Land south of Broadland Gate, adjacent to Postwick Interchange, Norwich

Full planning application for the proposed development of 1 no. petrol filling station and 2 no. drive through restaurants.

STATEMENT OF COMMUNITY INVOLVEMENT

January 2017
Report Control

Document: Statement of Community Involvement

Project: Land south of Broadland Gate, Norwich

Client: Monte Blackburn Ltd and Pigeon Investments Ltd

Job No.: 16-276

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Document Checking

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<th>Primary Author:</th>
<th>Emily Robinson</th>
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<td>Contributor:</td>
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<td>Reviewer:</td>
<td>Paul Walton</td>
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<td>PW</td>
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Revision Status

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1 STATEMENT OF COMMUNITY INVOLVEMENT

1.1 PWA Planning is retained by Monte Blackburn Ltd and Pigeon Investments Ltd to prepare and submit a full planning application for the proposed development of 1 no. petrol filling station and 2 no. drive-through restaurants, together with various infrastructure and landscaping works on land south of Broadland Gate, adjacent to Postwick Interchange, Norwich.

Policy Background

1.2 As part of the planning process, it is anticipated that applicants for major development proposals will undertake appropriate community involvement to ensure that stakeholders are engaged in the application process and have an opportunity to consider and comment on the proposals.

1.3 Broadland District Council’s Statement of Community Involvement (2016) sets out when developers need to engage with community consultation and the appropriate forms of consultation.

1.4 Notwithstanding the fact that the development will not give rise to considerable issues and nor do the proposals represent a departure from the adopted Development Plan, the proposals have been the subject of thorough discussions both with the Local Planning Authority, local residents, community groups, local businesses and Ward Councillors.

Consultation with the Local Planning Authority

1.5 Detailed pre-application discussions, both verbally and written, have taken place with officers at Broadland District Council. Two meetings have taken place, the first on 18th October 2016 to discuss the principle of the proposed development (at which time the proposals also included a hotel and pub/restaurant which have subsequently been removed) and the second on 15th November 2016 where we discussed with officers and Leader of the Council a community consultation strategy for the site. Following the meeting, PWA Planning received a formal, written pre-application response via email and a copy of this is provided at Appendix 1.

1.6 In summary, both the verbal and written advice was largely encouraging, and save the need to justify the need for a hotel on the site and why the proposed retail uses should be allowed via a sequential test, it was clear that the scheme should receive the Council’s support.

Public Consultation

1.7 Concurrently with pre-application discussions with the Local Planning Authority, PWA Planning organised, prepared and issued leaflets to approximately 2,500 properties within an area that had
been previously agreed with Planning Projects and Landscape Manager Ben Burgess. The leaflet summarised the key points of the proposed development at which point was for the erection of a hotel, pub / restaurant, petrol filling station and 2 no. drive-through restaurants, provided background to the scheme, highlighted the application site in the context of the surrounding area and invited local stakeholders to a community consultation event as well as inviting comments from any interested parties via email or post, so that comments could influence the scheme as it began to take shape. For reference, a copy of the leaflet and the distribution area is provided at Appendix 2. At this point it is worth noting that the printing / distribution company who were retained by the client team to distribute the leaflets to the specified area unfortunately missed Postwick from distribution list completely by error, which we (the client / design team) only came to learn on the day of the consultation event. In an attempt to rectify this rather unfortunate situation PWA Planning, Monte Blackburn Ltd and Pigeon Investments Ltd assured the community of Postwick that further consultation with this part of the community would be undertaken. Indeed, following the consultation meeting (details below) a newsletter was circulated to residents at Postwick which included the original proposals and a revised scheme which had changed as a result of the comments received from local stakeholders at the meeting (i.e. the removal of the hotel and pub / restaurant).

1.8 PWA Planning organised a public consultation meeting at a conveniently placed venue (Postwick Village Hall) which was held on Monday 12th December 2016 between 5 – 7pm. During this meeting, the client team was on hand to present and discuss the proposals, and answer any questions concerning the development. Exhibition boards were set up including copies of the proposed site layout, example images of the proposed development and some background information regarding the developer and operator (Euro Garages). In addition, PWA Planning and the client team met with Postwick Parish Council on 12th January 2017 to present and discuss the proposals and the feedback received has been incorporated into the submitted scheme.

1.9 A total of 38 no. written responses were received during the community consultation stage, which were sent both via the email address provided therein and via the comments portal on PWA Planning’s website. The responses can be categorised as follows:

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<th>Total no. of responses</th>
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<td>Those who support the proposals</td>
<td>4</td>
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<tr>
<td>Those who object to the proposals</td>
<td>22</td>
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1.10 Whilst it was clear from both the verbal feedback received during the consultation event and the written responses to the leaflets that there was considerable unease with the proposals. The principle of the proposed development was accepted by a small number of respondents, however a number of technical concerns were raised.

1.11 Moreover, the written feedback and verbal feedback that we received during discussions with local stakeholders both on 12th December and 12th January can be summarised as follows:

**Highways**
- *It was clear that local residents had been very much against the new Postwick Interchange road network and were worried that the proposed development would contribute to existing congestion at the Postwick Interchange;*
- *Many of the respondents were against the application due to there only being one road that serves Postwick, with their main concern being that it has the potential to become overcrowded and that the proposed development could ultimately force more people out of the community.*

**Noise & Light Disturbance**
- *Some respondents were apprehensive over the level of noise and light disturbance that would be borne out of the proposed development and were therefore concerned that there would be an impact on the site’s surroundings and on nearby residential amenity;*
- *Some local residents requested that an adequate screen is put in place so as to reduce the visual impact of the development and also to reduce noise from the proposed development’s operations;*
- *Some respondents were worried that the development will cause pollution by way of customers littering the area.*

**Other**
- *Residents have stated that they were promised this would be returned to Greenbelt / farm land and state that they do not need another petrol station as one has just been erected;*
- *Respondents are not happy that the development is happening so close to the village of Postwick and are concerned that it will enable a gateway to develop in Postwick;*
- *During the meeting with Postwick Parish Council on 12th January some local residents queried the location of the HGV parking area and asked whether it could be moved to elsewhere within the site and if this is not possible, then additional planting should be planted along the site’s eastern boundary adjacent to the HGV parking area;*
1.12 In addition to the public consultation meeting and meeting with Postwick Parish Council, Pigeon Investment sent copies of the proposals to Blofield Parish Council, Brundall Parish Council and Thorpe St Andrew Town Council and invited comments to the scheme, however at the time of writing no written feedback was received.

1.13 Furthermore, the scheme and submitted supporting information responds as fully as possible to the comments received at pre-application stage and consequently it is hoped that the scheme will be well received by officers and other consultees. In particular, both the hotel and pub / restaurant elements have been removed from the proposals due to large number of concerns which were raised both by officers and local stakeholder during the pre-application / consultation process (as is clear from the pre-application advice provided at Appendix 1 and the comments received from the public consultation event), which primarily related to the need for both of these uses given there is already existing provision for both within the immediate area. The resultant scheme is therefore for just 1 no. petrol filling station and 2 no. drive through restaurants. Moreover, it is considered that these changes address many of the concerns raised by members of the local community.

Highways

1.14 Road safety is a primary concern to the applicant therefore following the consultation event, a detailed Transport Assessment (TA) was undertaken which, if planning permission is granted, recommends appropriate measures for safe and appropriate site access and egress. We believe that the submitted TA provides a robust assessment of existing and future levels of highway movements and how the resultant traffic increase borne out of the proposed development can be accommodated within existing traffic flows and can be further mitigated with suggested improvements / additions to highway works.

Noise & Light Disturbance

1.15 It is considered that the proposed development will have negligible impacts with respect to noise and lighting. The proposed uses are only expected to create low levels of noise, namely via car / HGVs but such noise creation must be considered in the context of the busy A47 which sits immediately to the north and which generates its own levels of noise. The proposed development will certainly not add to the current noise levels associated by the adjacent road network in a manner that would have any detrimental impact on nearby residential amenity. On this point, it is worth noting that the nearest residential property is located some distance from the application site, with the immediate surrounding area largely consisting of the Postwick Interchange, fields
and the Postwick Park and Ride. That said, the proposed lighting scheme has been designed in a considered manner which reduces the potential for light pollution to the surrounding area.

Landscaping

1.16 In response to comments received during the Postwick Parish Council meeting the Landscape Scheme for the site was revised so as to include an additional area of tree planting along the site’s south-eastern boundary, specifically in the area adjacent to the HGV parking bays. As a result, it is hoped that landscaping will help soften the visual impact of built development in this particular location and will be an element of the proposals that will be welcomed by local residents.

Conclusion

1.17 The proposed development has been the subject of major modifications following our engagement with both the Local Planning Authority and local community, in so much as the hotel and pub / restaurant elements have been omitted in their entirety. Moreover, PWA Planning and the client team remain committed to ensuring community / public involvement in the planning process and PWA Planning, on behalf of Monte Blackburn Ltd and Pigeon Investments Ltd, will continue to liaise with local residents and key community stakeholders throughout the formal planning process and any feedback received may still influence the final development.

1.1 It is therefore considered that the applicants have complied fully with the requirements laid down in the Council’s adopted Statement of Community Involvement (2016) and other associated guidance in relation to community engagement.
Hi Emily,

Apologies (again) for the delay in replying to you. Monday got away from me and I spent all of yesterday interviewing.

As discussed you have seen our validation checklist and that is the key starting point from which you will need to work from in preparation of your application. Therefore I would expect the following documents to be submitted with your planning application:

- D&A Statement
- Planning Statement
- Statement of Community Statement (although this could be included in the planning statement)
- Transport Assessment (cumulatively)
- Travel Plan (I would suggest speaking to Liz Poole about what she would want to see in relation to this)
- Flood Risk Assessment
- Sustainable Drainage details
- Archaeological Statement (Although I doubt there is much to say given part of the site is dug up anyway)
- Landscaping details for the detailed part of the site
- A tree survey (if required)
- Site Waste Management Plan (if you are over the threshold)
- Contaminated Land Assessment
- Lighting details

Further to the above I would also ask that you provide me with the information I will need to undertake a sequential test of the town centre uses within your development in line with paragraph 24 of the NPPF. You stated in your meeting that you considered that the retail uses proposed will be under the NPPF threshold for a Retail Impact Assessment to be undertaken. If this is the case (and as we do not have our own set threshold that has been adopted as part of the local plan) then I agree that one will not be required. The only thing I would question is whether a hotel would come under the definition of leisure? I’m not sure it would do, but perhaps it is worth looking into it. If it does then as per paragraph 26 of the NPPF then the hotel would take you over the 2,500sqm threshold for a RIA. Either way my colleague in Policy is looking for some strong justification for the hotel use in particular on the site, given that we have already approved a site on the Broadland Gate scheme.

It is good to hear that the application will be a hybrid one as it gives me, and my members, more certainty of what will be forthcoming on the site. I will be contacting the Parish Council and local members today to inform them of the application. Are you happy for me to share the plan that you brought to the meeting with them?

Regards,

Ben.
Please be aware that Broadland District Council applies a Community Infrastructure Levy (CIL). Depending upon the size/type of application and subsequent decision any development that you submit for planning permission may be liable to pay CIL.

Click here to find out information regarding CIL on our website

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From: Emily Robinson_PWA Planning [mailto:emily.robinson@pwaplanning.co.uk]
Sent: 25 October 2016 09:48
To: Ben Burgess
Subject: Postwick Interchange, Norwich - Pre-application Request

Dear Ben,

Not wanting to pester but further to our recent meeting and telephone conversation regarding the above site, I would be very grateful if you could confirm validation requirements and any key issues as my client is very keen to press on with the application, which for your information is most likely going to be a hybrid application (the PFS and two drive through units will be applied for in full whilst the hotel and pub / restaurant will be made in outline).

Happy to discuss if you have any queries, I am in the office all day and contactable on the numbers below.

Kind regards,

Emily

Emily Robinson | Assistant Planner
01772 369 669 | 07951 754 219
Ribble Saw Mill, Paley Road, Preston PR1 8LT

www.pwaplanning.co.uk

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Proposed mixed-use development at Broadland Gate, Postwick Interchange, Norwich

PWA Planning is working on behalf of Euro Garages to prepare and submit a planning application for a high quality, commercial-led development on land adjacent to the Postwick Interchange, Norwich.

The site lies to the east of Norwich, adjacent to the Postwick Interchange road network. The A1042 runs along the site’s southern boundary while the A47 adjoins the site’s northern perimeter.

The site comprises part cleared land and part grassland, for which the former is currently used as a temporary compound for construction vehicles.
What’s changing?

Euro Garages is one of the UK’s fastest growing and most recognisable forecourt operators, specialising in high-quality roadside retail operations. Euro Garages works with nationally and globally recognised brands and is committed to providing excellent customer service, good value products and a wide range of facilities.

Pre-application discussions have taken place with Broadlands District Council to establish a mixed-use development that may be appropriate for the site. The proposed scheme, illustrated above, has been informed by these discussions. It remains in draft and may be subject to revisions following comments from the local community, as well as key stakeholders and consultees.

It is hoped that the scheme will specifically deliver:

- A petrol filling station including a modest sized, ancillary retail store
- 1 no. hot food, drive-through restaurant
- 1 no. drive-through coffee shop
- A pub / restaurant
- A hotel
- Access, parking and significant landscaping enhancements

How to tell us what you think

Prior to the formal submission of the planning application, Euro Garages is keen to engage with local residents and other key stakeholders.

A consultation event is planned for 12th December 2016 to be held at Postwick Village Hall, Ferry Lane, Postwick, Norwich, NR13 5HL between 5.00 pm and 7.00 pm. We invite you to join us at the event to tell us what you think.

Representatives from Euro Garages, Pigeon Investment and the design team will be present to discuss the proposals further and answer any questions you may have.

In addition, we would welcome and encourage your comments about the proposed development via one of the following methods:

By post:
PWA Planning, Ribble Saw Mill, Preston PR1 8LT

By email:
consultbroadlandgate@pwaplanning.co.uk

Please provide your initial comments by 19th December 2016. Interested parties will then have further opportunity to provide their comments to the Local Planning Authority once the application has been submitted.