Appeal on Behalf of Quantum Land (Brundall) Ltd

Land East of Memorial Hall,
Brundall:
Landscape Statement of Common Ground
Between Quantum Land (Brundall) Ltd;

and

Broadland District Council

PINS Reference: APP/K2610/W/19/3239986

LPA Reference: 20171386

September 2020
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APPENDICES

Appendix 1: Extracts of Published Character Assessments

Appendix 2: Email Record of Scoping Discussions
1.0 INTRODUCTION

1.1 This Landscape Statement of Common Ground (SoCG) has been prepared by Matthew Dermot Chard of Barton Willmore LLP (BW) on behalf of Quantum Land (Brundall) Ltd (‘the Appellant’); and Robin Taylor on behalf of Broadland District Council (‘the Council’), in respect of an appeal made by the Appellant against the refusal by the Council of hybrid planning permission for up to 170 dwellings and a community/sports pavilion a Country Park, formal and/or informal outdoor sports provision, access, and other earthworks and engineering works (‘the Proposed Development’) at Land to the East of Memorial Hall, Brundall (‘the Appeal Site’).

1.2 This Statement has been prepared pursuant to guidance included in Annex S of the Planning Appeal Procedure Guidance (August 2019). Accordingly, this Statement sets out Landscape and Visual matters that are agreed between the parties and those matters that remain in dispute. The Statement covers the following matters:

- Published Landscape Character Assessments.
- The matters on which the parties are agreed; and
- The matters on which the parties are not agreed.

1.3 This Statement makes reference to the Landscape and Visual Impact Assessment (LVIA) prepared by Barton Willmore to accompany the hybrid planning application, dated July 2017.
2.0 PUBLISHED LANDSCAPE CHARACTER ASSESSMENTS

2.1 LVIA Figure 3 illustrates the extents of landscape character areas from published assessments, in the vicinity of the Appeal Site.

2.2 It is agreed that the following published Landscape Character Assessments and associated documents are relevant to this Appeal:

- Natural England, The Broads, National Character Area (NCA) Profile 80 (2015); and
- Broadland District Council Landscape Character Assessment Supplementary Planning Document (SPD), Landscape Character Type (LCT) D: Tributary Farmlands and Landscape Character Area (LCA) D4: Blofield Tributary Farmlands, and LCT F: Marshes Fringe and LCA F3: Reedham to Thorpe (2013).

2.3 Appendix 1 of this Statement includes relevant extracts from the published assessments.
3.0 AREAS OF AGREEMENT BETWEEN THE PARTIES

3.1 It is agreed that the methodology used in the preparation of the LVIA is guided by the principles of Guidelines for Landscape and Visual Impact Assessment 3rd Edition, 2013 (GLVIA3).

3.2 It is agreed that the LVIA provides a comprehensive and accurate description of the Appeal Site and surrounding area.

3.3 It is agreed that neither the Appeal Site nor its immediate surroundings are located within a designated landscape recognised at a local, national or international level as having a particular landscape value. The Appeal Site and its immediate surroundings do not constitute a valued landscape for the purposes of NPPF (2019) Paragraph 170a). As such, the Appeal Site is at the bottom of the planning hierarchy in terms of landscape value.

3.4 A list of proposed viewpoints for representative views to support the LVIA was sent by BW to Broadland District Council’s (BDC) appointed Landscape Architect, Lesley Marsden of Norwich City Council (NCC) on September 2nd 2016 (Appendix 2). No further correspondence was received from BDC or NCC in relation to the location of viewpoints to support the LVIA.

3.5 It is agreed that the Landscape Institute’s Visualisation Guidance TGN 06/19 published on 17th September 2019 did not apply to the original application as it had not been published at the time of submission.

3.6 The Proposed Development will result in a change to the existing land use of the Appeal Site from agricultural, introducing built form and infrastructure associated with residential development and areas of formal and informal recreation. As a consequence, there will be an impact on the openness and rurality of the Appeal Site.

3.7 The Appeal Site is bounded to the south and east by existing residential development and to the west by a combination of land associated with Brundall Memorial Hall and Berryfields housing estate.

3.8 It is agreed that existing built form to the west of the Appeal Site, in Brundall, extends further to the north than that proposed on the Appeal Site. It is also agreed that proposed housing on the Appeal Site will not be contiguous with existing settlement to the west due to the provision of open space for recreation on the Appeal Site.

3.9 Existing housing adjacent to the Appeal Site’s southern boundary on the northern edge of Brundall is not strongly contained by existing vegetation.
3.10 In relation to landform, the core of the existing settlement of Brundall occupies a gentle, north-west to south-east oriented ridgeline between the River Yare and the Run Dike. The Appeal Site occupies land that slopes down northwards from this ridgeline towards the Run Dike. Land with similar topographical characteristics is already developed to the immediate east and west of the Appeal Site.

3.11 A number of PRoWs (FP1a, part of FP1, part of FP2, part of FP5, FP13, RB10 and part of FP3) are located within the existing settlement pattern of Brundall. RB10 and the southern section of FP2 extend along the pavements of Highfield Avenue and Links Avenue respectively. FP1a, FP3, FP13, and the western section of FP1 are footpaths that run through existing areas of housing, linking existing roads within Brundall’s existing settlement limits. PRoWs FP1, FP5, FP6, and BR4 extend into the landscape beyond Brundall’s existing settlement limits.

3.12 At close range to the Appeal Site, there are open views from PRoW Brundall FP1 (Site Appraisal Photograph (SAP) A) and the Brundall Memorial Hall (Site Context Photograph (SCP) 2), partial views from adjacent to the Westfield Mission Church (to the east of SCP 5). Partial, filtered views are available from Brundall Road east of the Appeal Site as demonstrated by SCP 6.

3.13 From mid distance locations to the north of the Appeal Site, including the south-western residential edge of Blofield, PRoW Postwick FP6, Yarmouth Road, A47; the Appeal Site is predominantly screened by the combination of intervening landform, vegetation and built form. From longer distance views, the Appeal Site is screened by the combination of vegetation, landform and existing built form.

3.14 Owing to the presence of PRoWs through the south and west of the site the Proposed Development will impact on public views from these vantage points.

3.15 In terms of fixed residential receptors in Brundall, only those who dwell immediately adjacent to the Appeal Site will experience visual effects as a result of the Proposed Development. Residents further afield in Brundall will not have views of the Proposed Development due to intervening built form.

3.16 Similarly, the visual impact of the Proposed Development experienced from the road network within Brundall will diminish rapidly with distance from the Appeal Site.

3.17 The Brundall Neighbourhood Plan seeks to protect and enhance views to the north east from the Memorial Hall across the Appeal Site.

3.18 Proposed built form on the Appeal Site will not screen views of the church of St Andrew and St Peter from the Key View location identified in Policy 3 of the Brundall Neighbourhood Plan.
3.19 Proposed built form will be visible in the view north-east from the Memorial Hall towards the church of St Andrew and St Peter, as demonstrated in the wireframe montages 02 and 53, dated 1 June 2018.

3.20 Sections of existing hedges will be removed to facilitate access, estate roads and the Phase 1 detailed scheme as illustrated on the Tree Retention and Removal Plan Sheet 2 contained within the Tree Survey Report and Arboricultural Impact Assessment.

3.21 The full impact of the remaining phases upon existing trees is subject to detail design at Reserved Matters stage.

3.22 It is agreed that the Proposed Development would result in increased opportunities for public recreation on the Appeal Site.

3.23 The Proposed Development includes measures that conserve and have the potential to enhance the habitat and landscape value of the Run Dike corridor.

3.24 The Proposed Development would not result in any landscape and visual effects on The Broads National Park.

3.25 It is agreed that LCA D4 - Blofield Tributary Farmland encompasses an area of approximately 2,800 hectares, whilst the Appeal Site has an area of approximately 17.4 hectares. Therefore, the Appeal Site occupies approximately 0.62% of the LCA.

3.26 The sensitivity of identified landscape and visual receptors to development of the type proposed. The receptors for which these judgements are agreed are set out in Table 1 below (full details of effects, including commentary, are set out in Matthew Chard’s PoE Appendices 4a and 4b):

<table>
<thead>
<tr>
<th>Receptor</th>
<th>Value</th>
<th>Susceptibility</th>
<th>Sensitivity</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>BW</td>
<td>BDC</td>
<td>BW</td>
</tr>
<tr>
<td><strong>Landscape Features/Landscape Character Receptors</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Open Fields</td>
<td>Low</td>
<td>Low</td>
<td>Medium</td>
</tr>
<tr>
<td>Hedgerows</td>
<td>Medium</td>
<td>Medium</td>
<td>Medium</td>
</tr>
<tr>
<td>Run Dike Corridor</td>
<td>Low</td>
<td>Low</td>
<td>High</td>
</tr>
<tr>
<td>LCA D4: Blofield</td>
<td>Medium</td>
<td>Medium</td>
<td>Medium</td>
</tr>
<tr>
<td>LCA F3: Reedham Thorpe</td>
<td>Medium</td>
<td>Medium</td>
<td>Medium</td>
</tr>
<tr>
<td>LLCA 2: Agricultural</td>
<td>Low</td>
<td>Low</td>
<td>Medium</td>
</tr>
<tr>
<td>LLCA 4: Residential</td>
<td>Very Low</td>
<td>Very Low</td>
<td>Low</td>
</tr>
<tr>
<td><strong>Visual Receptors</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 1: Summary of Agreed Value, Susceptibility and Sensitivity of Receptors
### Table 2: Summary of Agreed Year 1 Effects – Magnitude and Significance

<table>
<thead>
<tr>
<th>Receptor</th>
<th>Sensitivity (As Table 1)</th>
<th>Magnitude</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>BW</td>
<td>BDC</td>
<td>BW</td>
</tr>
<tr>
<td><strong>Landscape Features/Landscape Character Receptors</strong></td>
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<td></td>
</tr>
<tr>
<td>Hedgerows</td>
<td>Medium</td>
<td>Medium</td>
<td>Small</td>
</tr>
<tr>
<td>Run Dike Corridor</td>
<td>Medium</td>
<td>Medium</td>
<td>Small</td>
</tr>
<tr>
<td>NCA 80: The Broads</td>
<td>Medium</td>
<td>High</td>
<td>Very Small</td>
</tr>
<tr>
<td>LLCA 1: Run Dike</td>
<td>Medium</td>
<td>Medium</td>
<td>Small</td>
</tr>
<tr>
<td>LLCA 2: Agricultural</td>
<td>Medium</td>
<td>Medium</td>
<td>Medium</td>
</tr>
<tr>
<td>LLCA 4: Residential</td>
<td>Low</td>
<td>Low</td>
<td>Small</td>
</tr>
<tr>
<td><strong>Visual Receptors</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Residents in Blofield</td>
<td>Medium</td>
<td>Medium</td>
<td>Very Small</td>
</tr>
<tr>
<td>Vehicle Users on Yarmouth Road</td>
<td>Low</td>
<td>Low</td>
<td>Very Small</td>
</tr>
<tr>
<td>View from Postwick FP6</td>
<td>Medium</td>
<td>Medium</td>
<td>Very Small</td>
</tr>
</tbody>
</table>

The magnitude and resultant significance of landscape and visual effects likely to result from the Proposed Development. The receptors for which these judgements are agreed are set out in Table 2 and 3 below (full details of effects, including commentary, are set out in Matthew Chard’s PoE Appendices 4a and 4b):
### Table 3: Summary of Agreed Year 15 Effects – Magnitude and Significance

<table>
<thead>
<tr>
<th>Receptor</th>
<th>Sensitivity (As Table 1)</th>
<th>Magnitude</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Landscape Features/Landscape Character Receptors</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hedgerows</td>
<td>Medium</td>
<td>Medium</td>
<td>Moderate Beneficial</td>
</tr>
<tr>
<td>Run Dike Corridor</td>
<td>Medium</td>
<td>Medium</td>
<td>Moderate Beneficial</td>
</tr>
<tr>
<td>NCA 80: The Broads</td>
<td>Medium</td>
<td>High</td>
<td>Very Small</td>
</tr>
<tr>
<td>LCA F3: Reedham Thorpe</td>
<td>Medium</td>
<td>Medium</td>
<td>Very Small</td>
</tr>
<tr>
<td>LLCA 1: Run Dike</td>
<td>Medium</td>
<td>Medium</td>
<td>Medium</td>
</tr>
<tr>
<td>LLCA 4: Residential</td>
<td>Low</td>
<td>Low</td>
<td>Small</td>
</tr>
<tr>
<td><strong>Visual Receptors</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Residents in Blofield</td>
<td>Medium</td>
<td>Medium</td>
<td>None</td>
</tr>
<tr>
<td>Vehicle Users on Yarmouth Road</td>
<td>Low</td>
<td>Low</td>
<td>Very Small</td>
</tr>
<tr>
<td>A47</td>
<td>Low</td>
<td>Low</td>
<td>Very Small</td>
</tr>
</tbody>
</table>
4.0 AREAS OF DISAGREEMENT BETWEEN THE PARTIES

4.1 That the Proposed Development does not have full regard for the Landscape Character Assessment SPD.

4.2 The suitability of the locations of viewpoints 1, 4, and 5 in understanding the significance of visual effects likely to result from the Proposed Development.

4.3 The extent to which the landscape between Blofield and Brundall, including the Appeal Site and Norfolk Premier Golf Course, is characteristic of LCA D4 - Blofield Tributary Farmland to the north-east of Blofield.

4.4 The extent to which the proposals comply with GC4 and EN2 of the DMDPD, Policies 1 and 2 of the JCS, the Brundall Neighbourhood Plan Policy 3 and the aims of the NPPF, from a landscape and visual perspective.

4.5 The extent to which the Appeal Site has a localised and limited visual envelope.

4.6 The sensitivity of identified landscape and visual receptors to development of the type proposed. The receptors for which these judgements are disagreed are set out in Table 4 below (full details of effects, including commentary, are set out in Matthew Chard’s PoE Appendices 4a and 4b):

*Table 4: Summary of Disagreed Value, Susceptibility and Sensitivity of Receptors*

<table>
<thead>
<tr>
<th>Receptor</th>
<th>Value</th>
<th>Susceptibility</th>
<th>Sensitivity</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>BW</td>
<td>BDC</td>
<td>BW</td>
</tr>
<tr>
<td><strong>Landscape Features/Landscape Character Receptors</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trees</td>
<td>Low</td>
<td>Medium</td>
<td>High</td>
</tr>
<tr>
<td>The Site and its Immediate Vicinity</td>
<td>Low</td>
<td>Low</td>
<td>Medium</td>
</tr>
<tr>
<td>NCA 80: The Broads</td>
<td>High</td>
<td>High</td>
<td>Low</td>
</tr>
<tr>
<td>LLCA 1: Run Dike</td>
<td>Low</td>
<td>Medium</td>
<td>High</td>
</tr>
<tr>
<td>LLCA 3: Recreational Valley Sides</td>
<td>Low</td>
<td>Very Low</td>
<td>Medium</td>
</tr>
<tr>
<td><strong>Visual Receptors</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Links Avenue</td>
<td>Low</td>
<td>Low</td>
<td>Medium</td>
</tr>
<tr>
<td>Meadow View and Westfield Road *</td>
<td>Low</td>
<td>Low</td>
<td>High</td>
</tr>
<tr>
<td>Users of PRoW Brundall FP1</td>
<td>Medium</td>
<td>Medium</td>
<td>High</td>
</tr>
<tr>
<td>Westfield Mission Church / Properties bordering</td>
<td>Low</td>
<td>Low</td>
<td>High</td>
</tr>
</tbody>
</table>
Landscape SoCG

Areas of Disagreement Between the Parties

Receptor | Value | Susceptibility | Sensitivity | Sensitivity |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>the south-east edge of the Site / Residential properties in Westfield Avenue</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brundall Road</td>
<td>Low</td>
<td>Low</td>
<td>Medium</td>
<td>Low</td>
</tr>
<tr>
<td>Vehicle Users on Yarmouth Road</td>
<td>Low</td>
<td>Low</td>
<td>Medium</td>
<td>Low</td>
</tr>
<tr>
<td>View from the Norfolk Premier Golf Course **</td>
<td>Low</td>
<td>High</td>
<td></td>
<td>Medium</td>
</tr>
</tbody>
</table>

* Note that the emergency access is no longer proposed at this point.

** View not considered by BDC as covered in Appellant’s PoE

4.7 The magnitude and resultant significance of landscape and visual effects likely to result from the Proposed Development. The receptors for which these judgements are disagreed are set out in Table 5 and 6 below (full details of effects, including commentary, are set out in Matthew Chard’s PoE Appendices 4a and 4b):

**Table 5: Summary of Disagreed Year 1 Effects – Magnitude and Significance**

<table>
<thead>
<tr>
<th>Receptor</th>
<th>Sensitivity (As Table 1)</th>
<th>Magnitude</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Landscape Features/Landscape Character Receptors</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Open Fields</td>
<td>Medium</td>
<td>Medium</td>
<td>Large</td>
</tr>
<tr>
<td>Trees</td>
<td>Medium</td>
<td>High</td>
<td>Small</td>
</tr>
<tr>
<td>The Site and its Immediate Vicinity</td>
<td>Medium</td>
<td>Medium</td>
<td>Large</td>
</tr>
<tr>
<td>LCA D4: Blofield</td>
<td>Medium</td>
<td>Medium</td>
<td>Small</td>
</tr>
<tr>
<td>LCA F3: Reedham Thorpe</td>
<td>Medium</td>
<td>Medium</td>
<td>Very Small</td>
</tr>
<tr>
<td>LLCA 3: Recreational Valley Sides</td>
<td>Medium</td>
<td>Low</td>
<td>Very Small</td>
</tr>
<tr>
<td>Visual Receptors</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>View from PRoW Brundall FP2</td>
<td>Medium</td>
<td>Medium</td>
<td>Small</td>
</tr>
<tr>
<td>View from Brundall Memorial Hall</td>
<td>Medium</td>
<td>Medium</td>
<td>Medium</td>
</tr>
<tr>
<td>Links Avenue</td>
<td>Medium</td>
<td>Low</td>
<td>Very Small</td>
</tr>
<tr>
<td>Meadow View and Westfield Road *</td>
<td>Medium</td>
<td>Medium</td>
<td>Large</td>
</tr>
<tr>
<td>Receptor</td>
<td>Sensitivity (As Table 1)</td>
<td>Magnitude</td>
<td>Significance</td>
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<td>-------------------------------------------------------------------------</td>
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</tr>
<tr>
<td></td>
<td>BW</td>
<td>BDC</td>
<td>BW</td>
</tr>
<tr>
<td>Users of PRoW Brundall FP1</td>
<td>High</td>
<td>High</td>
<td>Large</td>
</tr>
<tr>
<td>Westfield Mission Church / Properties bordering the south-east edge of the Site / Residential properties in Westfield Avenue</td>
<td>Medium</td>
<td>Medium</td>
<td>Large</td>
</tr>
<tr>
<td>Brundall Road</td>
<td>Medium</td>
<td>Low</td>
<td>Small</td>
</tr>
<tr>
<td>View from the Norfolk Premier Golf Course **</td>
<td>Medium</td>
<td></td>
<td>Small</td>
</tr>
<tr>
<td>A47</td>
<td>Low</td>
<td>Low</td>
<td>Very Small</td>
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</table>

**Table 6: Summary of Disagreed Year 15 Effects – Magnitude and Significance**

<table>
<thead>
<tr>
<th>Receptor</th>
<th>Sensitivity (As Table 1)</th>
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<td>BW</td>
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<tr>
<td>Landscape Features/Landscape Character Receptors</td>
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<td>Open Fields</td>
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<td>Large</td>
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<tr>
<td>Trees</td>
<td>Medium</td>
<td>High</td>
<td>Large</td>
</tr>
<tr>
<td>The Site and its Immediate Vicinity</td>
<td>Medium</td>
<td>Medium</td>
<td>Large</td>
</tr>
<tr>
<td>LCA D4: Blofield</td>
<td>Medium</td>
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<td>Small</td>
</tr>
<tr>
<td>LLCA 2: Agricultural</td>
<td>Medium</td>
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<td>Medium</td>
</tr>
<tr>
<td>LLCA 3: Recreational Valley Sides</td>
<td>Medium</td>
<td>Low</td>
<td>Very Small</td>
</tr>
<tr>
<td>Visual Receptors</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>View from PRoW Brundall FP2</td>
<td>Medium</td>
<td>Medium</td>
<td>Small</td>
</tr>
<tr>
<td>View from Brundall Memorial Hall</td>
<td>Medium</td>
<td>Medium</td>
<td>Medium</td>
</tr>
<tr>
<td>Links Avenue</td>
<td>Medium</td>
<td>Low</td>
<td>Very Small</td>
</tr>
<tr>
<td>Meadow View and Westfield Road *</td>
<td>Medium</td>
<td>Medium</td>
<td>Large</td>
</tr>
<tr>
<td>Users of PRoW Brundall FP1</td>
<td>High</td>
<td>High</td>
<td>Large</td>
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</table>
### Receptor
### Sensitivity (As Table 1)
### Magnitude
### Significance

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<th>BDC</th>
<th>BW</th>
<th>BDC</th>
<th>BW</th>
<th>BDC</th>
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<tbody>
<tr>
<td>Westfield Mission Church / Properties bordering the south-east edge of</td>
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<td>Medium</td>
<td>Medium</td>
<td>Large</td>
<td>Minor Adverse</td>
<td>Moderate Adverse</td>
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<td>the Site / Residential properties in Westfield Avenue</td>
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<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Brundall Road</td>
<td>Medium</td>
<td>Low</td>
<td>Small</td>
<td>Small</td>
<td>Minor Beneficial</td>
<td>Neutral</td>
</tr>
<tr>
<td>Residents in Blofield</td>
<td>Medium</td>
<td>Medium</td>
<td>None</td>
<td>None</td>
<td>Neutral</td>
<td>Neutral</td>
</tr>
<tr>
<td>View from the Norfolk Premier Golf Course **</td>
<td>Medium</td>
<td></td>
<td>Small</td>
<td></td>
<td>Neutral</td>
<td></td>
</tr>
<tr>
<td>View from PRoW Postwick FP6</td>
<td>Medium</td>
<td>Medium</td>
<td>Very Small</td>
<td>None</td>
<td>Neutral</td>
<td>Neutral</td>
</tr>
</tbody>
</table>
5.0 SIGNATURES

Signed by Matthew Dermot Chard of Barton Willmore LLP, for the Appellant:

Date: 8th September 2020

and by Robin Taylor for the Council:

Robin Taylor

Date: 8th September 2020
APPENDIX 1:
EXTRACTS OF PUBLISHED CHARACTER ASSESSMENTS

Natural England, The Broads, National Character Area (NCA) Profile 80 (2015); and Broadland District Council Landscape Character Assessment Supplementary Planning Document (SPD), Landscape Character Type (LCT) D: Tributary Farmlands and Landscape Character Area (LCA) D4: Blofield Tributary Farmlands, and LCT F: Marshes Fringe and LCA F3: Reedham to Thorpe (2013)
80. The Broads

National Character Area profile:

Introduction & Summary    Description    Opportunities    Key facts and data    Landscape change    Analysis

Supporting documents
The Broads National Character Area (NCA) is situated on the eastern edge of East Anglia and is located predominantly in the county of Norfolk together with a small part of north Suffolk, between the peripheral urban areas of Norwich in the west and Great Yarmouth and Lowestoft in the east. Some 94 per cent of the NCA is open country and the remaining 6 per cent is urban. Its boundary follows the edge of the level, open marshland and valleys drained by the three principal rivers, the Yare, Bure and Waveney, and their tributaries, the Thurne, Ant, Wensum and Chet, giving the NCA its very distinctive shape. The rivers flow east into the sheltered estuary of Breydon Water, which lies at the confluence to the Broads river system.

The whole area has become known for the shallow lakes, referred to as ‘broads’ that are contained within the river valleys. These broads are the effect of medieval excavations of peat that became flooded as sea levels rose. Since the 1950s the network of navigable rivers and areas of open water has assured that the Broads is a popular tourism and recreation destination, principally for boating holidays, attracting over 7 million visitors annually.¹

The agricultural landscape is based on a long history of drainage to allow livestock grazing interspersed with arable cropping, mainly for cereals, which is supported by the moderately fertile river valley and flood plain soils. Woodland is limited, particularly across the coastal and flood plain marshes, although alder carr wet woodland is typical of the wetter areas surrounding the broads and on the flood plain of the middle and upper reaches of the valleys.

The low-lying marshes are traditionally unsettled, instilling a rather isolated character, while the pattern of settlement on the higher ground is clustered and linked by a minor road network that runs along the valley sides. A loose local vernacular of flint, pebble and brick, with pantiles and occasionally reed thatch, adds cohesion to settlements.

The ecologically rich wetland habitats form one of the finest and largest marshland complexes in the United Kingdom. Iconic species include the secretive bittern (rarely seen but frequently heard booming during the breeding season), the marsh harrier, and swallowtail butterfly and fen orchid. The coastline is also important for habitats such as dune heath and species including the natterjack toad, golden plover, little tern, and common and grey seals.

The importance of the Broads for biodiversity and nature conservation is borne out by the many sites within it afforded conservation status. Internationally designated sites cover 12 per cent of the NCA and include the Broadland and Breydon Water Ramsar site, three Special Protection

¹ Broads Authority (2013; URL: http://www.broads-authority.gov.uk/education/about-the-broads.html)
Key characteristics

- The landscape is low-lying with some areas below sea level and has characteristic open, extensive views over slow meandering rivers, drained marshland and coastal plain in the lower valley flood plain. Views inland are framed by the tree-lined valley ridge lines.

- The middle, upper and narrow incised side valley tributaries are small-scale, low and enclosed, often supporting woodland.

- Rivers dominate the landscape with the middle and lower river reaches flowing between flood banks, above the level of the surrounding land which is drained by dykes, ditches and pumps.

- The broads, which are former flooded peat workings, form naturally nutrient-rich shallow lakes of various sizes surrounded by fens, wet woodland and large expanses of reedbed, rich in biodiversity.

- Woodland cover is generally sparse, especially in the marshland area. Small areas of mainly deciduous woodland occur around the broads. Carr woodland and willow pollards are typical of the wetter areas, while broadleaved woodland is present as copses and plantations on higher land.

- Glacial deposits of outwash gravels and till are in many places overlain by peaty, loamy and clayey flood plain alluvial soils. Where drainage has been carried out, the fertile soils support arable production while in the wetter areas grazing marsh is common.

- Field patterns are principally defined by drainage over most of the Broads. Regular 18th- and 19th-century enclosure fields (generally marshland) are clearly defined by straight, reed-fringed drainage ditches that form a strongly geometric layout across the lower flood plain. Some earlier curvilinear enclosure of marshland also survives.

- Much of the Broads is remote and isolated with settlements clustering on higher ground inland, linked by the few roads that run along the valley sides. Isolated farmhouses are the most significant buildings in the marshes.

- Vertical features are very distinctive in this generally flat landscape and include some very fine medieval churches on the higher ground and several traditional drainage mills located on embankments flanking some of the drainage channels on the marshes and coastal plain.

- The dynamic coastal landscape from Happisburgh to Winterton-on-Sea is semi-natural in character with soft, eroding and mobile maritime cliffs and long, sweeping stretches of shifting sand and shingle beach habitat, backed by a coastal vegetated dune ridge.

- Small boatyards and marinas form part of the traditional riverside scenery although, increasingly, extensive modern boatyard/marina developments challenge the traditional character.
Traditional buildings make use of flint, pebble and brick walls, with pantiles and rare surviving reed thatch.

The road system is limited and follows the edge of the rising land, although footpaths and boat access are extensive. Key river crossing points include bridges at Wroxham/Hoveton, Potter Heigham, Acle, Haddiscoe, Great Yarmouth, Norwich, Beccles and Bungay.

Three railway lines cross the Broads area, serving a number of smaller settlements between Norwich, Great Yarmouth and Lowestoft.

The sense of tranquillity and wildness is integral to the distinctiveness of the Broads, inspiring many writers, artists and naturalists and increasing its popularity as a recreation and tourist destination, which is notable within the popular villages particularly during the summer months.
Statements of Environmental Opportunity

**SEO 1: Conserve and enhance the distinctive historic landscape of the Broads, which is of national and international significance for its heritage and biodiversity interest, through securing and expanding the open water, riverine and estuarine habitats which are vulnerable to abstraction, flooding, vegetation succession and altered land management. Manage the provision and quality of water in the whole catchment for human and ecological benefit.**

For example, by:
- Working with landowners, partners and communities to restore the connectivity of key habitats across the landscape, reinstating and extending wet grassland and grazing marsh for breeding waders (for example, lapwing, redshank and snipe) and overwintering wildfowl, and expanding and creating new habitats and ecological networks for species.
- Maintaining and, where necessary, improving the condition of the Sites of Special Scientific Interest (SSSI) and continuing to conserve and protect the valuable habitats and species in the Broads' three Special Protection Areas (SPA), two Special Areas of Conservation (SAC) and ten National Nature Reserves.
- Facilitating the ability of viable agricultural businesses to undertake more tailored agricultural and conservation management to support the range of riverine and estuarine wetland habitats and landscapes, incorporating uncultivated margins and established habitat to protect watercourses in order to support rare species such as the otter, bittern and holly-leaved naiad, together with milk parsley, ragged robin and meadow thistle which are vital food plants for the rare swallowtail butterfly.
- Enhancing the management of wetland habitats, including ditch systems and river corridors, through the adaptive management of the adjacent flood plain, managing water quality and availability to achieve a favourable ecological condition while securing their natural and cultural value and the associated benefits.
- Identifying and developing strategies to mitigate some of the impacts of saltwater incursion – for example, through the creation of washlands and new wetlands to moderate flooding of existing wildlife sites.
- Promoting initiatives that facilitate re-wetting the drained flood plain to create new fenland habitat at the upstream extent of the system, restore watermeadows, undertake flood plain planting of wet woodland, and restore the structure and function of river channels which in turn will maintain water levels.
- Working in partnership with the Norfolk Non-native Species Initiative to reduce threats posed by non-native species colonisation of the open water, riverine and estuarine habitats.
- Working in partnership with landowners and farmers to conserve and enhance the deciduous woodland, copses, plantations and hedgerows on the higher ground of the valley sides and tops and prioritise the management of fen carr wet woodland along the valley bottoms to benefit the provision and quality of water in the catchment, while securing their natural, cultural and economic value and the associated benefits.
For example, by:

- Establishing a programme of community engagement to explain the vulnerability of the Broads to climate change and the interdependence between the wetlands of the Upper Thurne and the Winterton–Horsey dune system, identifying local concerns and aspirations to inform adaptation planning, and encouraging and promoting local volunteering opportunities for people to become engaged with the natural environment.

- Promoting and delivering climate change adaptation measures, such as the Connecting Wetlands project, using the ecosystem services approach to develop wider understanding of the operation of natural processes.

- Ensuring that the coastal dunes are conserved and protected from damage resulting from recreational pressure, through the development of a strategy for coastal public access management, so that they continue to function as a natural coastal flood defence of the low-lying hinterland.

- Raising awareness of the important sensitive habitats and the wildlife that the coastal environment supports, through clear signposting and interpretation, to improve the quality of understanding and enjoyment of the coastal environments and associated habitats and species (such as coastal dunes, little tern, golden plover, and common and grey seals).

- Working in partnership with landowners and farmers to achieve mutually satisfactory objectives, managing and promoting opportunities for sustainable access and outdoor recreation on land adjacent to the coast, through clear signposting and interpretation for both local people and visitors, that improve health, wellbeing and enjoyment of the environment.

- Facilitating the Broads Flood Alleviation Project to adapt to coastal change and sea level rise and seeking new opportunities for access enhancements to the flood plain and river systems.

- Working in partnership, in line with the north-east Norfolk (Kelling to Lowestoft Ness) Shoreline Management Plan, to ensure that dynamic coastal processes continue and conserve the range of estuarine, coastal and wetland habitats that contribute to landscape character and support the wide range of wildlife.
SEO 3: Maintain a sustainable and productive agricultural landscape while expanding and connecting semi-natural habitats to benefit biodiversity, and improve soil and water quality by promoting sustainable farming practices that are able to adapt to changing agricultural economics and the considerable challenge of climate change, and comply with regulations on nitrate vulnerable zones.

For example, by:

- Encouraging sustainable farming practices and the diversification of cropping and livestock to support the continued production of food supplied to local and national markets and the financial security of rural businesses.
- Encouraging increased uptake of agri-environment schemes and options that facilitate re-wetting the flood plain, to reactivate peat formation and promote carbon sequestration, and are targeted at expanding and connecting ecological networks to benefit biodiversity such as increasing farmland bird populations.
- Ensure that advice is provided to support and enable sustainable farming practices to be carried out efficiently, including follow-up monitoring and advice, to help inform future land management decisions.
- Working in partnership with farmers to encourage the uptake of agri-environment options that harvest and conserve water, protect watercourses and prevent water quality deterioration by reducing diffuse pollution and ensuring compliance with regulations on nitrate vulnerable zones to manage fertiliser inputs.
- Working in partnership with farmers to encourage the appropriate design and sensitive siting of new on-farm water storage, which will help to reduce the impact of water abstraction and enhance biodiversity and landscape character.
- Working in partnership with farmers to encourage soil management improvements in order to prevent deterioration of water quality caused by soil erosion and nutrient leaching (which will also have negative effects on the semi-natural habitats of the Broads).
- Continuing to bring derelict reedbeds and sedgebeds into regular management and promote use of fen litter for biomass and new commercial uses for hay and reed such as reed faggots.
- Reconnecting rivers and their flood plains and the restoration of marginal reedswamp and salt marsh, where appropriate, to increase the use of river valleys for the storage of floodwaters, aquifer recharge, and restoring and creating new wetland habitats where not at risk from saline incursion and where this will not compromise water quality in the ditch systems.
- Facilitating the ability of viable agricultural businesses to undertake more tailored agricultural and conservation management to support the range of drier habitats and landscapes of the hinterland, incorporating uncultivated margins to arable fields in order to support rare arable weeds and farmland bird species.
- Encouraging the management and, where necessary, the replanting of damaged field boundary hedgerows on the valley sides, upper valleys and tops to strengthen the traditional pastoral landscape character of this area of the Broads, which is known for its thick, mature hedgerows with dense rows of trees, and assisting the linking of semi-natural habitats to benefit biodiversity and improve water quality.

Continued on next page
Encouraging the creation of new woodland to expand and connect semi-natural habitats benefiting biodiversity and water quality, where this does not compromise other, more ecologically valuable, habitat or result in the loss of valley flood plain transitions.

Encouraging local farm businesses, isolated properties and small communities to increase appropriate-scale generation of heat, utilising woody biomass for woodchip boilers where it is sustainable to do so. This will in turn bring further opportunities for improved woodland management, while being mindful of locally valued landscape characteristics and sensitive landscapes, habitats and associated species.

For example, by:

- Working in partnership with landowners, farmers, local businesses and the Broads Authority to promote the NCA as an area of natural beauty and one that affords opportunities for open-air recreation, focusing on ecotourism as a mechanism to reduce environmental damage caused by tourism pressure to ensure that the Broads is maintained as a unique and inspiring landscape with its own sense of place and historical significance.
- Strengthening opportunities to sustainably manage recreation in order to meet the demand of visitors wishing to enjoy water-based interest; which contribute significantly to the character and local economy of the area.
- Strengthening opportunities for visitors to enjoy natural and cultural heritage by providing them with a wide range of opportunities to experience, enjoy and understand the special natural environment and heritage of the Broads.
- Managing and conserving heritage assets as an integral part of the historic character of the area, through appropriate measures and seeking to reduce conflicting or unsympathetic management regimes while recognising the high potential in this landscape for undiscovered remains.
- Managing visitor pressures at popular and sensitive sites by investing in high-quality infrastructure and interpretation that is designed to provide equality of opportunity, meeting the different needs and levels of use of a range of visitors, including local communities, recreational day visitors and tourists, and enhancing the experience without being the cause of damage or degradation of the Broads’ natural assets and tranquillity.
- Working in partnership with the holiday and leisure businesses to encourage best practice to ensure that measures are taken to control light and noise pollution to reduce disturbance, enhancing people’s enjoyment of the area by protecting high levels of tranquillity where appropriate.
Managing and promoting public rights of way by linking existing public footpaths, settlements and long-distance paths (for example, Weavers’ Way, Wherryman’s Way and the Bure Valley Path) as well as supporting improvements for cycling in the NCA in order to enhance sustainable tourism and recreational opportunities and ensure a high-quality experience for all users.

Maintaining and promoting the key physical, historical and cultural elements that provide local identity, amenity and aesthetic value to the area’s historic landscape character (for example, traditional farmsteads and buildings, wind pumps, staithes and boatsheds), ensuring that these are retained and actively managed while allowing the landscape to continue to evolve and reflect the interactions between people and the environment.

Promoting the links between the geological landscape evidence, the historical evidence of human activity and the biological interest of the area to achieve a wider understanding of the formation and the importance of the Broads landscape.

Conserving features distinctive to the Broads that are highly rare and distinctive in a national context, including early brickwork, reed thatch, round church towers, windmills and the traditional riverside buildings, boatyards and other waterfront industry (and views to them) that often have a strong visual impact in the landscape.
Additional opportunity

1: Encourage measures that lead to the enhancement of existing settlements and new developments providing more widely associated social and cultural benefits through the provision and management of high-quality green infrastructure networks.

For example, by:

- Conserving and appropriately managing the area’s sense of place within the built environment and using this understanding, and the area’s distinct patterns of settlement, to plan for and inspire new development.
- Ensuring that high-quality green infrastructure is considered in all new building projects, encouraging developers and planners to consider this aspect at the outset of scheme design with the aim of promoting space for wildlife and outdoor recreation.
- Promoting the use of traditional building materials such as flint, pebble and brick, and reed thatch in building restoration or new development, where this would be appropriate, to enhance the character of the local area.
- Supporting the use of historic and landscape characterisations to inform change, and encouraging their use in community-based planning to help to identify locally valued townscapes, rural landscapes and heritage assets.

- Establishing a planning and design approach that enables appropriate sustainable development within the Broads flood plain, including use of experimental and innovative techniques (for example, floating buildings) while maintaining the high levels of tranquillity associated with much of the area, especially where there is currently little settlement or infrastructure intrusion.
- Investigating ways of securing better management of heritage assets that contribute to the character of the area, particularly those that have been identified as ‘heritage at risk’.
Landscape opportunities

- Protect the open character of the marshland landscape with its long and expansive views and big skies as well as the character their more enclosed pastoral character.

- Protect areas with a strong sense of remoteness, ‘wildness’ and tranquillity, where intrusion, including light pollution, is low to ensure this valued resource is maintained. Such areas include the flood plains of Halvergate and the Upper Thurne and the coastal dunes and heaths between Eccles and Winterton-on-Sea.

- Manage development and recreation to reduce its impact on tranquillity. Protect identified existing rural areas where tranquillity and intrusion, including light pollution, are low to ensure this valued resource is maintained.

- Manage and expand the mosaics of wetland habitats, including fens, reedbeds, grazing marsh, wet woodland, salt marshes, and intertidal mudflats for their contribution to biodiversity and geodiversity.

- Manage and enhance the wet woodland in the valley bottoms and broadleaf plantations in the upper valleys for their contribution to the wooded landscape character, their wildlife value, and their contribution to retention of greenhouse gases.

- Plan to adapt agriculture in the river valleys to focus away from the river edge and to adopt complementary land management practices for wildlife, such as haymaking.

- Conserve, manage and expand semi-natural habitats that occur along the coast including embryonic shifting dunes, dune slacks and freshwater pools, coastal dune heaths including dry dune heath and birch scrub.

- Allow for the continuing dynamic natural coastal processes, and maintain and conserve the range of estuarine, coastal and wetland habitats that contribute to landscape character and support the wide range of wildlife.

- Ensure that the important network of ditches and dykes is managed to encourage emergent vegetation thus forming important landscape features and increasing habitat connectivity.

- Plan to reduce impacts of agriculture and development on the riverine systems, carefully managing water availability, water quality so that existing wetland habitats are protected from saline incursion, sedimentation and pollution.

- Seek opportunities to extend semi-natural habitats to help alleviate flooding while benefiting wildlife.

- Maintain the quality and knowledge of archaeological evidence and historic built features across the NCA, conserving and interpreting the historic landscape features, especially the derelict drainage pumps and mills that line the river banks.
Plan for land management practices to be sympathetic to potential historic evidence in the area and enhance public awareness of the breadth of historic wealth of the Broads.

Seek opportunities to interpret the particular landscape, seascape character and history, and provide opportunities for more people to understand and enjoy.

Work with landowners, farmers and businesses to manage and enhance sustainable tourism and recreational opportunities for local people and visitors alike to enjoy the Broads’ landscape and heritage assets, ensuring a high quality experience for all users and increase interpretation at key locations to help explain the Broads’ landscape through time and the importance of its ecology.

Conserve the high quality and productive soils for continued agricultural production while ensuring that the agricultural landscapes make a greater contribution to wildlife, especially farmland birds, avoiding or reducing cultivation where soil erosion is a risk.

Improve access, especially where it is possible to link existing path networks and sites with towns and villages, and provide interpretation, to enable more people to enjoy and understand the landscape, its underlying geology and its history and functions.

Promote the use of traditional, locally sourced building materials such as water reed thatch and the incorporation of vernacular styles in restoring traditional buildings and structures.

Where new development is considered; protect the distinctive landscape qualities of the Broads ensuring that new development enhances landscape character and secures multiple benefits through the provision and management of high quality green infrastructure networks where possible.

Plan for the challenges of climate change especially along the coast and across the marshes, in one of the lowest areas in England.
Broadland District Council Landscape Character Assessment Supplementary Planning Document (SPD), Landscape Character Type (LCT) D: Tributary Farmlands and Landscape Character Area (LCA) D4: Blofield Tributary Farmlands, and LCT F: Marshes Fringe and LCA F3: Reedham to Thorpe (2013)
Landscape Character Assessment
Supplementary Planning Document (SPD)

September 2013
3.7 D: TRIBUTARY FARMLAND

Location and Boundaries

3.7.1 There are four separate locations of this Landscape Character Type within the District. The first is located in the central western part of the District – Part of its western boundary is defined by the settlement edge of Reepham. The second is located in the central eastern part of the District – bound by Wooded Estatelands (Landscape Character Type E) to the west, Tributary Farmlands to the east (Landscape Character Type D) and Marshes Fringe to the north and south. Located to the east of Norwich, the third occurrence of this Landscape Character Type includes a pocket land south of the River Wensum (within Landscape Character Type A), and encompasses the Tud River valley. The fourth location forms a linear belt of land along the District’s northern boundary, northeast of the River Bure (within Landscape Character Type A)²⁸.

Key Characteristics

3.7.2 The following Key Characteristics are typical of the Tributary Farmland Landscape Character Type:

- The Witton Run is a tributary of the River Yare SSSI near Blofield
- Shelving and gently undulating landform, which is cut by small tributary valleys;
- Predominantly rural character throughout;
- Landscape predominantly underlain by sands and gravels, overlain by loamy soils;
- Dispersed but evenly distributed settlement pattern
- An intricate network of narrow, winding rural lanes often bounded by banks or ditches
- Medium to large scale arable farmland;
- Pockets of remnant parkland;
- Tributaries elusive- evident but usually hidden within the landscape by topography and trees

²⁸ This Landscape Character Type continues outside the District within Breckland, North Norfolk and South Norfolk Districts.
Mixed settlement and architectural character;

**Summary of Visual Character**

3.7.3 This Landscape Character Type is predominantly underlain by a mixture of sand and gravels, which give rise to light and sandy soils. In places, pockets of Till are apparent, and where the Tributary Farmland occur in close proximity to the River Valley Landscape Character Type (A), fertile, loamy soils prevail.

3.7.4 There are gentle variations in the topography of this Landscape Character Type, where a series of small tributary valleys cut through the underlying topography and form landscape and nature conservation features. These tributary corridors are subtle features, which are often barely perceptible to the eye within views across the landscape.

3.7.5 This landscape has a predominantly rural character, which is heightened by the dispersed settlement pattern of small to large linear and medium to large nucleated settlements. It is accessed via a series of small, often narrow lanes, which are often bounded by banks or ditches. Small ponds are also a feature of fields, within this predominantly arable agricultural landscape.

3.7.6 Pockets of parkland add further visual interest, and introduce an ordered, human influence. Typical views from the edges of this Landscape Character Type, are often into adjacent river valleys, however in several places, views are limited by small clumps of trees, or subtle variations in topography.

**Historic Environment Character**

3.7.7 Palaeolithic to Iron Age occupation sites are represent in the Tributary Farmland Type by restricted and isolated finds spots although additionally barrows are still visible in today’s landscape. Evidence is limited despite the fact that by the Iron Age open agricultural landscapes were widespread in the tributary farmlands, due to the relatively temporary nature of buildings during prehistory.

3.7.8 Again Roman and Early Medieval, presence is only reflected in recorded objects, such as coin hoards, metalworkings or pottery kilns. By the early 14th century, arable cultivation dominated. It is recorded that between 1500-1750 that the tributary farmlands were a patchwork of landuses with intensive arable agriculture in extensive open fields, smaller enclosures, woods, heaths, cattle and cereal (especially wheat) or bullocks, dairies and sheep. Parliamentary enclosure took place predominantly between 1793 and 1815, which had a huge influence on field pattern and shape. However, today, the field pattern is predominantly 20th century in origin with some fragmented 18th – 19th century enclosures remaining along with, woodland blocks and inland managed wetland following river corridors. Ancient and semi-natural woodland as well as ancient replanted woods are present in the vicinity of Hemblington and Cawston.
3.7.9 Pockets of parkland also speckle this Character Type such as that of 18th century Salle Park, registered as Grade II on the English Heritage Register of Parks and Gardens of Historic Interest.

3.7.10 The settlement pattern is dispersed but evenly distributed, containing small to large linear and medium to large nucleated villages of mixed architectural character. Vernacular architecture is dominated by red brick, colour-washed brick and flint and brick with some timber frame buildings.

**Ecological Character**

3.7.11 The ecological character of this landscape character type is dominated by the following habitats:

- Species-rich chalk grassland
- Scrub
- Mixed woodland on river valley slopes
- Plantation woodland
- Bracken Heath
- Marshy Grassland
- Ponds
- Copes of mature trees
- Hedgerow network

3.7.12 The Nature conservation value of these habitats is recognised by the following designations:

- Alderford Common Site of Scientific Interest (SSSI)

**Key Forces for Change**

3.7.13 The following Key Forces for Change have been identified for the Tributary Farmland Landscape Character Type:

- Potential farm diversification, resulting in conversion of agricultural buildings to houses and recreational facilities;
- Potential loss of mature hedgerow field boundaries as a result of agricultural intensification;
- Small-scale, incremental development within villages, which may be inconsistent with local built character and materials;
- Potential wind turbine developments;
- Extension of road corridors and introduction of visually intrusive road signs and visual clutter;
- Potential loss of small ponds and extraction sites due to infill.

**Evaluation**

**Landscape Condition and Strength of Character**

3.7.14 Overall, condition within this Landscape Character Type varies. In places, hedgerows are well managed and continuous, whilst in other places, a gappy
and less well managed character is apparent. As a result, overall condition is considered to be moderate. In certain places, recognisable sense of place is strong, as a result of views to landmark features such as churches and into adjacent Landscape Character Types. Overall strength of character is considered to be moderate, although several of the small villages retain their traditional form and exhibit a range of varied local materials.

### Management Strategies and Objectives

#### 3.7.15

The overall strategy for the Tributary Farmland Landscape Character Type should be to conserve and restore the hedgerow network; and conserve the tributary river corridors as important landscape and nature conservation features. **Plantings to enhance hedges should be appropriate to the specific local character of the Landscape Character Areas.** For more information refer to ‘Planting hedges in Norfolk – maintaining regional character; A guide to restoring and planting hedges’ [www.norfolkbiodiversity.org/reports/](http://www.norfolkbiodiversity.org/reports/).

#### 3.7.16

Specific management objectives are to:

- Seek opportunities for the creation of all types of grassland and woodland, especially mixed habitats of grassland and scrub woodland;
- Seek opportunities for connectivity with Hockering Wood (outside the District);
- Seek opportunities for the enhancement and creation of wetland habitats, such as wet meadows and wet woodland;
- Seek opportunities for buffering the Rivers Wensum, Bure and Tud, through catchment sensitive farming;
- Conserve priority habitats of wood pasture and grassland (based on the existing parks at Salle, Heydon and Blickling);
- Seek to conserve and enhance the landscape structure within the area, including blocks and copses of woodland, mature parkland trees and intact hedgerows;
- Seek to conserve and enhance the mature landscape structure in central and eastern parts, including blocks of woodland, which contributes to a small-scale and intimate character.

#### 3.7.17

Within this Landscape Character Type, the following Landscape Character Areas have been defined:

- **D1**: Cawston
- **D2**: Weston Green
- **D3**: Coltishall
- **D4**: Blofield

#### 3.7.18

A summary of each area’s visual character, inherent landscape sensitivities and landscape planning guidelines are set out below.
D4: BLOFIELD

Summary of visual character

3.7.37 Situated directly east of Norwich, this large area of gently undulating Tributary Farmland extends between the Yare and Bure River Valleys. Tributaries of the Yare form these gentle undulations. These cut into the soft loam that blankets the area creating deeply rolling slopes. In some areas, the crag geology that underlies the loam is exposed. Around Plumstead, sporadic deposits of Till provide highly fertile Grade 1 agricultural soil. Land use within the area is dominated by arable farmland. Field sizes vary from medium to large and there has been limited removal of hedgerows from field boundaries. woodland cover is limited where land is in agricultural use, but where land use varies tree cover increases. woodland can be found in the grounds of old houses in the north, along the tributaries of the Yare and Bure, and around settlements.

3.7.38 Isolated churches, historic halls and farmsteads located along rural lanes, often amid woodland, are a distinct and repeated feature within the area, especially around Burlingham. Apart from these, there are few notable features to provide interest or strengthen its visual fabric. Essentially, it is a simple, working landscape that works well functionally, and this is the essence of its character. Most of the settlements located in western parts of the area have been engulfed by the rapid expansion in modern suburban housing. These developments have for the most part remained contained as individual linear or nucleated developments, such as Blofield. There is often an abrupt transition between the housing developments and the surrounding agricultural land. The area’s proximity to Norwich has stimulated growth within the area and encouraged other uses. The A47 is a major transport route, which effectively sub-divides the area. The Great Yarmouth rail link traverses southern parts of the area.

3.7.39 Although field sizes are generally medium to large, the topography of the area helps to create a small-scale enclosed character. Views are contained by rolling slopes, providing a variety of close horizons. Church towers and woodland create memorable features in these views.
Landscape Character Area D4: Blofield Tributary Farmland
3.7.40 The following inherent landscape sensitivities have been identified:

- Distinctive topography with a strong mosaic of rolling arable fields, intact hedgerow and mature woodland within the grounds of old houses and lining tributaries.
- Strong rural character with a recognisable sense of place.
- Concentration of isolated churches, halls and farmsteads amid woodland around Burlingham; often using distinctive combinations of traditional buildings materials within buildings.
- Landscape setting of historic halls and churches.
- Landscape setting of hamlets and villages.
- Characteristic views to features, such as church towers surrounded by woodland.
- Relatively strong sense of tranquillity away from major transport routes.
- The Witton Run is a tributary of the River Yare SSSI near Blofield. Within a 2km section of the tributary south of Little Plumstead there are four CWS (No. 1421, 1422, 2071, and 2058)

3.7.41 The following Landscape Planning Guidelines apply to Blofield Tributary Farmland Landscape Character Area:

- Seek to conserve the simple, predominantly rural character.
- Seek to conserve the landscape setting of historic halls and churches;
- Seek to conserve the pattern of isolated churches, historic halls and farmsteads;
- Seek to conserve the landscape setting hamlets and villages;
- Seek to promote use of local materials within villages;
- Seek to conserve the recognisable sense of place;
- Seek to conserve the relatively strong sense of tranquillity within central and northern parts of the area;
- Resist new development that would mask the area’s distinctive topography;
- Seek to ensure that new development does not reduce the vertical significance of important historical architectural features within the landscape, such as church towers.
- Seek to conserve and protect the tributary valleys for their biodiversity particular the Witton Run, a tributary of the River Yare SSSI near Blofield.
3.9 F: MARSHES FRINGE

Location and Boundaries

3.9.1 This Landscape Character Type roughly follows the boundary of the Study Area within eastern parts; which is predominantly defined by the Broads Authority Area\textsuperscript{31}. Its gentle slopes form a transition zone between the elevated plateau edge and the Broads river valley marshes. Much of the Marshes Fringe area is bordered by Plateau Farmlands (Type C).

Key Characteristics

3.9.2 The following Key Characteristics are typical of the Marshes Fringe Landscape Character Type:

- Forms the transition zone between the elevated plateau edge and marshes which line the Broads river valleys;
- Gently sloping landscape which generally slopes up to the 10m contour, from lower-lying flat landscapes of the Broads;
- Small extraction pits, exploiting the sands and gravels for local construction works are typical;
- Small copses of woodland are dotted along the slopes (particularly where these slopes are steeper);
- Settlement pattern consists of a series of small, often historic settlements with a strong vernacular character, which sit on the edge of the higher plateau land, at the edges of the slopes;
- These settlements often have a closely linked historical relationship with exploitation of the adjacent marshes and Broads;
- This subtly sloping landscape provides a backdrop horizon within views to this Landscape Character Type from the adjacent Broads, marshes and river valleys;
- In places, open views across the marshes and Broads can also be gained.

\textsuperscript{31} Further information regarding landscape within the Broads Authority Area can be found within: \textit{The Broads Landscape Character Assessment, The Broads Authority}. 
Summary of Visual Character

3.9.3 This Landscape Character Type forms the transition zone between the elevated plateau edge and marshes which line the Broads river valleys. This is a gently and subtly sloping landscape, which slopes from the low-lying Broads landscapes up to the 10m contours. The underlying geology of sands and gravels are often visible at the surface of this landscape, which has a patchwork land cover of arable farmland, interspersed with small copses of woodland, which are dotted along the slopes.

3.9.4 As a result of the gently sloping landform, open views can be gained across the slopes and also across adjacent marshes lining the Broads River Valleys. Settlement pattern is strong, with a series of small, often historic settlements linked with exploitation of the adjacent marshes or Broads. Pockets of Alder Carr woodland contribute to overall woodland cover and sense of enclosure. Field boundaries often consist of low ditches or banks.

3.9.5 A network of minor roads cross the landscape, providing access to the small villages and connecting with adjacent Landscape Character Types. There is a strong rural character throughout.

Historic Environment Character

3.9.6 During early Roman times, the marsh fringe settlements marked the shoreline of the Halvergate estuary. As the estuary gradually silted, the marshes were drained and exploited, as is demonstrated by the present day marsh fringe parish boundaries that extend into the adjacent marshes. Today, the field pattern is dominated by 10th century agriculture.

3.9.7 Settlement pattern consists of a series of dispersed, small to large, nucleated, often historic settlements with a strong vernacular character, which sit on the edge of the higher plateau land, at the edges of the slopes. The settlement pattern was established early and certainly by the Medieval period. Within settlements, traditional buildings cluster together around a strong historic core. Some settlements contain groups of modern houses and bungalows, located on infill sites within the settlement core. Settlements often have a closely linked historical relationship with exploitation of the adjacent marshes and Broads. Traditional buildings in villages are generally made of red brick and flint.

Ecological Character

3.9.8 The ecological character of this landscape character type is dominated by the following habitats:

- Unreclaimed wetland
- Unreclaimed marshland
- Open water
- Carr woodland
- Species-rich fen
- Marsh dyke
- Unimproved meadows
- Grazing marsh

3.9.9 The Nature conservation value of these habitats is recognised by the following designations:

- Bure Marshes National Nature Reserve (NNR), Bure Broads and Marshes Site of Scientific Interest (SSSI) are also part of (a) the Broads SAC, (b) Broadland Special Protection Area (SPA) and (c) Broadland Ramsar Site recognising the international importance of the area.
- Upton Broads and Marshes Site of Scientific Interest (SSSI)
- South Walsham Fen Local Nature Reserve (LNR)
- Brundall Church Fen Local Nature Reserve (LNR)

Key Forces for Change

3.9.10 The following Key Forces for Change have been identified for the Marshes Fringe Landscape Character Type

- Potential interruption of views to adjacent Broads marshland landscapes as a result of the introduction of small-scale new development;
- Decline in the management of hedgerows and clumps of mature woodland;
- Potential farm diversification, resulting in conversion of agricultural buildings to houses and recreational facilities;
- Increased pressure on rural roads and lanes associated with increased tourism;
- Small-scale or incremental development within villages, which may be inconsistent with local built character and materials;
- Changes in woodland cover because of changes in management;
- Potential loss of small pits, ponds and extraction sites due to infill.

Evaluation

Landscape Condition and Strength of Character

3.9.11 This Landscape Character Type has a generally strong and distinctly recognisable sense of place throughout, even though built structures are discrete, other than small villages which nestle on the edges of the marshes. Overall condition of elements within the types is considered to be good, with evidence of gappy hedgerows confined to a few, discrete locations.

Management Strategies and Objectives

3.9.12 The overall strategy for the Marshes Fringe Landscape Character Type should be to conserve the mature woodland copses and open views across adjacent marshland landscapes from several locations. Specific management objectives are to:

- Seek to conserve and enhance the landscape structure within the area, including blocks and belts of woodland, copses of mature trees, mature parkland trees and intact hedgerows;
Seek opportunities for catchment sensitive farming to help protect the River Yare;
Seek creation of semi-natural habitats along the edge of the Broads European Sites to buffer and enhance adjacent habitats;
Seek to conserve small pits, ponds and extraction sites;
Seek to conserve and enhance viewpoints over the adjacent marshes, broads and rivers.

3.9.13 Within this Landscape Character Type, the following Landscape Character Areas have been defined:

F1: Wroxham to Ranworth
F2: South Walsham to Reedham
F3: Reedham to Thorpe

3.9.14 A summary of each area’s visual character, inherent landscape sensitivities and landscape planning guidelines are set out below.

F1: WROXHAM TO RANWORTH

Summary of visual character

3.9.15 Following the wooded slopes of the lower reaches of the River Bure, this character area encompasses a linear strip of land, defined by the 10m contour, forming a fringe to the lower-lying flat landscapes of the Broads. Within this area, land gently descends from the 10m contour towards the Broads. Land becomes increasingly undulating where minor tributaries incise the area, forming shallow valleys.

3.9.16 Land use within the area is strongly influenced by adjacent agricultural land to the south and the Broads. The land is almost exclusively in arable cultivation, interspersed with pockets of pasture in places, forming a continuation of farmland for the south. Carr woodland that often defines the Broads landscape is an important feature, enclosing views and evoking a sense of intimacy by the strong wooded horizon. Copses and belts of woodland (coniferous and deciduous) and mature trees further enclose the area, adding interest and contribute to a gradual transition between farmland and woodland.

3.9.17 Settlements that fall within this area are generally linear in form. Today the settlement pattern reflects a long history of development, scattered with historic halls, villages and isolated farmsteads. The settlements have many historic buildings and features and a strong local vernacular. As many of the settlements have not been influenced by modern development growth, the historic core holds a fairly intact rural setting, allowing distinctive views across farmland to vernacular buildings such as St Helen's Church, Ranworth. An exception is Wroxam, whose nucleated settlement form and transport routes have outweighed the extent of the historic core. This is largely due to its connections across the Bure valley, to Northern parts of Norfolk. The architecture and landscape of the large houses and halls on the edge of the Broads, such as Woodbastwick Hall, are important historic features within the area, and strongly contribute to the area’s rich and distinctive character.
- Ensure that any new development responds to historic settlement pattern and is well integrated into the surrounding landscape;
- Seek to ensure the sensitive location of development involving tall structures (such as steel pylons and telecommunication masts) in relation to prominent skyline locations both within the character area and within adjacent character areas;
- Seek to ensure that potential new small-scale development within villages is consistent with the existing settlement pattern, density and traditional built form;
- Conserve the landscape setting of small villages (such as South Walsham and Upton);
- Seek to conserve the landscape setting of market towns and villages, and seek to screen (where possible) harsh settlement edges and existing visual detractors;
- Seek to conserve the landscape setting of historic houses, halls and churches;
- Seek to promote use of local vernacular buildings materials, including red brick and pantiles;
- Seek to ensure new development does not reduce the vertical significance of important historical and architectural features within the landscape, such as church towers;
- Seek to conserve blocks of carr woodland at the edge of Halvergate Marshes.

**F3: REEDHAM TO THORPE**

**Summary of visual character**

3.9.27 Following the partly wooded slopes of the lower reaches of the River Yare, this character area encompasses a linear strip of land, defined by the 10m contour, forming a fringe to the lower-lying flat landscapes of the Broads. Within this area, land gently descends in a southerly direction from the 10m contour towards the Broads. Land becomes increasingly undulating where minor tributaries incise the area, forming shallow valleys.

3.9.28 Land use within the area is strongly influenced by adjacent agricultural land to the north and the Broads. The land is almost exclusively in arable cultivation, interspersed with pockets of pasture in places, forming a continuation of plateau and tributary farmland for the west. The hedgerow structure within the area has been substantially fragmented. Remnant hedge boundaries and mature isolated hedgerow trees assume greater significant in views across arable fields. Large blocks of carr woodland that often define the Broads landscape enclose northerly and easterly views, often evoking a sense of intimacy by the strong wooded horizon. Copses and belts of woodland (coniferous and deciduous) and mature trees further enclose the area, adding interest and contribute to a gradual transition between farmland and woodland. Pockets of carr woodland are also interesting landscape features.
BROADLAND DISTRICT LANDSCAPE CHARACTER ASSESSMENT

Landscape Character Area F3: Reedham to Thorpe Marshes Fringe

KEY
- LCA F3
- Study Area Boundary
- Broads Authority Area within Broadland District

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MARCH 2008 BROADLAND DISTRICT LANDSCAPE CHARACTER ASSESSMENT

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CHRIS BLANDFORD ASSOCIATES www.cba.uk.net

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MARCH 2008
3.9.29 The settlement pattern reflects a long history of development, scattered with historic halls, villages and isolated farmsteads. Settlements within this area have generally evolved from a linear settlement core, forming a series of small and large nucleated villages at the edge of the Broads. The settlements have many historic buildings and features and a strong local vernacular. Many of the settlements have been influenced by modern development growth, such as Brundall, who’s nucleated settlement form following transport routes alongside the Yare Valley have outweighed the extent of the historic core. This is largely due to its connections across the Broads landscape, to Norwich and eastern parts of Norfolk. Cantly has also experience recent growth, mainly associated with the establishment of a sugar beet factory between the River Yare and Norwich to Great Yarmouth/Lowestoft railway. Its chimneys and large holding tanks form prominent features in views from the local and wider landscape.

3.9.30 The linear historic core of some villages still hold a fairly intact rural setting, allowing distinctive views across farmland to vernacular buildings such as St Mary’s church. The architecture and rural landscape setting isolated churches on the edge of the Broads, are important historic features within the area, and strongly contribute to the area’s rich and distinctive character.

3.9.31 The area comprises a fairly complex road network, with lanes and narrow roads lining field boundaries and offering connections to the Broads. The Norwich to Great Yarmouth/Lowestoft railway passes through the area at Postwick, and follows the edge of the Broads. The railway splits at Reedham; offering services to Great Yarmouth or Lowestoft. Enclosure from landform, blocks of woodland and urban massing, reduce its influence to a large extent. There are several marine and pedestrian access points to the Broads within the area, including Wherryman’s Way National Trail, which links to the Broads at Reedham. Traditional industries such as boatyards, and more recently riverside marinas estates, further highlight the area’s strong association with the Broads. Collectively, the area has a strong sense of place, and there are few visual detractors to its character. The strong, low wooded horizons produced by large blocks of carr at the edge of the Yare Valley Marshes are a particular feature.

**Evaluation**

**Inherent Landscape Sensitivities**

3.9.32 The following landscape sensitivities have been identified:

- Mosaic of arable fields, pockets of pasture and woodland, providing a diverse and interesting landscape character;
- Mature landscape structure including substantial blocks and belts of carr woodland, copses of mature trees and intact hedgerows, providing an interesting visual mosaic;
- Subtle features of the historic landscape, such as remnant hedgerows, which are not protected, and are vulnerable to change and loss;
- Landscape setting of historic houses, halls and churches;
- Sparse settlement in the form of ancient linear hamlets and isolated farmsteads. Their landscape setting and cohesive building materials is vulnerable to unsympathetic additions or extensions, which would disrupt the largely intact built character;
- Nucleated market towns with a strong historic core;
- Distinctive low wooded horizons;
- Strong sense of place;
- Characteristic views across the farmland to landmark churches, often isolated and amid woodland;
- Potential loss of small pits and extraction sites due to infilling.

**Landscape Planning Guidelines**

3.9.33 The following Landscape Planning Guidelines apply to Reedham to Thorpe Marshes Fringe Landscape Character Area:

- Seek to conserve the diverse and interesting landscape pattern and character.
- Seek to conserve the wildlife habitats characteristic of the Marshes Fringe and adjacent Broads landscape including watercourses and broads, fens, carr woodland and grazing marshes.
- Seek to conserve distinctive, historic architectural and landscape features including historic halls and their setting, which contribute to the area’s rich historic character and strong sense of place.
- Ensure that any new development responds to historic settlement pattern and is well integrated into the surrounding landscape.
- Seek to ensure the sensitive location of development involving further tall structures (such as factories, steel pylons and telecommunication masts) in relation to prominent skyline locations both within the character area and within adjacent character areas.
- Seek to ensure that potential new small-scale development within villages is consistent with the existing settlement pattern, density and traditional built form.
- Conserve the landscape setting of small villages (such as Limpenhoe).
- Seek to conserve the landscape setting of market towns and villages, and seek to screen (where possible) harsh settlement edges and existing visual detractors.
- Seek to conserve the landscape setting of historic houses, halls and churches.
- Seek to promote use of local vernacular buildings materials, including red brick and pantiles.
- Seek to ensure new development does not reduce the vertical significance of important historical and architectural features within the landscape, such as church towers;
- Seek to conserve small pits and extraction sites.
APPENDIX 2:
EMAIL RECORD OF SCOPING DISCUSSIONS (VIEWPOINTS)
Richard
Thank you for this. I will get back to you once I have discussed the plans with Broadland.

Regards Lesley

Lesley Marsden
Principal Landscape Architect
Norwich City Council
(01603) 212214
lesleymarsden@norwich.gov.uk

Norwich City Council

Finalist in the Council of the Year category – LGC Awards 2016.

---

From: Richard Hammond [mailto:Richard.Hammond@bartonwillmore.co.uk]
Sent: 12 September 2016 15:12
To: Marsden, Lesley
Subject: RE: 26007-A3-LVIA Brundall

Hi Lesley

Please find attached the current work in progress relating to this scheme.

Regards

Richard Hammond
Associate Landscape Planner

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From: Marsden, Lesley [mailto:LesleyMarsden@norwich.gov.uk]
Sent: 08 September 2016 16:07
To: Richard Hammond <Richard.Hammond@bartonwillmore.co.uk>
Cc: 'Phil Courtier' <phil.courtier@broadland.gov.uk>
Subject: RE: 26007-A3-LVIA Brundall
Richard

Many thanks for the sets of plans that you have sent through which I have now reviewed. As a basis for the assessment process they would appear to be a good start. However in order to allow me to put them into context, and consider whether the overall extents of the area proposed to form the basis of the LVIA is sufficient, it would be helpful to have some information about the extents of the proposed development and the scale of the buildings proposed.

In the meantime I have the following comments to make:

- Proposals will need to demonstrate how they will respond to those inherent landscape sensitivities as set out in the Landscape character assessment for Broadland District.
- They will need to demonstrate how the biodiversity value of Run Dike will be protected and enhanced.
- A robust green infrastructure will need to be fully integrated within any layout.
- Potentially photomontages may be requested as part of the LVIA process.
- Proposals need to demonstrate that they have taken on board the policies as set out within the Brundall neighbourhood plan
- Opportunities for enhanced public access should be explored.

Finally I am certain that this would be the case, the LVIA will need to be completed in accordance with current guidelines.

I look forward to hearing from you.

Regards

Lesley Marsden
Principal Landscape Architect
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Norwich City Council

Finalist in the Council of the Year category – LGC Awards 2016.
Gold award winner of ‘Council of the Year’ at the 2014 iESE Improvement and Efficiency Awards.
Winner of ‘Most Improved Council’ at the Local Government Chronicle Awards 2014.

From: Richard Hammond [mailto:Richard.Hammond@bartonwillmore.co.uk]
Sent: 02 September 2016 13:00
To: Marsden, Lesley
Subject: RE: 26007-A3-LVIA Brundall

Hi Lesley

These are the Site Context Photo’s and our proposed visual receptor locations (and the last email!)

Regards

Richard Hammond
Associate Landscape Planner
Richard
I am checking with our IT department normally they do not allow to access files this way. I will get back to you once I have established whether it will be acceptable to do this.

Regards

Lesley Marsden
Principal Landscape Architect
Norwich City Council
(01603) 212214
lesleymarsden@norwich.gov.uk

Norwich City Council

Finalist in the Council of the Year category – LGC Awards 2016.
Gold award winner of ‘Council of the Year’ at the 2014 iESE Improvement and Efficiency Awards.
Winner of ‘Most Improved Council’ at the Local Government Chronicle Awards 2014.

Hi Lesley

Further to the below, I’m undertaking the Landscape and Visual Impact Assessment for a proposed residential development at Brundall.

I will transmit plans and photographs (due to their filed size) which show the Site; our proposed study area and the Site Context Photographs, which we would use for the visual receptors.

The LVIA will be undertaken in line with GLVIA 3 and assess the proposed development at years 1 and 15 of operation.

We have not included for any verified views (photomontages / wirelines).

I would be grateful if once you have had time to look at the information you could confirm that the above scope is acceptable to you and if there are any additional receptors or aspects to the LVIA you would like included, then please let me know.
Regards

Richard Hammond
Associate Landscape Planner

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From: Hannah Leary
Sent: 01 September 2016 10:03
To: Phil Courtier <phil.courtier@broadland.gov.uk>
Cc: Marsden, Lesley <LesleyMarsden@norwich.gov.uk>; Richard Hammond <Richard.Hammond@bartonwillmore.co.uk>
Subject: 26007-A3-LVIA Brundall

Thanks Phil, and thanks Lesley.

I have cc’d my colleague Richard Hammond, who is undertaking our LVIA. Richard – can I suggest that you liaise directly with Lesley. Happy to input if required.

Regards

Hannah Leary
Associate

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From: Phil Courtier [mailto:phil.courtier@broadland.gov.uk]
Sent: 01 September 2016 09:39
To: Hannah Leary <Hannah.Leary@bartonwillmore.co.uk>
Cc: Marsden, Lesley <LesleyMarsden@norwich.gov.uk>
Subject: LVIA Brundall

Hannah

We are going to use Lesley Marsden who is based at Norwich City. I have cc'd her into this email and I am very happy for the two of you to liaise direct.

Many thanks

Phil

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

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From: Hannah Leary <Hannah.Leary@bartonwillmore.co.uk>
Date: Tuesday, 16 Aug 2016, 3:41 p.m.
To: Phil Courtier <phil.courtier@broadland.gov.uk>
Cc: Robin Meakins <robin.meakins@bartonwillmore.co.uk>, Richard Hammond <Richard.Hammond@bartonwillmore.co.uk>
Subject: 26007 - A3 - Brundall Vision - File Transfer - LVIA Brundall

Phil,

Further to our conversation earlier this afternoon, please see below a Transmittal from my colleague Richard Hammond setting out where we are in the process, what assistance we need at this stage, and the relevant attachments for your consideration. I understand that we are trying to complete this work by the end of this month, so the sooner that we can get some guidance from your team in respect of the scope of the LVIA the better.

Thanks in advance.

Regards

Hannah Leary
Associate

---

From: Richard Hammond
Sent: 16 August 2016 15:38
To: Hannah Leary <Hannah.Leary@bartonwillmore.co.uk>
Subject: 26007 - Brundall Vision - File Transfer - LVIA brundall
Please could the following be passed onto the Officers at Norwich (my email from Norwich was just from the Customer Contact Team)


We consider the extent of the study area to be as illustrated on the Site Context Plan. The Site is not covered by any national or local landscape designations, whilst the Broads National Park is approximately 450m to the south-west of the Site, beyond Brundall’s settlement pattern. We note that the Site is within Broadland District Council’s Tributary Farmland and Blofield Tributary Farmland areas, and that the Brundall Neighborhood Plan has identified views from the Memorial Hall (to the immediate west of the Site) across to Blofield and the Church of St. Andrew.

With reference to the Site Context Photograph and Visual Appraisal Plan, we have identified 11 visual receptor locations. We are not intending to produce any photomontages of the Proposed Development.

We would be grateful if the LPA could confirm their acceptability of the following:
- the GLVIA 3 methodology
- the Study Area as per the Site Context Plan
- the visual receptors as per the Visual Appraisal Plan; and
- no photomontages / wirelines

Many thanks

Richard
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