STATEMENT OF COMMUNITY INVOLVEMENT

LAND SOUTH OF SALHOUSE ROAD
SPROWSTON

ON BEHALF OF
UNITED BUSINESS AND LEISURE LIMITED

BY BARTON WILLMORE LLP

January 2017
LAND SOUTH OF SALHOUSE ROAD, SPROWSTON

STATEMENT OF COMMUNITY INVOLVEMENT

PREPARED FOR UNITED BUSINESS AND LEISURE LIMITED

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1.0 INTRODUCTION

1.1 This Statement of Community Involvement (SCI) provides information in support of the Outline planning application submitted on behalf of United Business and Leisure Limited (hereafter referred to as ‘the Applicant’) for a residential led mixed-use development at ‘Land South of Salhouse Road, Sprowston’ (hereafter referred to as ‘the Site’).

1.2 As part of the preparation of the planning application, the Applicant has undertaken a comprehensive programme of community engagement. A variety of practices were used in accordance with best practice and the evolution of the scheme shows that the final proposals have been influenced by the consultation process. This is set out in detail in the accompanying Design and Access Statement.

1.3 This Statement describes how the local community, key Stakeholders and Broadland District Council have been consulted and provides details of the feedback received.
2.0 PLANNING POLICY

i) National Planning Policy and Legislation

2.1 The Planning and Compulsory Purchase Act 2004 came into force in September 2004. One of the central purposes of the Act was to improve community involvement in the planning process. The Government has made it clear in the guidance accompanying the legislation that developers should be encouraged to undertake public consultation, particularly on major developments.

2.2 The Applicant is committed to community consultation and engagement as enshrined within the National Planning Policy Framework (NPPF). Paragraph 188 outlines the importance of public consultation and states that:

> Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community.

2.3 This is reiterated in paragraph 66 of the NPPF, which states:

> Applicants will be expected to work closely with those directly affected by their proposals to evolve designs that take account of the views of the community. Proposals that can demonstrate this in developing the design of the new development should be looked on more favourably.

2.4 Guidance contained in the Localism Act 2011, Section 122, requires any person who intends to apply for planning permission for development of a “description specified in a development order” (122,a) first to consult with the local community. Whilst this Development Order has not yet been published, and therefore it is not known what types of development the new requirements will be applied to, it is considered robust consultation and engagement has been carried out prior to the submission of the Outline planning application in any event.

2.5 On 06 March 2014, Government published a suite of National Planning Practice Guidance (NPPG) to support the Framework. The NPPG (Reference ID: 20-002-20140306) reaffirms that pre-application engagement is a collaborative process between a prospective applicant and other interested parties, these are identified as the LPA, statutory and non-statutory consultees, elected members and local people.
ii) Broadland District Council’s Statement of Community Involvement (2016)

2.6 The Applicant has sought to meet the requirements of Broadland District Council’s (BDC) Statement of Community Involvement (SCI). The level of consultation deemed necessary is dependent on which ‘Tier’ (1-3) the development falls into. In the case of the application, the proposal has been assessed against the criteria, and falls into Tier 3 – ‘Applications of a scale or development area which the Council requires wider community involvement; applications that fall within sites that are sensitive to development pressures’ (Figure 9, SCI 2016). The Broadland Community Involvement Protocol (2010) identifies a range of community involvement methods which could be employed to engage the local community and stakeholders, including presenting draft proposals to relevant stakeholders and taking on board comments, before an application is submitted.

2.7 The following sections of this statement set out the consultation process in respect of the proposed development.
3.0 CONSULTATION PROCESS

3.1 The consultation process to date has been extensive including:

- The preparation and circulation of promotional documents to BDC and Members;
- Attendance at Member briefing sessions;
- Pre-Application meetings with BDC Planning Officers and Key Stakeholders;
- Local Community Engagement including a public exhibition with the Local Community.

3.2 In addition, the Site allocation has formed part of the significant consultation undertaken by BDC during the process of preparing and adopting the Growth Triangle Area Action Plan (Adopted July 2016).

i) Local Community Engagement

3.3 A public exhibition was held at the Diamond Centre, Sprowston, Norwich on 24 April 2014. Further information on the public exhibition and the feedback received is set out in Sections 4 and 6 of this statement.

ii) Pre-Application Meetings and Member Briefings

3.4 There have been a number of formal pre-application meetings and ongoing discussions with Officers at BDC over a number of years including adjacent landowners.

3.5 The Applicant has met with various Members of BDC in joint Officer/Applicant Member briefing sessions which occurred in August 2014. These events were attended by Local Ward Members as well as other key Members in the District in relation to the proposed development.

3.6 The purpose of those meetings was to discuss the development of the site, the rationale behind the design of the proposed development, to explain the benefits to the local community and to provide Members with an opportunity to air their thoughts. Further information is set out in Section 5 of this statement.
4.0 LOCAL COMMUNITY ENGAGEMENT

i) Introduction

4.1 The Applicant has engaged with the Local Community in a number of forums to discuss the emerging proposals.

ii) Public Exhibition

4.2 A public exhibition was held between 2.30pm and 8pm on Thursday 24 April 2014 in the Diamond Centre, School Lane, Sprowston. A preview event for Local Ward Members, County Councillors and BDC Planning Officers was held 1 hour before the exhibition was open to the general public. The venue was in a suitable location that provided for disabled access within reasonable proximity of the site.

4.3 Other venues, including Thorpe End Village Hall were approached as potential venues to host the exhibition. However, due to the extended time required to hold the exhibition (spanning from early afternoon to evening), these venues were already booked with well established local community clubs (such as yoga classes or cubs/scouts etc) and were therefore not able to accommodate the exhibition for the extended period of time required.

4.4 In preparation for the public exhibition, thorough publicity was undertaken including:

- An Invitation leaflet distributed to circa 1,800 addresses (including both residential and business addresses) within the immediate and surrounding area. Properties in Thorpe End, Rackheath and Sprowston were covered by the leaflet drop (see Appendix 1).
- Specific invite letters were sent to Local Ward Members and County Councillors;
- A colour advert was placed in the ‘Eastern Daily Press’ (see Appendix 2); and
- Invitations were sent to Officers at BDC.

4.5 The purpose of the exhibition was to provide the local community with the opportunity to view and comment on the draft proposals including three separate masterplans. The masterplans covered the Site and wider allocation area. Two masterplans (options 2 and 3) showed a two form entry primary school within the site, albeit at varying locations, while the third (option 1) omitted a primary school from the plans altogether. This was the only variation in the masterplans, all three showed the proposed development to include:
Local Community Engagement

- Up to 1400 dwellings across the site and adjacent development areas;
- A high quality scheme with a mix of homes, including affordable housing;
- Attractive layout that respects the adjoining settlement of Thorpe End, with housing density reflecting the local character;
- Retention of boundary hedging and comprehensive landscaping throughout the Site;
- Vehicular access from Salhouse Road at two possible locations;
- Provision of children’s play area and Sports Pitches;
- Ecological enhancements through the provision of attenuation ponds and landscaping;
- Dual footway cycleway into Thorpe End to access shops, services and bus stops;
- New Bus Route through the site with bus only access to Greenborough Road; and
- New footpaths and areas of open space.

4.6 The exhibition consisted of 10 No. A1 Boards presented on display screens. A copy of the exhibition boards is enclosed at Appendix 3.

4.7 Representatives from the project team were on hand to answer any questions by attendees. This included representatives from:

- United Business and Leisure Limited;
- Barton Willmore Planning;
- Barton Willmore Landscape Planning and Design; and
- Create Consulting Engineers Ltd (highways and drainage).

4.8 In order to fully understand and review the feedback from the local community, response forms (see Appendix 4) were made available. Attendees were encouraged to complete response forms whilst in the room and to place them in the comments box provided. Alternatively, the response forms could be completed and emailed or posted up to two weeks after the exhibition. The forms included a number of qualitative questions, including open questions and quantitative closed questions.

4.9 The format of the consultation during the exhibition allowed for:

- Informal one-to-one or group discussions with residents;
- An informal setting to encourage questions from residents;
- The opportunity to raise questions with specific members of the project team;
- Flexibility in timing to allow residents to attend either late afternoon, on the way home from school collections or as returning commuters;
- Seated areas at tables containing response forms and pens.
4.10 The exhibition was attended by approximately 140 people with a total of 44 response forms relating to the proposed development being completed and returned (response rate of 31%). Of the 44 No. response forms returned 19 No. objected to the scheme (43%), 11 No. registered conditional support (i.e. would support if amendments were made) (25%), 3 No. responses were in favour and 11 No. responses did not declare whether they could support the scheme, although the majority of the comments were not favourable to the proposals.

4.11 In general, the feedback received through the forms and discussion held on the day was that there was concern relating to the scale of the proposed housing and the impact on Thorpe End and other adjoining residential streets.

4.12 In addition, a website (www.salhousedevelopment.co.uk) was set up where the exhibition boards could be read and comments submitted via an online comments form. The website allowed attendees and other members of the public who were unable to attend the exhibition to provide comments after the event. The website went live on Monday 29 April 2014 and allowed comments to be submitted up until Friday 09 May 2014, albeit the website is still available to view.

iii) Analysis of Responses

4.13 Due to the number of comments received, and the repeating nature of the comments, general themes can be drawn out from the response forms. The main themes raised by respondents include:

a) Overall amount and principle of development;
b) Overall traffic impact on the local highway network;
c) Bus access from Greenborough Road;
d) Impact on Thorpe End Garden Village;
e) Loss of open space and woodland
f) Impact on existing community facilities (i.e. education/health).

a) Principle of Development

4.14 The response forms identified that 48% of attendees object to the principle of development of the Site (21 No. of the 44 No. response forms).

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1 A tabulated response of the individual comments received can be made available with all personal details (names and addresses) removed to ensure anonymity.
4.15 Other comments received in relation to this issue questioned the need for more housing sites in North Norwich, especially given the recent grant of planning permission for other large housing schemes in the area.

**b) Overall Traffic Impact on the Local Highway Network**

4.16 There were a number of comments received (12 respondents) relating to increased traffic generation onto Salhouse Road resulting from the proposed development. A number of responses also brought up the issue of the capacity of surrounding roundabouts.

4.17 The provision of sufficient off street parking for housing within the site was raised by 4 No. respondents.

4.18 The proposed pedestrian and cycle ways were received positively by a number of respondents (3 No.). Respondents also questioned how the cycle routes would integrate with the cycle routes already planned for Salhouse Road and Greenborough Road.

**c) Bus Access from Greenborough Road**

4.19 4 No. respondents objected to the proposed bus route through Greenborough Road. The respondents raised concerns regarding the suitability of the road, some suggesting it is too narrow for a bus to pass safely.

4.20 Other respondents (2 No.) questioned how the ‘bus only’ route would be policed to ensure residential traffic would not use Greenborough Road as alternative access route into the Site.

**d) Impact of Thorpe End Garden Village**

4.21 6 No. respondents raised concerns about the impact of the development on the character of Thorpe End. A number of respondents (2 No.) specifically commented on the open views that are currently experienced from properties overlooking the site, and how these will be lost.

4.22 2 No. respondents also raised objections on the grounds of impact on house prices in Thorpe End Garden Village.
e) **Loss of Open Space and Woodland**

4.23 9 No. respondents raised objections to the loss of woodland and open space. A number of respondents (3 No.) suggested that the village green should be located towards the southern boundary of the site, abutting the existing housing at Thorpe End to provide natural separation between the existing and proposed housing. Other respondents wished to see landscape buffering along all boundaries of the site. In addition to this, 2 No. respondents supported the overall provision of the open space and landscaping within the site.

f) **Impact on Existing Community Facilities**

4.24 9 No. respondents welcomed the provision of a primary school within the development. 3 No. respondents raised concern regarding the associated traffic from the school and suggested that the school should be located towards the Salhouse Road boundary (Option 2) to ensure cars are not travelling through the site, along residential streets to drop-off and pick-up children.

4.25 4 No. respondents raised concerns relating to pressure on existing community facilities and services, most notably doctors and other healthcare services. Some respondents suggested that provision should be made within the development for a doctor’s surgery to serve the increase in houses in the North Norwich area.
5.0 RESPONSE TO CONSULTATION FEEDBACK

5.1 The consultation responses received have been reviewed with a view to understand if any constructive comments received could be incorporated into the scheme.

5.2 A significant concern raised related to the principle of development of the Site. It should be noted that the principle of development of the Site has already been established by way of the adopted Core Strategy and Growth Triangle Area Action Plan.

5.3 Nevertheless, the scheme has evolved as a result of the comments received from the public exhibition and the pre-application discussions. The majority of comments received related to parcels of land within the wider allocation area, and therefore form part of a separate application, however comments received relating to the Site have resulted in the following being proposed as part of the development:

- Retention and protection of central block of woodland within the Site and implementation of a landscape buffer between existing woodland and proposed development;
- Retention and enhancement of County Wildlife Site woodland in the south western corner of the Site;
- New native hedgerow boundary interspersed with hedgerow trees between Thorpe End and the eastern boundary of the Site;
- Creation of publicly accessible open spaces and areas of formal recreation, linked by foot and cycle paths; and
- Village green located near to Southern boundary of the Site with Thorpe End.

5.4 The exhibition was held in 2014 and there has been some considerable advancement in respect of the scheme, including the land in the applicant’s ownership, particularly relating to land within the wider allocation.

5.5 As a result, the site area has reduced and the scheme now proposes up to 425 dwellings along with areas of Green Infrastructure and Open space. The site complements the existing planning application on the remaining allocation land for a minimum of 803 dwellings.

5.6 Due regard has been given to the results of the consultation exercises. The Applicant considers that the public consultation has helped improve local understanding of the development proposals and has generated some useful information and comments. Comments have been taken on board where appropriate and have informed the evolution of the submitted scheme.
6.0 CONCLUSIONS

6.1 This document summarises the extent and quality of the public consultation on the proposals for residential development at ‘Land South of Salhouse Lane, Sprowston’.

6.2 The Applicant has undertaken an extensive pre-application consultation process with a wide range of key stakeholders, including the local community and local Members.

6.3 The Applicant has employed a variety of techniques in accordance with best practice to engage with the stakeholders in the formulation, development and refinement of the application proposals. From the outset, consultation has taken place in a pro-active and transparent manner.

6.4 The public exhibition provided the local community with the opportunity of discussing specific concerns and obtaining further detailed information. Furthermore, the placement of the exhibition boards on the project website allowed interaction with those who were unable to attend the exhibition or wanted copies of the exhibition material.

6.5 Due regard has been given to the results of the consultation exercises and are documented throughout this statement. The Applicant believes that the public consultation exercise has helped to improve local understanding of the development proposals and has generated some useful information and comments. Comments have been taken on board where possible and have informed the evolution of the scheme.

6.6 The comments received as a result of pre-application meetings/correspondence held with BDC has also resulted in positive amendments to the scheme and/or the submission of additional information where appropriate. It is considered that the masterplan, as submitted, suitably addresses comments made from professional Officers at BDC.

6.7 It is concluded that the pre-application consultation process which has been undertaken by the Applicant complies with the requirements of planning policy at a National and local level.
APPENDICES
Invitation to a Public Exhibition for Proposed Residential-Led Mixed Use Development on:

LAND SOUTH OF

SALHOUSE ROAD

NORWICH

Thursday 24 April 2014
2.30pm – 8pm

The Diamond Centre ♦
School Lane, Sprowston
Norwich, NR7 8TR
United Business and Leisure (Properties) Ltd invites you to a public exhibition and wishes to understand the local communities views on emerging proposals for residential development, including a new primary school, open space and landscaping at Land South of Salhouse Road, Norwich.

Representatives from United Business and Leisure (Properties) Ltd together with their Planning Consultants and technical advisors will be available for discussion and answer your questions at the Exhibition.

Please come along and let us know your views.

Should you have any queries regarding the exhibition please contact Barton Willmore at research@bartonwillmore.co.uk or on 01322 374660.
APPENDIX 2
NEWSPAPER ADVERT
Invitation to a Public Exhibition
for Proposed Residential-Led
Mixed Use Development on:

LAND SOUTH OF
SALHOUSE ROAD
NORWICH

Thursday 24 April 2014
2.30pm – 8pm

The Diamond Centre
School Lane, Sprowston
Norwich, NR7 8TR

Should you have any queries regarding the exhibition please contact Barton Willmore at research@bartonwillmore.co.uk or on 01322 374660.
United Business and Leisure (Properties) Ltd welcome you to this exhibition. The purpose of the exhibition is to present and discuss the emerging proposals for a residential led mixed-use development at ‘Land south of Salhouse Road, North East Norwich’.

The exhibition is an opportunity for us to understand the local community’s views on the emerging development proposals, prior to submitting a planning application to Broadland District Council later in the year. At present, no finalised plans have been drawn up, meaning that you have an opportunity to influence the design and function of the development.

The Site

- The Site is being promoted by a number of landowners including United Business and Leisure (Properties) Ltd;
- The total Site area contained within the red line is 35.36 hectares;
- The western and south-eastern corners of the Site adjoin existing residential development at Greenborough Road and Thorpe End;
- Salhouse Road runs along the northern boundary;
- The Site is located 2.5 miles north-west of Norwich City Centre;
- The Site is currently mostly Greenfield with some existing business uses within and in close proximity to The Castle Carvery (formerly The Racecourse Inn);
- An additional the Site is being promoted by a third party in the centre and to the east of this Site.
There is a severe housing shortage in the Country and the Government is committed to delivering a sufficient number of new homes to meet the growing population. Each Local Planning Authority has a duty to meet its objectively assessed housing needs as well as the need to maintain a continuous 5 year supply of land for housing.

The three districts of Broadland, Norwich and South Norwich adopted the Joint Core Strategy (JCS) in January 2014. The JCS sets out the spatial strategy for the Norwich Policy Area (NPA) and Rural Policy Area across the three districts including how many new homes will be delivered and where they should go. For Broadland the strategy is to deliver 7,000 new homes in an area called the North East Norwich Growth Triangle (NENGT) by 2026 with a further 3,000 dwellings following directly on. In addition, the Council cannot demonstrate that it has a 5-year supply of land for housing.

- The Site lies within the NENGT, an area identified by the Council for strategic housing delivery (see Fig. 01 below);
- The Site lies adjacent to the existing settlement boundary of the Norwich Fringe Urban Area;
- Development of the Site for housing is considered both logical and sustainable, the NENGT Framework Plan Study of September 2011 describes the area of the Site as being within the area of highest development potential;
- The Site is well positioned to take advantage of transport links into Norwich;
- Potential for a rapid transit bus stop outside the Site on Salhouse Road.

The facilities plan demonstrates that the site is well located to existing services and facilities. It is therefore a sustainable development which is an important planning consideration.
The submission of a planning application now is considered appropriate because there is not a 5-year supply of land for housing and the Site is identified as an emerging housing allocation. There is therefore an opportunity to deliver the following:

- Residential led mixed-use development up to 1,400 dwellings across the site and adjacent development areas;
- Provision of a high quality scheme with a mix of homes to meet local needs, including affordable housing (up to 33%);
- Possible provision of a two form entry primary school;
- Provision of local centre to serve the future needs of the development without compromising local shops and services;
- Attractive layout that respects the adjoining rural settlement of Thorpe End, with housing density reflecting the local character;
- Potential vehicular access from Salhouse Road at two possible locations;
- Safeguarding of inner link road to complement the Northern Distributor Road and connect recent adjacent developments;
- Dual footway cycleway and disabled way into Thorpe End to serve shops, services and bus stops;
- Retention of boundary hedging and comprehensive landscaping throughout the Site;
- Provision of public open spaces;
- Provision of play area and sports pitches;
- Safe public access through the provision of pedestrian footways and cycle paths;
- Ecological enhancements through the provision of attenuation ponds and landscaping;

The following boards present three different options for the potential layout of the Site which we would welcome your comments on and your preference.
Our approach to masterplanning Land south of Salhouse Road is informed by appreciating the qualities of place by drawing on the best qualities of the Site and by creating a distinct yet appropriate character that is informed by Thorpe End and surrounding urban areas.

Our urban design principles include:

- Deliver new and improved community assets including outdoor sport pitches, community facilities and local centre, public open space, a potential primary school ecological corridors and play areas.

- Structuring development around a network of green infrastructure, responding to the landscape character on Site, retaining existing important woodland, ecology, hedgerows and water features.

- A framework of Sustainable Urban Drainage (SUDS) will be created, naturally draining water features through the regrading of ground levels. The SUDS will create an interesting landscape that will be dry most of the year therefore providing places for children to play and explore and form part of the overall open space structure.

- Provide excellent foot, cycle and disabled connections between Land south of Salhouse Road and surrounding villages through the use of existing and new foot / cycle paths.

- The design of streets will ensure low vehicle speeds and give priority to the safety of pedestrians and cyclists.

- Create a new neighbourhood of varying housing typologies including affordable homes.

- Draw on the surrounding context of Thorpe End and other local context to embed a distinctiveness created through the relationship of housing to village streets and greens, and a modern interpretation of the architectural character of Broadland. In particular there is a possible opportunity to create a landmark sustainable primary school building for local people to be proud of.

- Up to 1400 homes across wider development area.
No Primary School within the red line
Option 1 does not include a primary school but does include more open space

Option 1 has no primary school within the Site ownership boundary, the school could be delivered in the two other development sites highlighted on the plan. The outdoor pitches close to Greenborough Road to the west in addition to the village green in the centre of the Site provide outdoor leisure uses. The community focused mixed use centre is co-located adjacent to The Castle Carvery on Salhouse Road. This will be a shared resource well located adjacent to future development to the north.
Primary School Location to the West

Option 2 includes the provision of a primary school located towards the western boundary of the Site, close to the existing development at Greenborough Road.

Option 2 locates a primary school to the west boundary of the Site close to the main road in order to pick up on potential trips to school on local bus routes. The school site provides a buffer to existing development to the north west corner of the Site and will be a shared resource with nearby future development sites.

The school is also co-located with community focused mixed use local centre, making day to day shopping convenient for parents dropping children at school. The community focused mixed use local centre will compliment The Castle Carvery and Eastgate Place.
Primary School Location to the East
Option 3 includes the provision of a primary school located towards the south-eastern boundary of the Site, close to the existing housing at Thorpe End.

Option 3 locates the primary school on the eastern boundary with Thorpe End, adjacent to the village green. A community focused mixed use centre is co-located adjacent to the primary school and village green making day to day shopping convenient for parents dropping children at school or to play on the green.
The emerging proposals will be supported by a series of technical reports that have assessed the site and surrounding area to accommodate the proposed development.

An Environmental Impact Assessment (EIA) will be carried out as part of the planning process to consider the potential environmental effects of the proposed developments. This includes:

Landscape
The Site is well contained as a result the combination of its flat topography and strongly vegetated boundaries including mature trees, hedgerows and woodland. Existing interlinking structural landscape features, including tree belts and woodland are present internal to the Site. Views into the Site from the wider surroundings are largely restricted by boundary vegetation as well as large woodland blocks and tree belts present in the wider landscape, characteristic of the surrounding landscape character. Some views into to Site are gained from the east as the town is approached from along Salhouse Road.

The key landscape features of the Site will be retained and protected where possible and there is scope to incorporate new habitat and planting within and around the boundaries of the Site, to strengthen the landscape character of the Site and to integrate and assimilate development of the Site into its wider surroundings.

Ecology
An ecological assessment of the Site has been undertaken, the results of which confirmed that the Site is largely arable land with very limited ecological value. A small section of the Site is included within the Racecourse Plantation County Wildlife Site, despite comprising predominately arable land.

The assessment recommended leaving 5m to 15m buffer strips along the woodland and hedgerow boundaries of the Site and this has been incorporated into the potential design options where considered appropriate.

Ecological surveys have revealed that although no part of the Site is subject to any statutory nature conservation designations, there is the presence of trees with bat roosting potential and commuting/foraging bats, including occasional records of rarer species. Habitats for these species will be retained under the proposed developments.

Wildlife at the Site will benefit from the extensive landscaping works which will enhance any existing habitats. In addition other matters will be assessed including:

- Noise
- Air quality
- Contamination
Highways & Traffic

Two primary access points are to be provided into the development area from Salhouse Road B1140. The western most access is intended to form the fourth arm of the planned new roundabout into the adjoining White House Farm development to the north of Salhouse Road. The second access point will be further to the east and will take the form of a ghost island junction arrangement, ensuring that vehicles waiting to turn into the Site do not impact on the free flowing nature of traffic along Salhouse Road.

The internal road alignment will be designed to link both these access points, with the opportunity for a further road link to be connected to the south of the Site linking through to B1150 Plumstead Road. The proposed White House Farm Link Road to the north of the Site will also provide excellent access to the retail facilities at Blue Boar Lane and onwards to the airport and the surrounding employment area.

In addition to these vehicular routes the Site will be well connected with existing and proposed pedestrian and cycling routes to a number of key facilities, including schools and employment areas to the south and retail and employment areas to the west. There is the opportunity of introducing a bus gate/pedestrian/cycling link to the west along Greenborough Road, which could also be used by local bus services to provide effective bus penetration into the Site.

The B1140 Salhouse Road is a minor arterial route into the Norwich City Centre, currently providing a route into the City for the villages such as Rackheath and Salhouse to the east. The future provision of the Northern Distributor Road will assist in relieving traffic congestion in the area, with one of its key objectives being to remove through traffic flows from the arterial routes enabling improved public transport facilities to be introduced along these routes.

The B1140 Salhouse Road has been identified in the Norwich Area Transport Strategy NATS as one of these routes, with a Bus Rapid Transport System to be introduced to serve various development areas proposed along its corridor. This will provide an express bus service into the city centre. This development is ideally suited to maximise the use of the proposed BRT as well as the other existing bus services which already operate along this corridor.

Sustainable Transport measures will form a key part of this proposed development, a detailed travel plan is proposed to be implemented as part of this scheme focusing on encouraging residents to walk, cycle or use public transport for employment, and leisure trips. The Site is ideally located to optimise the use of existing public transport facilities along with future proposed improvements such as BRT and will be well connected by a series of footpath links to facilities located to the north, south and west.

A detailed transport assessment and travel plan will support the proposed development proposals, this assessment will consider traffic movements to and from the Site, identify the opportunities for sustainable travel and to demonstrate how the scheme will be successfully integrated into the transport network.

Flood Risk & Drainage

The Site is located at the head of a dry valley, resulting in the surface water falling on the Site, currently soaking into the subsoil and then following subsurface drainage paths down to the River Yare. There are no main rivers or significant watercourses located within the development area. The nearest watercourse or open water bodies are located within the adjoining Racecourse Plantation to the south of the Site.

The Site is designated as Zone 1 (Clear of the 1 in 1000 year flood event) on the Environment Agency’s flood maps for both River and Surface Water Flood Risk.

Surface Water drainage will be managed by a series of Sustainable Drainage techniques, these include soakage where possible, either by traditional soakaways, swales and attenuation ponds. The layout has been developed to incorporate a number of ponds which will be all interlinked to ensure that the surface water run off will be managed and contained on Site.

Foul Water flows from the Site will be drained by a new pumping station located on Site, which will pump to the south interlinking with the existing public sewers located in the Dussindale/Broadland Park systems before discharging to Whitlingham Sewage Treatment Works.

A detailed flood risk assessment and drainage strategy will support the proposed development.
Thank you for taking the time to attend our exhibition today to consider the proposals for residential led mixed-use development at ‘Land south of Salhouse Road, North East Norwich’.

Your comments are important to us and we would be grateful if you could let us know your views to help shape the development proposals.

You can either:

- Fill out a comment form today and post it in the box provided; or
- Return the comment form by post or email (research@bartonwillmore.co.uk) by no later than Friday 09 May 2014

A report on all feedback collected today and through other consultations carried out during the preparation stages will be submitted with the planning application.
United Business & Leisure (Properties) Ltd seek your views on the proposed development as set out on the exhibition boards. Feedback will inform the emerging development proposals, where possible.

Q1 What are your views on the Masterplans presented on the exhibition boards?

Q2 What is your preferred option and why?

Q3 Is there anything else you feel should be taken into account which has not already been identified?
Q4  Do you have any additional comments?


Q5  Do you consider you could:

☐ Fully support the development proposals
☐ Support, subject to your comments above
☐ Never support

Please explain your reasoning for this:


Thank you for your comments

Please provide your contact details below, all details will remain confidential.

Name: ........................................................................................................

Address: ..................................................................................................

Email Address: .........................................................................................

Please place completed feedback forms in the box provided. Alternatively, post them to Barton Willmore, The Observatory, Southfleet Road, Ebbsfleet, Kent, DA10 0DF or email research@bartonwillmore.co.uk by Friday 09 May 2014