents submitted to support this proposal.

**STAGE 7 – SETTLEMENT BASED APPRAISAL OF REASONABLE ALTERNATIVE SITES AND IDENTIFICATION OF PREFERRED SITE/S (WHERE APPROPRIATE) FOR REGULATION 18C DRAFT PLAN CONSULTATION.**

Six reasonable alternative sites have been identified in Aylsham at Stage 5 of this booklet. These sites were considered to be worthy of further investigation to look at their potential for allocation as the initial assessment did not flag up any major constraints that would preclude development. These sites have been subject to further discussion with Development Management, Highways, Flood Authority and Children’s Services in order to identify preferred sites for allocation and their comments are recorded under Stage 6 above.

Aylsham is a Main Town and the ‘Towards a Strategy’ document identifies a requirement for 900-1000+ new dwellings across this sector of the hierarchy. Through further discussion, a combination of three sites (GNLP0311, GNLP0595, GNLP2060) are preferred for allocation for 300 dwellings and a site for a new primary school. This decision is partly based on the sites’ ability to provide a school site, and partly to allow two points of access onto the highway.

In addition, GNLP0336 and GNLP0596 are considered to be reasonable alternatives if more growth is needed in the towns. However, these sites would need to satisfy highway concerns regarding access, footpaths and would need to prove that a school could be delivered on one of the sites.

Sites GNLP0287 and GNLP2059 have been dismissed on highway grounds and as sites less well related to the existing built form of the town.

In conclusion, there is one site (a combination of the three sites mentioned above) identified as a preferred option in Aylsham providing for 300 new homes. There are no carried forward allocations but a total of 225 additional dwellings with planning permission. This gives a total deliverable housing commitment for Aylsham of 525 homes between 2018 – 2038.

**Preferred Sites:**

Address	Site Reference	Area (Ha)	Proposal	Reason for allocating
<b>Aylsham (Blicking, Burgh &amp; Tuttington and Oulton)</b>				
Land to the South of Burgh Road	GNLP0311, 0595 and 2060 (combined)	12.86	300 dwellings, including a site for a new primary school	There are a number of similarly performing sites put forward in Aylsham, but this combination of sites is preferred for allocation as it is favoured in highway terms as long as two points of access are provided. The site allocation will need to include a requirement for a new primary school in Aylsham required to meet growth needs.

### Reasonable Alternative Sites:

Address	Site Reference	Area (ha)	Proposal	Reason for not allocating
<b>Aylsham (Blicking, Burgh &amp; Tuttington and Oulton)</b>				
Next to River Bure	GNLPO336	21.34	Residential development of approx. 300 dwellings, a neighbourhood centre to include community and retail uses, a primary school, public open space, play areas, a Riverside County Park and new footpath links	This site is considered to be a reasonable alternative if additional growth is needed in the towns, subject to a satisfactory access strategy via existing allocation AYL2. A new school site is needed in Aylsham which is promoted as part of this scheme, however more evidence is needed regarding delivery. The potential to deliver a school on this site needs to be balanced against the fact that there are considered to be other more preferable sites for allocation in the town on highways grounds. This site is therefore of secondary preference for allocation in the town. The site does have some constraints including a large area in flood zones 2 and 3, impact on the Bure Valley landscape and heritage issues.
Norwich Road	GNLPO596	11.95	Residential development for approx. 250 dwellings	This site is considered to be a reasonable alternative if additional growth is needed in the towns, subject to mitigation measures. For highways reasons, requirements would include a maximum of 100 dwellings with access from Norwich Road and a 2 metre wide footpath across the site frontage. 250 dwellings would require two points of access, but this would require further investigation as it would not be possible from either Copeman Road or Buxton Road. This site is therefore of secondary preference for allocation in the town.

**Unreasonable Sites:**

Address	Site Reference	Area (ha)	Promoted for	Reason considered to be unreasonable
<b>Aylsham (Blicking, Burgh &amp; Tuttington and Oulton)</b>				
North of Marriotts Way	GNLP0287	12.85	Residential development of approx. 250 houses and 2.35ha of public open space for recreation and leisure	This site is not considered to be suitable for allocation as it is located on the western edge of the town, less centrally placed than the preferred and reasonable alternative sites. The site appears to be significantly constrained if there is a requirement to cross the Marriotts Way which is a County Wildlife Site and green infrastructure asset.
B1145 Henry Page Road/ Norwich Road	GNLP2059	1.32	15-20 dwellings	This site is not considered to be suitable for allocation as it is located outside the clear built form of the town. Residential development here would appear as a separate enclave divorced from the town and less well related to form and character than the other sites promoted.

## PART 2 – SUMMARY OF COMMENTS FROM THE REGULATION 18C DRAFT PLAN CONSULTATION

<b>STRATEGY QUESTION: SETTLEMENT/ SITE REFERENCE:</b>	Site GNLP0311, 0595 and 2060 Land south of Burgh Road and west of the A140, Aylsham (Preferred Site)
<b>TOTAL NUMBER OF REPRESENTATIONS:</b>	22
<b>SUPPORT/ OBJECT/ COMMENT BREAKDOWN:</b>	3 Support, 11 Object, 8 Comment

<b>RESPONDENT (OR GROUP OF RESPONDENTS)</b>	<b>SUPPORT/ OBJECT/ COMMENT</b>	<b>BRIEF SUMMARY OF COMMENTS</b>	<b>MAIN ISSUES REQUIRING INVESTIGATION</b>	<b>DRAFT GNLP RESPONSE</b>	<b>PROPOSED CHANGE TO PLAN</b>
Members of public - various	Object	<p>Issues including:</p> <ul style="list-style-type: none"> <li>• Landscape impact</li> <li>• traffic problems where Burgh Road meets Oakfield Road and again where Burgh Road meets Norwich Road/Red Lion Street.</li> <li>• no reference to the size of the primary school - minimum 210 pupils required.</li> <li>• Burgh Rd is too narrow for increased traffic.</li> <li>• A new 'downhill' (towards the A140) one-way section is proposed along</li> </ul>	<ul style="list-style-type: none"> <li>• Confirm two form of entry school required.</li> <li>• Investigate feasibility of highway scheme</li> </ul>	The issues and concerns raised are acknowledged but new housing needs to be provided through the GNLP and this site is considered to be suitable for residential development. Where feasible	Allocate with alterations to policy wording.

		<p>Burgh Road from Oakfield Road to Foster Way.</p> <ul style="list-style-type: none"> <li>• Road widening on Burgh Road will exacerbate the difficulties of traffic congestion at the junction with the market place.</li> <li>• Along Burgh Road is a line of mature dense tree line of oak, ash , lime and sycamore that would need removal for a new two-metre wide footpath. Ownership of this land has been the subject of discussion with Broadland District Council for several years and cannot legally be used by highways for new footpath provision.</li> </ul>	<p>proposed by member of the public</p>	<p>and reasonable new development includes provision for community facilities and infrastructure.</p> <p>The documents provided for GNLP0311, 0595 and 2060 give assurance for the deliverability of development. Policy wording has been reconsidered during further site assessment. Including adjustments on requirements for highways, footways, education obligation, landscaping, and green infrastructure adjacent to the Bure Valley Walk.</p>	
--	--	---	---	--	--

				<p>Importantly, too, the strategic requirement for new homes in Aylsham is being kept to 550, based on revisions to the Part 1 Strategy. This is change from the January 2020 consultation. A change that is prompted by a decision that a further 5,000 homes are needed across the Greater Norwich area.</p> <p>The concept for a 'transport hub' for Aylsham is noted, along with the fact that the idea features in the Neighbourhood Plan's objectives.</p>	
Members of public - various	Comment	<p>Issues including:</p> <ul style="list-style-type: none"> <li>• Lack of new green space and plays areas proposed with new development.</li> </ul> <p>Traffic problems that will get worse. A</p>		The issues and concerns raised are acknowledged but new housing	None

		20 mph speed limit should be applied between Buckenham Road and Oakfield Road. Buses and cars cannot pass easily along sections of Burgh Road.		needs to be provided through the GNLP and this site is considered to be suitable for residential development. Where feasible and reasonable new development includes provision for community facilities and infrastructure.	
Burgh and Tuttington Parish Council	Comment	Capacity of the Anglian Water sewage works, consequent environmental impacts, and compliance with Policy VIII of the Aylsham Neighbourhood Plan.		This is a known constraint and a matter for ongoing dialogue to ensure capacity exists to accommodate new development.	Allocate with alterations to supporting text to emphasise the importance of engagement with Anglian Water.
Anglian Water	Comment	Unlike other allocation policies there is no reference to water efficiency forming part of the design.	Consider inclusion as a site specific requirement or as a general strategic requirement of all development.	This matter is dealt with under Policy 2 that applies to all sites. It is not necessary to include it in the allocation policy.	None

Aylsham Town Council	Object	<p>Issues including:</p> <ul style="list-style-type: none"> <li>• Burgh Road is narrow and busy.</li> <li>• Junctions of Burgh Road Oakfield Road and Norwich Road will cause issues if more traffic utilises them.</li> <li>• No evidence on if the new A140/Burgh Road roundabout could cope.</li> <li>• Within consultation zone for the water recycling centre.</li> <li>• Plans for a school (including one moved from an existing site) would exacerbate traffic issues.</li> <li>• The density of development is higher than for other sites proposed.</li> <li>• There is an ‘amber’ assessment for flood risk.</li> <li>• Aylsham had a proportionally higher level of development under the JCS so should have a reduced number under this new plan.</li> <li>• Clarity wanted on why two points of access is required.</li> <li>• Needs to address Norfolk Minerals Waste Core Strategy Policy CS16.</li> </ul>		<p>Comments noted.</p> <p>Policy wording has been reconsidered during further site assessment. Including adjustments on requirements for highways, footways, education obligation, landscaping, and green infrastructure adjacent to the Bure Valley Walk.</p>	Allocate site with adjustments.
Sue Catchpole, District Councillor for Aylsham	Comment	<p>Issues including:</p> <ul style="list-style-type: none"> <li>• Burgh Road is not the preferred site for the town</li> <li>• Norwich Road is expected to be developed first</li> </ul>	<ul style="list-style-type: none"> <li>• Investigate GNLP0596 as a preferential site; and, if a car park to offset pressure on the town centre is achievable.</li> </ul>	<p>The documents provided for GNLP0311, 0595 and 2060 give assurance for the deliverability of development. Policy wording has</p>	Allocate GNLP0311, 0595 and 2060 with alterations to policy wording.

		<ul style="list-style-type: none"> <li>• A bus terminus on site would reduce the need for buses to enter the town centre</li> <li>• Electric hook ups for Electric cars should be provided in a car park on the Norwich Road site.</li> <li>• A school is required and should be planned in too.</li> <li>• A sixth form at Aylsham High school is required</li> <li>• Demonstration needed of coordination and investigation into capacity of the Water Recycling Centre.</li> </ul>	<ul style="list-style-type: none"> <li>• Investigate creation of a new Sixth Form.</li> <li>• Further evidence from Anglian Water possibly required.</li> </ul>	<p>been reconsidered during further site assessment. Including adjustments on requirements for highways, footways, education obligation, landscaping, and green infrastructure adjacent to the Bure Valley Walk.</p> <p>The concept for a 'transport hub' for Aylsham is noted, along with the fact that the idea features in the Neighbourhood Plan's objectives.</p>	
Environment Agency	Comment	Aylsham WRC currently only has room to accommodate around 160 dwellings before it reaches capacity. Paragraph 314 [of the Draft Strategy] states that Anglian Water Services has plans to increase capacity at Aylsham WRC. Given the number of dwellings proposed,	Written confirmation required, and to be agreed, of Water Recycling Centre capacity. Both current capacity and if/when upgrades are made.	Comments noted and integrated into supporting text.	Add importance of early consultation with Anglian Water about potential options for foul waste in the area

		the Plan should outline the importance of early consultation with Anglian Water about potential options for foul waste in this area.			either to the policy or supporting text.
Norfolk Land Ltd	Support	Support for continued growth in Aylsham, above that proposed by the GNLP of 300 extra homes, due to the quality of its services, facilities and employment, together with good transport links.		Comment noted, but the strategic requirement for new homes in Aylsham is being kept to 550, based on revisions to the Part 1 Strategy. This is change from the January 2020 consultation. A change that is prompted by a decision that a further 5,000 homes are needed across the Greater Norwich area.	Allocate with alterations to policy wording.
Historic England	Object	A policy wording change is proposed. Development should conserve or where appropriate enhance the significance of the grade II listed Bure Valley Farmhouse (noting that significance may be harmed by development within the	Consider policy amendment.	It is accepted that the policy should acknowledge the potential for harm to the heritage assets and the	Allocate site with policy wording to protect the setting of Bure Valley Farmhouse.

		setting of an asset) through appropriate landscaping, setback and open space and design.		requirement for measure to address this.	
Bidwells/ Hopkins Homes (site promoters)	Support	<p>Issues including:</p> <ul style="list-style-type: none"> <li>• Carriageway widening is required to achieve a minimum width of 5.5m over the full frontage and a 2.0m footway should also be provided to connect with the existing facility to west.</li> <li>• Appropriate turning head facilities provided to allow vehicles such as refuse vehicles to turn and enter/egress the site in forward gear.</li> <li>• Avoid conflict with the Buckenham Road junction.</li> <li>• Site access junctions would take the form of Priority T-junctions with Burgh Road, with key site access roads developed to a 'Type 2' and 'Type 3' standard.</li> <li>• Two additional possible points of access may be possible for emergency vehicles / non-motorised users - Rippingall Road to the west of the site (an existing residential cul-de-sac) and Station Road to the south-west of the site.</li> <li>• A Transport Assessment will be provided as part of any future planning application for the site and will confirm the suitability of the proposed access locations on to Burgh Road, including</li> </ul>	Policy requirements relating to transport, drainage, and archaeology.	Comments noted and integrated into policy wording.	Allocate with alterations to policy wording.

		<p>visibility and tracking assessments, appropriate junction capacity modelling, along with a detailed review of accessibility by sustainable modes.</p> <ul style="list-style-type: none"> <li>• A site-wide Travel Plan would also be provided to support the proposed development, and to encourage and demonstrate uptake of travel by sustainable modes.</li> <li>• Off-site drainage routes and land ownership will need to be established, including any easement requirements for land in third party ownership. If an off-site route to a watercourse is not feasible, a discharge to the public surface water sewer could be considered.</li> <li>• The site is generally at 'very low' risk of flooding from surface water; however, areas of 'high', 'medium' &amp; 'low' risk flooding have been identified that are routed through the site with predicted flood depths in the range "below 300mm" to "over 900mm". Ideally these areas should be left undeveloped with all housing, infrastructure and drainage features located in areas of the site at 'very low' risk of flooding. If, however, housing is required in higher flood risk areas, hydraulic modelling will be required to demonstrate that the</li> </ul>			
--	--	---	--	--	--

		<p>development will remain safe and not increase flood risk elsewhere.</p> <ul style="list-style-type: none"><li>• There will be no adverse impact on the nearby Grade II Listed Building of Bure Valley Farmhouse, due to the screening provided by intervening shelter planting and the lack of any associative link between the Listed Building and the site itself.</li><li>• A Drainage Impact Assessment has been prepared by Anglian Water Services, which provides a recommendation for mitigation to ensure that development would not cause detriment to the capacity of the sewer system nor result in increased flood risk downstream. This would comprise installation of 194m<sup>3</sup> of off-line storage at the proposed connection location in Burgh Road.</li><li>• Small numbers of prehistoric, Roman, Medieval and Post-Medieval finds are recorded as being found on the site.</li></ul>			
--	--	---	--	--	--

<b>STRATEGY QUESTION: SETTLEMENT/ SITE REFERENCE:</b>	Site GNLP0336 Next to River Bure, Aylsham (Reasonable Alternative Site)
<b>TOTAL NUMBER OF REPRESENTATIONS:</b>	6
<b>SUPPORT/ OBJECT/ COMMENT BREAKDOWN:</b>	2 Support, 0 Object, 4 Comment

<b>RESPONDENT (OR GROUP OF RESPONDENTS)</b>	<b>SUPPORT/ OBJECT/ COMMENT</b>	<b>BRIEF SUMMARY OF COMMENTS</b>	<b>MAIN ISSUES REQUIRING INVESTIGATION</b>	<b>DRAFT GNLP RESPONSE</b>	<b>PROPOSED CHANGE TO PLAN</b>
Members of public – various	Comment	Issues including: <ul style="list-style-type: none"> <li>The concept of this site to include more for the community in terms of leisure, retail and neighbourhood centre is positive. However, concerns about flood risk, a school being placed on the fringe of town and road access off the A140 or bure meadows development.</li> </ul>		Comments noted.	None  Site not to be allocated.
Environment Agency		Issues including: <ul style="list-style-type: none"> <li>The River Bure, a chalk stream which is a S41 NERC habitat [Section 41 habitats of principal importance] (NPPF 170 &amp; 174), flows through the land allocated to the North East of Aylsham (GNLP0336), the development must</li> </ul>	<ul style="list-style-type: none"> <li>Engagement with the Environment Agency about the country park, ecological mitigations, and</li> </ul>	This is a known constraint and a matter for ongoing dialogue to ensure capacity exists to accommodate new development.	None  Site not to be allocated.

		<p>not be on the flood plain as this will inhibit the natural functioning of the river and compromise the ability to reach Good WFD status.</p> <ul style="list-style-type: none"> <li>• Aylsham WRC currently only has room to accommodate around 160 dwellings before it reaches capacity. Paragraph 314 [of the Draft Strategy] states that Anglian Water Services has plans to increase capacity at Aylsham WRC. Given the number of dwellings proposed, the Plan should outline the importance of early consultation with Anglian Water about potential options for foul waste in this area.</li> </ul>	<p>achieving overall biodiversity net gain.</p> <ul style="list-style-type: none"> <li>• Written confirmation required, and to be agreed, of Water Recycling Centre capacity. Both current capacity and if/when upgrades are made.</li> </ul>		
Westmere Homes/Armstrong Rigg Planning (site promoters)	Comment	<p>Issues including:</p> <ul style="list-style-type: none"> <li>• The option for a scaled down development centred around approximately 150 dwellings (essentially the first phase of the larger scheme).</li> <li>• Norfolk County Council's strong preference would be the provision of the principle vehicular access to the site from the Bure Meadows development to the south.</li> <li>• The main point of access would be supplemented by an additional emergency access located at either the south east or south west corners of the site.</li> </ul>	<p>Policy requirements relating to transport, drainage, community facilities, historic environment, landscape impact, informal open space, and biodiversity net gain.</p>	<p>The documents provided for GNLP0336 give assurance for the deliverability of development, but GNLP0336 is not preferred. The alternative Burgh Road proposal has advantages in terms of access and proximity to the town centre. The second choice site and now allocated</p>	<p>None</p> <p>Site not to be allocated.</p>

		<ul style="list-style-type: none"> <li>• The provision of the most suitable site in the Town for a new primary school that would both complement and share the facilities currently available at Aylsham High School. (Two forms of entry approximately 2.1ha).</li> <li>• Sufficient land to deliver additional community benefits including a new site for the 1st Aylsham Scout Group.</li> <li>• The enhancement of the historic environment. A minor positive impact can be anticipated through the opening up of the riverside land in the northern part of the site to public access. This will present the opportunity to better reveal the connection of the river and the Aylsham Navigation (a non-designated heritage asset) to the town and conservation area, and particularly to the Grade II listed former watermill and other listed buildings and historic infrastructure that stand to the west on Mill Row.</li> <li>• A linear country park comprising a wildlife and recreation area along the banks of the River Bure on the northern edge of the site including a protected wildlife habitat on the site's northernmost parcel. Planting will be supplemented with more impenetrable planting (e.g. blackthorn) to create some 'low-disturbance' areas parallel</li> </ul>		<p>is GNLP0596. In comparison to GNLP0336, GNLP0596R is well-related to the town centre, and benefits from good access from Norwich Road.</p> <p>Importantly, too, the strategic requirement for new homes in Aylsham is being kept to 550, based on revisions to the Part 1 Strategy.</p>	
--	--	--	--	--	--

		<p>to the riverbanks to deter both pedestrian and dog entry.</p> <ul style="list-style-type: none"><li>• Enhanced connections with the local footpath networks allowing for improved pedestrian access to both the town centre and the Dunkirk Industrial Estate to the north.</li><li>• A scheme of flooding and surface water drainage attenuation along the northern and eastern fringes of the site which would provide the additional benefits of increased landscaping around the site's fringes and an extension of the wildlife zone in the north allowing for a net gain in biodiversity.</li></ul>			
--	--	--	--	--	--

<b>STRATEGY QUESTION: SETTLEMENT/ SITE REFERENCE:</b>	Site GNLP0596 Norwich Road, Aylsham (Reasonable Alternative Site)
<b>TOTAL NUMBER OF REPRESENTATIONS:</b>	10
<b>SUPPORT/ OBJECT/ COMMENT BREAKDOWN:</b>	1 Support, 6 Object, 3 Comment

<b>RESPONDENT (OR GROUP OF RESPONDENTS)</b>	<b>SUPPORT/ OBJECT/ COMMENT</b>	<b>BRIEF SUMMARY OF COMMENTS</b>	<b>MAIN ISSUES REQUIRING INVESTIGATION</b>	<b>DRAFT GNLP RESPONSE</b>	<b>PROPOSED CHANGE TO PLAN</b>
Members of public – various	Support	Issues including: <ul style="list-style-type: none"> <li>• Few services and facilities in village</li> </ul>		Comments noted	Allocate with alterations to policy wording.
Members of public – various	Object	Issues including: <ul style="list-style-type: none"> <li>• Most favourable option due to the fact that they have come up with concrete suggestions for two access points, are prepared to look at the feasibility of a long stay car park and only plan to build 250 houses, as well as the support for the primary school as will the other sites. I do think further discussions are needed with the Town Council.</li> </ul>			Allocate with alterations to policy wording, including the idea of a transport hub.

		<ul style="list-style-type: none"> <li>• Norwich Road site least preferred for transport, access to services, and wildlife reasons. Other sites can take 300 homes, offer a school site, and in the case of provide a riverside country park.</li> <li>• Concerns about loss of agricultural land, impact on landscape, and impact on local services.</li> <li>• Concerns about the traffic implications of developing this site, particularly given the existing pressures on the A140/Norwich Road roundabout.</li> </ul>			
Members of public – various	Comment	<p>Issues including:</p> <ul style="list-style-type: none"> <li>• GNPL031/0595/2060, Burgh Road, will create access problems where Burgh Road meets Oakfield Road and again where Burgh Road meets Norwich Road/Red Lion Street. For this reason I would suggest that your second option, GNLP/0596 Norwich Road would be preferable.</li> <li>• Questions the possibility to grow Aylsham more organically it would be best to develop the smaller volume of houses here and therefore a smaller volume of houses on the preferred site?</li> </ul>		<p>The constraints of Burgh Road are recognised but are addressed in representations for GNPL031/0595/2060.</p> <p>The observation about ‘organic’ development is acknowledged, but larger sites can also bring other advantages. To do with efficient use of land, provision of community facilities and infrastructure.</p>	Allocate with alterations to policy wording,

Aylsham Town Council	Object	<p>There is the opportunity for two exits – again the Town Council still have not been advised of why this is a requirement – and Norwich Road is more capable of accepting the additional traffic.</p> <p>The site would provide an ideal location for a transport hub as requested by the Town Council.</p>		<p>The potential for two access points on Norwich Road is recognised.</p> <p>The concept for a ‘transport hub’ for Aylsham is noted, along with the fact that the idea features in the Neighbourhood Plan’s objectives.</p>	<p>Allocate with alterations to policy wording, including the idea of a transport hub.</p>
Environment Agency	Comment	<p>Aylsham WRC currently only has room to accommodate around 160 dwellings before it reaches capacity. Paragraph 314 [of the Draft Strategy] states that Anglian Water Services has plans to increase capacity at Aylsham WRC.</p> <p>Given the number of dwellings proposed, the Plan should outline the importance of early consultation with Anglian Water about potential options for foul waste in this area.</p>	<p>Written confirmation required, and to be agreed, of Water Recycling Centre capacity. Both current capacity and if/when upgrades are made.</p>	<p>This is a known constraint and a matter for ongoing dialogue to ensure capacity exists to accommodate new development.</p>	<p>Add importance of early consultation with Anglian Water about potential options for foul waste in the area either to the policy or supporting text.</p>
Cornerstone Planning/Norfolk Homes (site promoters)	Object	<p>Issues including:</p> <ul style="list-style-type: none"> <li>• We reiterate/clarify the proposed allocation of this site for circa 300 dwellings, access, land for community</li> </ul>	<p>Policy requirements relating to access at Norwich Road for two vehicle accesses and</p>	<p>The documents provided for GNL0596 give assurance for the</p>	<p>None</p> <p>Site not to be allocated.</p>

		<p>use (2-hectare primary school site), public open space and associated infrastructure.</p> <ul style="list-style-type: none"> <li>• Education/Children's services that there is a requirement for a 2ha site to allow the building of a new 2FE/ 420 place school. We confirm that we are willing and able to make provision for such on the proposed (Norwich Road, 0596) site, as indicated on the attached Indicative Masterplan, and at any stage of the development required by the County Council.</li> <li>• The Town Council would like a transport hub included in the development. The Town Council rejected Burgh Road as the most favourable site and instead would only agree to Norwich Road.</li> <li>• Norfolk Homes has a legal control over all the land in question</li> <li>• Norfolk Homes has undertaken considerable work with a view to being able to make an early planning application and ensure early delivery. Work undertaken includes: Indicative Masterplan; Access Plans (including off-site highway works); Tree Survey; Air Quality Assessment; Noise Assessment; Landscape and Visual Impact Assessment; Ecology and Habitat Survey.</li> </ul>	<p>non-vehicular access at Buxton Road, a school site, noise, air quality associated to the A140, and landscape setting considerations.</p>	<p>deliverability of development, and GNL0596 is now allocated. Of the sites available in Aylsham, GNL0596R is well-related to the town centre, and benefits from good access from Norwich Road.</p> <p>This site has been uprated from reasonable to allocated in order to part fulfil an increased housing figure for Aylsham of 550. A change that is prompted by a decision that a further 5,000 homes are needed across the Greater Norwich area.</p>	
--	--	---	---	--	--

		<ul style="list-style-type: none"> <li>• Anglian Water can confirm that there is currently capacity at Aylsham Water Recycling Centre to accommodate the 300 dwellings proposed.</li> <li>• A large area open space is proposed for the central part of the development with views to the south-east over the proposed lagoon. This will link in with a landscape buffers along the southern boundary with the A140 and along the eastern boundary with Diggens Farmhouse will help to soften the impact of development on the surrounding locality as well as making provision for a new footpath/cycle link through the site.</li> <li>• Consideration of 'dark skies' policy and mitigations to minimise light spillage.</li> <li>• Landscape and townscape mitigation solutions, including: strong architectural statement or 'gateway' design solution along Norwich Road; and, consideration of countryside views from the south-east viewing what would be the new urban edge of Aylsham.</li> <li>• Off-site highway works on Norwich Road and at junction leading to Buxton Road.</li> <li>• Based on the assessment results, air quality issues are not considered a</li> </ul>			
--	--	---	--	--	--

		<p>constraint to planning consent for the development.</p> <ul style="list-style-type: none"><li>• Based on our survey data, noise levels at the site are generally low enough that non-acoustic glazing and trickle vents can be used across the majority of the site. However, there are some areas of the site that may require acoustically rated glazing and trickle ventilators to achieve the indoor ambient noise levels set out in professional practice guidance.</li></ul>			
--	--	---	--	--	--

<b>STRATEGY QUESTION: SETTLEMENT/ SITE REFERENCE:</b>	Site GNLP0287 North of Marriotts Way, Aylsham (Unreasonable Residential Site)
<b>TOTAL NUMBER OF REPRESENTATIONS:</b>	4
<b>SUPPORT/ OBJECT/ COMMENT BREAKDOWN:</b>	3 Support, 1 Object, 0 Comment

<b>RESPONDENT (OR GROUP OF RESPONDENTS)</b>	<b>SUPPORT/ OBJECT/ COMMENT</b>	<b>BRIEF SUMMARY OF COMMENTS</b>	<b>MAIN ISSUES REQUIRING INVESTIGATION</b>	<b>DRAFT GNLP RESPONSE</b>	<b>PROPOSED CHANGE TO PLAN</b>
Members of public - various	Support	<p>Issues including:</p> <ul style="list-style-type: none"> <li>• Aylsham has been completely inundated by new housing for the last few years. The town will not survive as a community with any more growth. Please- no more houses.</li> <li>• This site would mean a road crossing the Marriott's Way and loss of an area widely used by walkers and cyclists.</li> <li>• Not a suitable site for expansion. This would put additional pressure on the existing estate roads and is an unwelcome urbanisation of the Marriott's Way. Its distance from the town centre makes this unsustainable.</li> </ul>		<p>Concerns about overall development level in Aylsham are noted. As too the possible effect on the highway and Marriott's Way.</p> <p>GNLP0287 is not considered the preferred alternative over Site GNLP0311, 0595 and 2060; and, GNLP0596.</p>	<p>None</p> <p>Site not to be allocated.</p>

				<p>By comparison GNL0287 is more distant and disconnected from the centre of Aylsham.</p> <p>Importantly, too, the strategic requirement for new homes in Aylsham is being kept to 550, based on revisions to the Part 1 Strategy.</p>	
<p>Cheffins Planning on behalf of William Young (site promoters)</p>	<p>Object</p>	<p>Issues including:</p> <ul style="list-style-type: none"> <li>• Development is significantly less than stated at circa 125 dwellings as opposed to the 250 dwellings. In addition, the development will provide for a fully serviced site for a health facility.</li> <li>• The site promoter is also committed to providing contributions to fund a new all-weather pitch to complement the sports facilities located to the south west of the site.</li> <li>• A single point of access is to be provided across the Marriott's Way. The proposed access will form a northwards extension of the road which</li> </ul>	<p>Policy requirements relating to access across the Marriott's Way, non-vehicular access points, provision of sports and community facilities, landscaping, and biodiversity net gain through the expansion of the adjacent Marriott's Way County Wildlife Site.</p>	<p>GNLP0287 is not considered the preferred alternative over Site GNL0311, 0595 and 2060; and, GNL0596. By comparison GNL0287 is more distant and disconnected from the centre of Aylsham.</p> <p>Importantly, too, the strategic</p>	<p>None</p> <p>Site not to be allocated.</p>

		<p>already serves both Aylsham Football Club and the recently completed Woodgate Way development.</p> <ul style="list-style-type: none"> <li>• A further significant benefit arising from this development is the proposition to manage the triangular shaped parcel of land to the west of (circa 2.5 hectares).</li> <li>• A separate pedestrian/ cycle route is also proposed from the centre of the scheme providing access to both the Marriott's Way but also Liz Jones Way in the adjacent housing development.</li> <li>• When comparing the level off growth with other towns the figures appear very low with 745 and 625 dwellings proposed for Diss and Harleston respectively, whilst only 521 dwellings are proposed for Aylsham. However, the above figure needs to be treated with caution as 225 dwellings of the 525 figure represents existing commitments with only 300 dwellings being provided. The 225 dwellings are largely complete. This is an exceptionally low figure for what is the largest town in Broadland District, which can accommodate significant levels of development without an adverse impact upon the environment.</li> <li>• It is also apparent that the figure of 14% of total housing growth being targeted towards main towns is rather low when</li> </ul>		<p>requirement for new homes in Aylsham is being kept to 550, based on revisions to the Part 1 Strategy.</p>	
--	--	---	--	--	--

		compared with the higher level of delivery associated with such settlements.			
--	--	--	--	--	--

<b>STRATEGY QUESTION: SETTLEMENT/ SITE REFERENCE:</b>	Site GNLP2059 B1145 Henry Page Road/ Norwich Road, Aylsham (Unreasonable Residential Site)
<b>TOTAL NUMBER OF REPRESENTATIONS:</b>	2
<b>SUPPORT/ OBJECT/ COMMENT BREAKDOWN:</b>	2 Support, 0 Object, 0 Comment

<b>RESPONDENT (OR GROUP OF RESPONDENTS)</b>	<b>SUPPORT/ OBJECT/ COMMENT</b>	<b>BRIEF SUMMARY OF COMMENTS</b>	<b>MAIN ISSUES REQUIRING INVESTIGATION</b>	<b>DRAFT GNLP RESPONSE</b>	<b>PROPOSED CHANGE TO PLAN</b>
Member of the public	Support	<ul style="list-style-type: none"> <li>Aylsham has been completely inundated by new housing for the last few years. The town will not survive as a community with any more growth. Please- no more houses.</li> </ul>		GNLP2059 is not considered the preferred alternative over Site GNLP0311, 0595 and 2060; and, GNLP0596. By comparison 2059 is disconnected from the centre of Aylsham, due to being south of the A140/B1145 roundabout.	None  Site not to be allocated.

				Importantly, too, the strategic requirement for new homes in Aylsham is being kept to 550, based on revisions to the Part 1 Strategy.	
Aylsham Town Council	Support	<ul style="list-style-type: none"> <li>Any entrance would be too close to the roundabout with the A140. The site is also outside the natural boundary for the town.</li> </ul>		Noted	<p>None</p> <p>Site not to be allocated.</p>

**PART 3 - ASSESSMENT OF NEW & REVISED SITES SUBMITTED DURING THE REGULATION 18C CONSULTATION**

**STAGE 1 – LIST OF NEW &REVISED SITES PROMOTED IN THE SETTLEMENT**

**LIST OF SITES TO BE CONSIDERED FOR RESIDENTIAL/MIXED USE ALLOCATION (0.5 HECTARES OR LARGER)**

<b>Address</b>	<b>Site Reference</b>	<b>Area (ha)</b>	<b>Proposal</b>	<b>Status</b>
<b>Alysham (Blickling, Burgh and Tuttington and Oulton)</b>				
Land at Norwich Road, Aylsham	GNLP0596R	12.78	Residential – 300 dwellings	Reasonable Alternative
Fairfields Way, Burgh and Tuttington	GNLP4035	2.20	5 dwellings, renewable energy generation	New Site
<b>TOTAL</b>		<b>14.98</b>		

**STAGE 2 – HELAA COMPARISON TABLE**

	Categories													
	Site access	Access to services	Utilities Capacity	Utilities Infrastructure	Contamination/ground stability	Flood Risk	Market attractiveness	Significant Landscapes	Sensitive townscapes	Biodiversity & Geodiversity	Historic environment	Open Space and GI	Transport & Roads	Compatibility with neighbouring uses
Site Reference														
	<b>Aylsham</b>													
GNLP0596R	Green	Amber	Amber	Amber	Green	Green	Green	Green	Green	Green	Green	Green	Green	Amber
GNLP4035	Green	Red	Green	Green	Green	Green	Amber	Green	Amber	Green	Amber	Green	Green	Green

### **STAGE 3 – SUMMARY OF COMMENTS FROM THE REGULATION 18 STAGE C CONSULTATION**

See Part 2 above.

### **STAGE 4 – DISCUSSION OF NEW & REVISED SITES**

**In this section sites are assessed in order to establish whether they are suitable for allocation. For the purposes of Sustainability Appraisal, suitable sites are those which are considered to be Reasonable Alternatives. Sites not considered suitable for allocation are not realistic options and therefore are not considered to be reasonable alternatives. The discussion below outlines the reasons why a site has been deemed suitable or unsuitable for allocation. By association this is also the outline of the reasons why a site was deemed to be a reasonable or unreasonable alternative.**

**A range of factors have been taken into account to establish whether a site should, or should not, be considered suitable for allocation. These factors include: impact on heritage and landscape; impact on the form and character of the settlement; relationship to services and facilities; environmental concerns, including flood risk; and, in particular, a safe walking route to a primary school. Sites which do not have a safe walking route to school, or where a safe walking route cannot be created will not be considered suitable for allocation.**

**Conclusions in regard to a sites performance against the relevant factors have also been informed by the outcomes of the HELAA, consultation responses received and other relevant evidence.**

#### **Aylsham (Blickling, Burgh and Tuttington and Oulton)**

Land at Norwich Road, Aylsham, GNLP0596R, 12.78 ha, Residential – approximately 300 homes

This site is located on the edge of the Town adjacent to the main Norwich Road. Services are within a walking distance, and Bure Valley Primary School is 0.8 kilometres away. In access terms, two points of vehicular access are essential, and other pedestrian/cycle links would be desirable. Development would also require regard to nearby existing properties, as well as other landscape and townscape considerations. GNLP0596 is already a reasonable alternative and the revisions to include extra land along the Norwich Road further improves the potential. The principle of development is not ruled out, especially if the strategic requirement for housing in Aylsham increases.

Fairfields Way, Burgh and Tuttington, GNLP4035, 2.20 ha, 5 dwellings, renewable energy generation

This site is located in Burgh-next-Aylsham where there are few services within a walkable distance. Other constraints of GNLP4035 relate to highways, as well as townscape and landscape impacts like proximity to the Conservation Area and that 200 metres to the west is the River Bure. Primarily though the remoteness and poor pedestrian access to services and facilities means the principle of development is not accepted, and GNLP4035 is not considered a reasonable alternative for further assessment.

### **STAGE 5 – SHORTLIST OF REASONABLE ALTERNATIVE NEW & REVISED SITES FOR FURTHER ASSESSMENT**

**Based on the assessment undertaken at stage 4 above the following sites are considered to be reasonable alternatives.**

<b>Address</b>	<b>Site Reference</b>	<b>Area (ha)</b>	<b>Proposal</b>
<b>Aylsham</b>			
Land at Norwich Road, Aylsham	GNLP0596R	12.78	Residential – approximately 300 homes
<b>TOTAL</b>		<b>12.78</b>	

**STAGE 6 – DETAILED SITE ASSESSMENTS OF REASONABLE ALTERNATIVE  
NEW & REVISED SITES**

<b>Site Reference:</b>	GNLP0596R
<b>Address:</b>	Land at Norwich Road, Aylsham
<b>Proposal:</b>	Residential – approximately 300 homes

<b>CURRENT USE OF SITE:</b>	<b>BROWNFIELD/GREENFIELD:</b>
Agricultural	Greenfield

<b>CONSTRAINTS IDENTIFIED IN THE HELAA:</b>
<p><b>Amber Constraints in HELAA</b> Access to services, Utilities Capacity, Utilities Infrastructure, Compatibility with neighbouring uses</p>
<p><b>HELAA Conclusion:</b> This is a slightly enlarged version of the site consulted upon in January 2020 as a “reasonable option”. The site has grown by 0.83 ha to 12.78 ha. The revised site boundary gives more frontage along Norwich Road and initial highways evidence raises no objection, subject to agreement over improvements. The site is adjacent to bus stops on Norwich Road. The town centre is approximately 1.3 kilometres to the north, and Bure Valley Primary School is 0.8 kilometres away. Other constraints are overall utilities capacity of the town, as well as site specific matters. A heritage consideration is the nearby Grade II listed Diggens Farmhouse to the east. Noise from the A140 is a possible factor, and beyond that the affect development could have on the countryside setting to the south-east. Other issues are surface water flood risk and the surrounding network of public rights of way. Mitigation measures will need consideration, but the site is suitable for inclusion in the land availability assessment.</p>

<b>FURTHER COMMENTS:</b>
None

**PLANNING HISTORY:**

20121111

Outline for 250 dwellings. Refused as outside settlement limit, not allocated and cumulative scale of development.

**BRIEF SUMMARY OF PLANS/DOCUMENTS PROVIDED WITH THE SUBMISSION:**

Indicative Masterplan; Access Plans (including off-site highway works); Tree Survey; Air Quality Assessment; Noise Assessment; Landscape and Visual Impact Assessment; Ecology and Habitat Survey.

## STAGE 7 – INITIAL CONCLUSIONS ON THE SUITABILITY OF NEW AND REVISED SITES FOR ALLOCATION

The new and revised sites shortlisted at Stage 4 have been subject to further consideration with Development Management, the Local Highway Authority and Lead Local Flood Authority and their comments are recorded under Stage 6 above. Based on their views the following initial conclusions regarding the suitability of the sites for allocation have been drawn.

### New and revised sites to be considered for allocation:

Address	Site Reference	Area (Ha)	Proposal	Reason for allocating
<b>Aylsham (Blicking, Burgh &amp; Tuttington and Oulton)</b>				
Land at Norwich Road	GNLP0596R	12.78	300 dwellings, including 90 bed care unit/extra care housing, and community park & ride facility	<p>This site has been uprated from reasonable to allocated in order to part fulfil an increased housing figure for Aylsham of 600. A change that is prompted by a decision that a further 5,000 homes are needed across the Greater Norwich area. Of the sites available in Aylsham, GNLP0596R is well-related to the town centre, and benefits from good access from Norwich Road.</p> <p>Since the Reg. 18 stage, the scheme has been revised. A second school site is not needed, but GNLP0596R offers other opportunities. A care unit/extra care housing scheme will help to meet the need for specialist older person's accommodation in this</p>

Address	Site Reference	Area (Ha)	Proposal	Reason for allocating
				northern area of Broadland district. Also, the 'gateway' location of GNLP0596 into Aylsham provides the opportunity for a community-led park & ride facility that is referenced in the objectives to the Aylsham Neighbourhood Plan to improve sustainable transport.

**New and revised sites considered to be unreasonable for allocation:**

Address	Site Reference	Area (ha)	Promoted for	Reason for rejection
<b>Aylsham (Blickling, Burgh and Tuttington and Oulton</b>				
Fairfields Way, Burgh and Tuttington	GNLP4035	2.20	5 dwellings, renewable energy generation	This site is not considered to be suitable for allocation as it is located in Burgh-next-Aylsham which is remote with poor pedestrian access to services and facilities. There are also likely to be townscape and landscape impacts given its proximity to the conservation area and River Bure.

## **FINAL CONCLUSIONS FOR THE REGULATION 19 VERSION OF THE PLAN**

### **Site assessments prior to the Regulation 18C consultation**

Up to the Regulation 18C consultation there were 7 sites promoted for residential/mixed use in Aylsham totalling approximately 2,000 dwellings and 60.32 hectares of land. The outcome of initial site assessment work (which is detailed in part 1 of this booklet) was to prefer GNLP0311, 0595 and 2060 for 300 dwellings.

This matched the then strategic requirement for approximately 300 dwellings in Aylsham, as defined in the Part 1 Strategy consulted upon in January 2020. GNLP0311, 0595 and 2060 was favoured for its proximity to the town centre, as well as other important facilities such as the high school, and the scheme promoted gave two points of vehicular access.

### **Summary of comments from the Regulation 18C draft plan consultation**

Through the Regulation 18C consultation comments were received about the preferred site. Some opposed the principle of development, while other comments focused on matters to do with highways, townscape, landscape, and impact on local facilities.

No new housebuilding in Aylsham is not a strategic option but where possible the consultation comments received have resulted in changes to policy wording. Such as to add to the highway obligations, to add pedestrian links, to specifically require landscaping on the site boundary adjacent the A140 and conserving the setting of the nearby listed Bure Valley Farmhouse.

Few comments were received about the two existing allocations at the Dunkirk Industrial Estate, policies AYL3 and AYL4, and from this it is inferred that little or no opposition exists to their continued allocation. Retaining the AYL3 and AYL4 allocations is considered a pragmatic response. Allowing the potential for the expansion of the Industrial Estate in future.

The January 2020 consultation included two other reasonable alternatives, GNLP0336 and GNLP0596. Each was argued for by their respective promoters, with extensive technical documents submitted to evidence the deliverability of the two proposals. Other views received on GNLP0336 and GNLP0596 were mixed and offered no definitive answer to which was better, or if either outperformed the preferred GNLP0311, 0595 and 2060.

As to the unreasonable alternatives GNLP0287 and GNLP2059 few comments were received. Although it is noted that the promoters of GNLP0287 submitted documents in favour of their site, and neither of GNLP0287 or GNLP2059 commanded strong support, In conclusion no compelling case was made for elevating either GNLP0287 or GNLP2059 to a reasonable or preferred alternative.

## **Assessment of new and revised sites submitted through the Regulation 18C consultation**

One new site and one revised site was submitted during the consultation between January and March 2020. The new site GNLP4035 measures 2.20 ha and is located in Burgh. This is a small community, remote from the facilities in Aylsham, and it is consequently an unreasonable alternative for further assessment.

The one revised site GNLP0596R is located on Norwich Road in Aylsham. The site area has increased by 0.83 ha to 12.78 ha and includes extra frontage along Norwich Road. GNLP0596 was already a reasonable alternative and GNLP0596R (plus the supporting information from the promoter) gave further confidence to the deliverability of development.

## **Sustainability Appraisal**

The sustainability performance of each reasonable alternative has been considered in the selection of sites. The Sustainability Appraisal includes a scoring and assessment narrative on the sustainability performance of each reasonable alternative and recommendations for mitigation measures which have been incorporated in policy requirements as appropriate. The Sustainability Appraisal (which can be found in the evidence base [here](#)) highlighted a number of negative and positive impacts for the sites in Aylsham but also showed how broadly all sites promoted scored similarly.

Sites in Aylsham obviously have commonalities. Shown in equal scoring for matters of 'air quality and noise', 'landscape', 'deprivation', 'health', 'crime', 'transport and access to services', 'historic environment', 'natural resources', 'water and contaminated land'. Based on the post-mitigation scoring matrix, out of the 15 criteria, sites typically scored 7 or 8 'reds', 2 or 3 'neutrals', and 5 or 6 'greens'.

Where required the sustainability appraisal scores have been interpreted carefully, taking account of individual site characteristics and details of development proposals put forward by promoters. As an example, a couple of negative scores for GNLP0336 can be partly attributed to its River Bure location, but it is noted that site proposals exclude housebuilding from the most ecologically sensitive or flood prone parts of the land. In other instances, the sustainability appraisal reaffirms differences already factored into the site selection process like the distance to schools and other local services.

Issues flagged up by the sustainability appraisal have informed and assisted in corroborating the site selection process. Helping to establish a preferential order for selecting sites and informing the identification of policy requirements. Leading to the optimal sites to be chosen for meeting the strategic requirement for new homes in Aylsham.

## **Final conclusion on sites for allocation in the Regulation 19 Plan**

The consultation feedback received during 2020 has given confidence to the deliverability of new residential development in Aylsham. A factor that has featured in considerations for overall housing numbers in the Part 1 Draft Strategy increasing by 5,000 homes. On this basis, and through consultation with elected councillors, the strategic requirement is increased to circa 550 homes; but, to significantly exceed 550 homes in the plan period up to 2038 is considered unacceptable.

GNLP0311, 0595 and 2060, which was the preferred site option, is now an allocation. The documents provided for GNLP0311, 0595 and 2060 give assurance for the deliverability of development. Policy wording has been reconsidered during further site assessment work. Including adjustments on requirements for highways, footways, education obligation, landscaping, and green infrastructure adjacent to the Bure Valley Walk.

The uplift in the strategic housing requirement gives the opportunity to upgrade GNLP0596R from a reasonable alternative to an allocation. GNLP0596R is chosen for its advantages over GNLP0336. In comparison GNLP0596R is better related to the town centre. Also GNLP0596R benefits from good access from Norwich Road, which is a main route into Aylsham, and there are opportunities for pedestrian/cycle links from Buxton Road and Copeman Road.

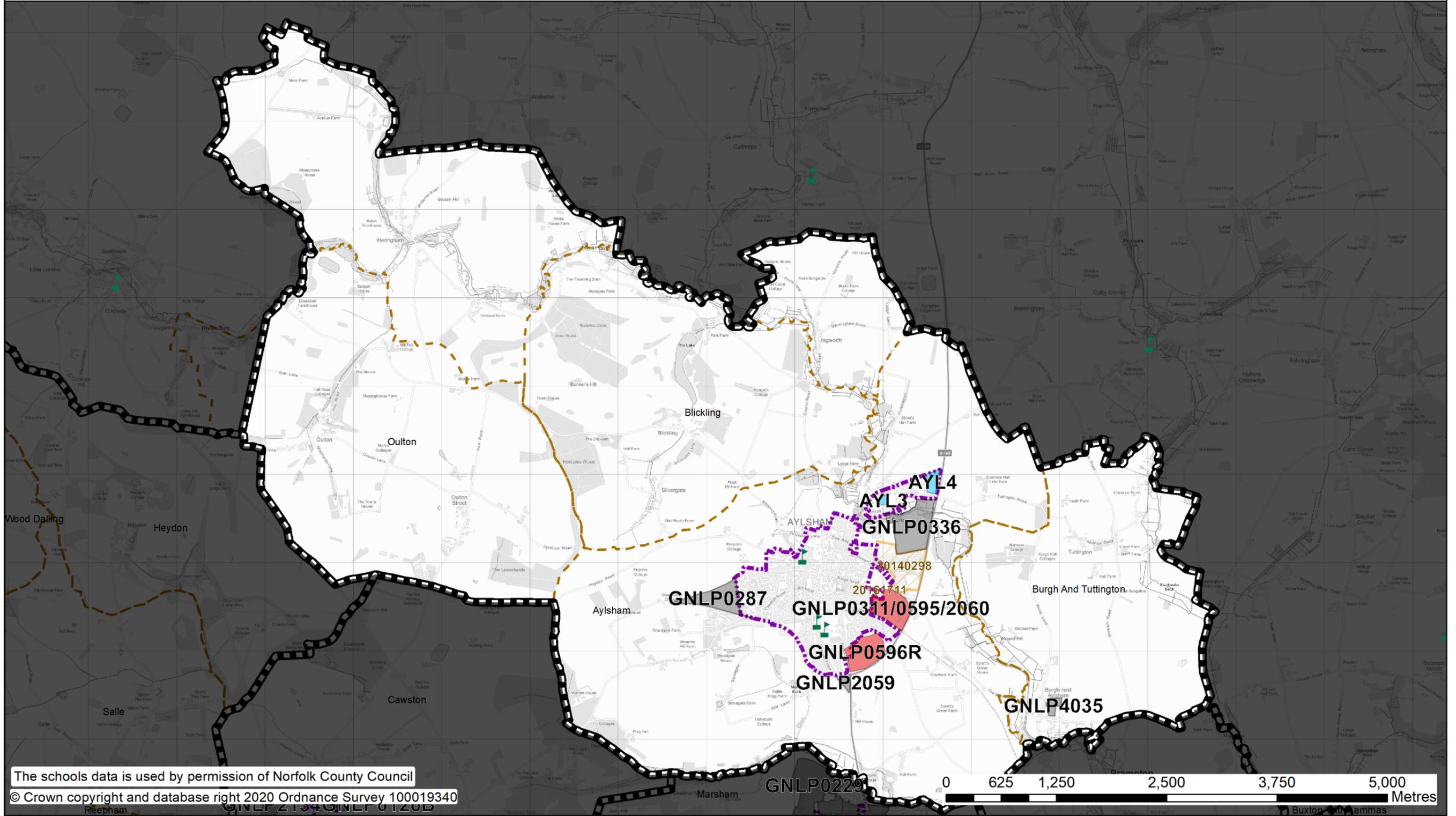
Based on consultation feedback, and assessment of the site, a policy is drafted for GNLP0596R that incorporates obligations for masterplanning, highways, landscaping, heritage, and drainage. Given that the education requirement is being met elsewhere, GNLP0596R offers an opportunity for an older person's specialist housing requirement. The Norwich Road location makes GNLP0596R ideal too for meeting a Neighbourhood Plan objective to improve sustainable transport in Aylsham through out of town parking.

GNLP0336 is not required for allocation to meet the strategic housing requirement for Aylsham; consequently, it is downgraded from a reasonable to unreasonable alternative because it is more peripheral to the Town. Other sites GNLP0287 and GNLP2059 remain unreasonable also on the basis that they are less preferable to the ones selected.

See tables of allocated and unallocated sites at appendices A and B for a full list of sites promoted with reasons for allocation or rejection.

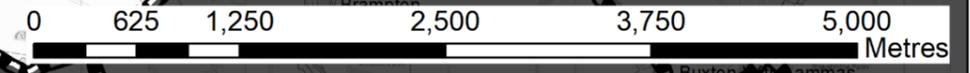
# AYLSHAM

## GREATER NORWICH LOCAL PLAN PROMOTED SITES BY SCHOOL CATCHMENT AREAS



The schools data is used by permission of Norfolk County Council

© Crown copyright and database right 2020 Ordnance Survey 100019340



-  Primary School
-  Housing Allocation
-  Not Allocated
-  Commitment\*
-  Primary School Catchment (2018-19)
-  Employment Allocation
-  Settlement Boundary
-  Parish Boundary



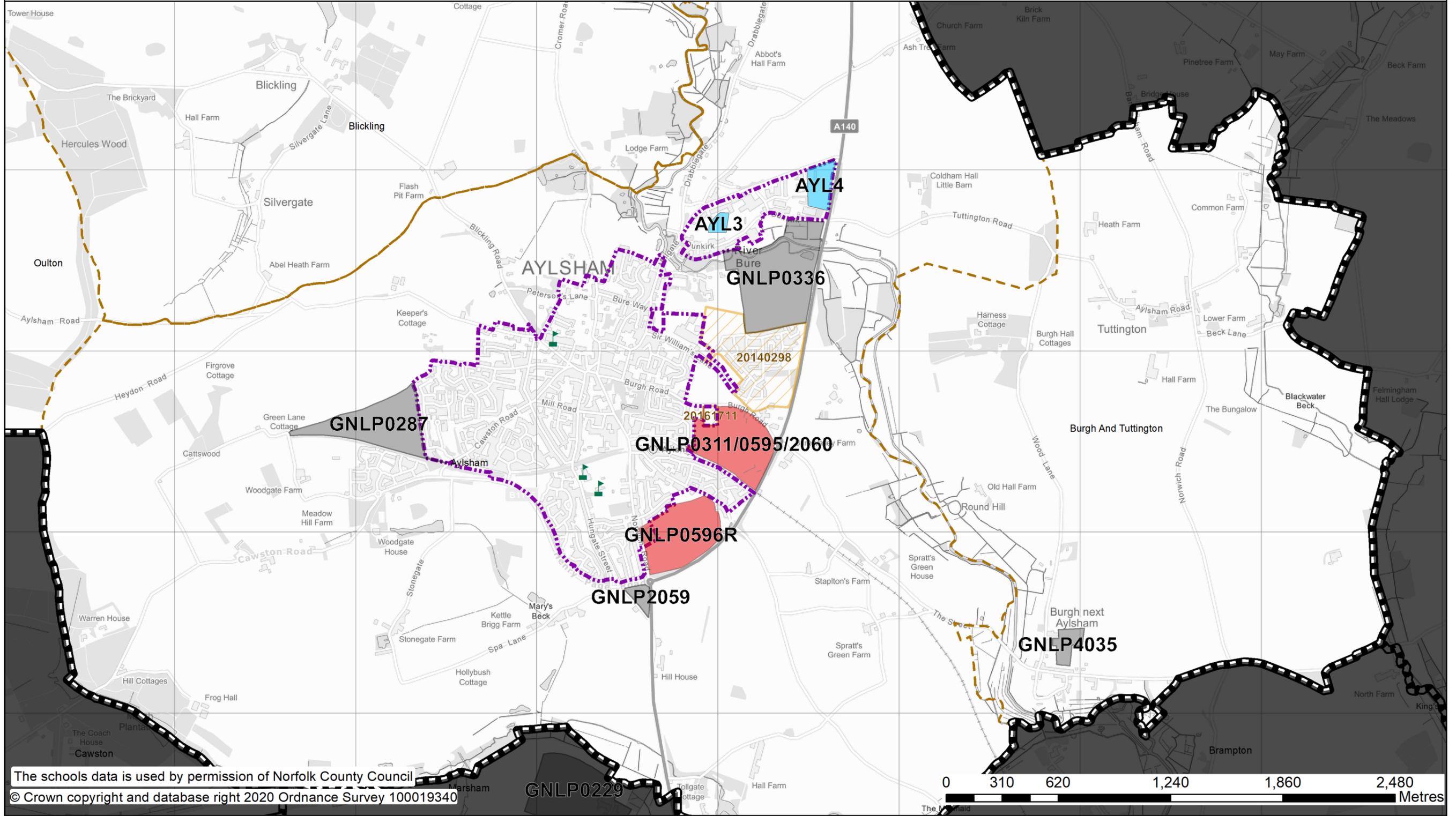
1:40,000  
at A3

Date: 25/11/2020

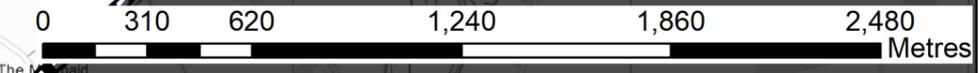
\*new and extant permissions at 1st April 2020 (10 or more dwellings)

# AYLSHAM

## GREATER NORWICH LOCAL PLAN PROMOTED SITES BY SCHOOL CATCHMENT AREAS



The schools data is used by permission of Norfolk County Council  
© Crown copyright and database right 2020 Ordnance Survey 100019340



-  Primary School
-  Housing Allocation
-  Not Allocated
-  Commitment\*
-  Primary School Catchment (2018-19)
-  Employment Allocation
-  Settlement Boundary
-  Parish Boundary

N  
1:19,500  
at A3  
Date: 25/11/2020

\*new and extant permissions at 1st April 2020 (10 or more dwellings)