Land East of Memorial Hall
Design & Access Statement

May 2017
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Introduction
1.1 Role of the Design and Access Statement

A Design and Access Statement (DAS) is a short report accompanying and supporting a planning application. They provide a framework for applicants to explain how a proposed development is a suitable response to the site and its setting, and demonstrate that it can be adequately accessed by prospective users.

A DAS is required with planning applications for major development – both full and outline. Lower thresholds apply in conservation areas and World Heritage Sites, where some smaller applications must also be accompanied by a DAS. Listed building consent applications must also include a DAS. Applications for waste development, a material change of use, engineering or mining operations do not need to be accompanied by a DAS.

A DAS must explain the design principles and concepts that have been applied to the development. It must also demonstrate how the proposed development’s context has influenced the design. The Statement must explain the applicant’s approach to access and how relevant Local Plan policies have been taken into account, any consultation undertaken in relation to access issues, and how the outcome of this consultation has informed the proposed development. Applicants must also explain how any specific issues which might affect access to the proposed development have been addressed.

1.2 The Application Site

The application site is located in Brundall, a civil parish in the eastern part of the District of Broadland in Norfolk and is approximately 7 miles to the east of Norwich. Brundall benefits from two rail stations linking it to the City of Norwich. Postwick Park and Ride is also located within close proximity to the western edge of Brundall.

1.3 Application Area

The total area of the planning application site is 17.34 hectares.
1.4 The Outline Planning Application

The Outline Application is for the residential development of up to 170 dwellings, together with associated vehicular, cycle and pedestrian access. The Outline Planning Application seeks approval for development quantum (supported by Development Parameter Plans) and access, for the whole site.

Phase 1 Detail

As well as the outline application, we are providing further detailed information within the red line - an area known as Phase 1. In this sense, the application is a ‘hybrid’.

Detailed plans and elevations as well as details of the proposed site access accompany this Design and Access Statement (DAS).

Future Reserved Matters Applications

Matters relating to layout, scale, appearance and landscaping for the remainder of the site will be the subject of future Reserved Matters Applications. Such future submission will have to be in accordance with the Development Parameters approved at outline stage.

1.5 Public Consultation

During the masterplanning process the local community and stakeholders have been engaged through a series of consultation events. The details and the wider consultation undertaken is explained in Chapter 6.0 - Public Engagement.
2.0 Planning Policy
2.1 Planning Overview

Local
The Site is located within the administrative area of Broadland District Council (BDC), and BDC is the relevant Authority for planning purposes.

As well as planning policy in the form of the National Planning Policy Framework (NPPF) at a national level (and which we will discuss in more detail below), there are several relevant planning policy documents locally, as follows:

- Joint Core Strategy, Greater Norwich Development Partnership (including Broadland District Council) – adopted January 2014;
- The Broadland District Council (BDC) Development Management DPD – adopted August 2015;
- The BDC Site Allocations DPD – adopted May 2016; and

Brundall Neighbourhood Plan

The site is within the area covered by the Brundall Neighbourhood Plan (BNP). The BNP was adopted by BDC and the Broads Authority in May 2016 following an independent examination and a referendum of Brundall residents, 92% of whom voted in support of the Plan. The vision for Brundall is for it to remain a high quality rural village, where people want to live, visit and work in a vibrant and thriving community.

The BNP includes a series of policies, some of which are relevant in respect of the proposed development. The BNP identifies three key views within the village (Policy 3), including the view from the Memorial Hall to Blofield. The Plan highlights the importance of this view across agricultural land towards the Church of St Andrew and St Peter in Blofield, and identifies a desire for this view to be maintained. There is an emphasis on improving the walking and cycling links within the village, including those links along the southern boundary of the site. In relation to vehicular access, the Brundall Road ‘gateway’ to the village is one identified for potential improvements to the public realm and environmental quality. This is in the area of the proposed main access to the development site.

Policy 4 of the BNP recommends the use of part of the land to the east of the Memorial Hall for the enhanced provision of recreational facilities, and this accords with the proposals being presented to BDC and as highlighted within this DAS. Policy 5 of the Plan identifies a need to provide housing with care for older people within the village, for those who are unable to live entirely independently. It is hoped that such provision will prevent older people from having to move outside their local community to access such accommodation.

Broadland District Council

At a District level, the land to the east of the Memorial Hall has previously been considered for development and was included in the ‘Shortlisted Sites’ consultation in late 2011 (ref. BDC0033 and S13-02). The site was discounted at that stage because there was uncertainty regarding the availability of the land. Part of the site was allocated for recreation, but at that stage there was uncertainty as to the potential impact of any development on the landscape. However, the site scored well on the sustainability matrix. It was described as intrinsically ‘sustainable’, and to this end accords with one of the fundamental aims of the NPPF.

The western portion of the proposed development site is allocated within the BDC Site Allocations DPD (under policy BRU3) for recreational open space, and the policy includes a list of development guidelines for the site. Whilst the proposed development is respectful of the BRU3 allocation, with some of the
land allocated within the BRU3 policy area being for recreational purposes, the proposals seek to redistribute and increase the amount of formal and informal recreational open space across the whole of the site. The DAS will go on to set out how that open space will be used. Brundall itself is identified as a Key Service Centre within the Joint Core Strategy (JCS), which means that it has been identified as being capable of an allocation of land for approximately 50 dwellings. However, the policy also states that the Key Service Centres may have capacity for additional new dwellings.

The Housing Land Supply Assessment (2015) for the Greater Norwich area states that within the Norwich Policy Area (NPA), within which this site is located, there are 4.39 years of housing land supply. Broadland has the lowest housing land supply figure, at 3.11 years. This is significantly lower than the surrounding areas, which are responsible for bringing the overall NPA supply up to 4.39 years. The Broadland Housing Strategy (2012) identified that the District has difficulty in delivering affordable housing and that there is a lack of suitable or available sites for housing development in rural areas. There is therefore a significant risk that BDC will not be able to secure or maintain a 5-year housing land supply, which provides an opportunity for new and deliverable sites such as this, to come forward for consideration within the Local Plan period.

The proposed development is broadly in accordance with the requirements of policy GC4 of the BDC Development Management DPD, which provides more guidance on what is expected from development in design terms, with new development having regard to:

- The environment, character and appearance of an area;
- Reinforcing local distinctiveness through careful consideration of the treatment of space throughout the development, the appearance of new development, the scale of new development and landscaping;
- Meeting the reasonable amenity needs of all potential future occupiers;
- Considering the impact upon the amenity of existing properties;
- Making efficient use of land and resources;
- Being accessible to all via sustainable means including public transport;
- Creating safe environments addressing crime prevention and community safety;
- Incorporating appropriate infrastructure linking to the surrounding area;
- The creation of sustainable, inclusive and mixed communities; and
- Minimising resource and energy consumption and how it is located and designed to withstand the longer term impacts of climate change.”
Regional and National Policy

Paragraph 47 of the NPPF requires an LPA to meet the full, objectively assessed needs for market and affordable housing in their areas, and LPA's are required to identify and update annually their supply of deliverable sites sufficient to provide 5 years’ worth of housing, with an additional buffer of 5%. In circumstances where an LPA cannot demonstrate a 5-year housing land supply, the provisions of paragraph 14 of the NPPF become a relevant consideration. In the absence of a 5-year housing land supply, any policies which previously restricted or constrained the delivery of housing can no longer be applied to a site such as this. Instead the provisions of paragraph 14, which indicate a presumption in favour of sustainable development and the granting of planning permission unless any adverse impact of doing so would significantly and demonstrably outweigh the benefit when assessed against the policies of the NPPF as a whole, should be the test. The provisions of the Brundall Neighbourhood Plan would also be taken into account.

The JCS was prepared by the Greater Norwich Development Partnership, and sets out the long-term vision for shaping development in the area, including the broad locations for housing development. Policy 4 of the JCS makes clear that, in accordance with the NPPF, proposals for housing will be required to contribute to the mix required to create balanced communities, and to meet the needs of that area.

Benefits of the Proposed Development

There are several identifiable benefits of the scheme for the land to the east of the Memorial Hall, as follows:

- The development of a site attached to a settlement and in a sustainable location;
- Meeting housing needs by assisting in providing a robust 5-year housing land supply;
- The provision of housing to meet the specific needs of more elderly people within the community, in order to try and prevent the need to move out of the local community;
- Assistance in the delivery and funding of the provision of much needed recreational open space within the village, both in the form of formal recreation and informal play areas;
- The provision of a new Country Park and improvements to the quality of the Run Dike corridor;
- Increased accessibility through the development site for both cyclists and pedestrians; and
- Improvements to the ‘gateway’ main access from Brundall Road.
3.0 Contextual Analysis
3.1 The Site

Introduction

Brundall is a civil parish in the eastern part of the District of Broadland in Norfolk and is approximately 7 miles to the east of Norwich. The site itself is located on the Northern edge of Brundall to the west of Brundall Memorial Hall. It is surrounded by existing residential development on three sides and open countryside including the Run Dike River to its North.

The River Yare links Brundall and Norwich and provides a valuable tourist attraction and leisure facility for this part of Norfolk. Broom Boats, a well known British boat builder has been based in Brundall on the River Yare for over 115 years.

Brundall is close to the Norfolk Broads which can be found to the north and south of the village. The Norfolk Broads provide 200 square kilometres of navigable waterways for boating and other water based sports and are also one of the region’s most important ecological assets. The Broads also provide a network of beautiful cycling and walking routes for all abilities.
About The Site

Brundall village is surrounded by countryside with views over the River Yare Valley towards Blofield. Brundall’s population is approximately 4,000 people. Local village facilities include, Brundall Primary School and Pre School, dentist, GP, a library and elderly nursing home. There are good children’s outdoor play facilities at Brundall Memorial Hall.

Nearby Brundall Gardens Marina on the River Yare is only two miles from Norwich and provides recently refurbished facilities for long term moorings.

Site Characteristics

The gross site area is 17.34 ha and it’s characteristics include:

- A slope from the northern edge to the southern edge adjacent to the Run Dike corridor;
- Being enclosed by residential properties to the east, south and west, including a children’s play area and Brundall Memorial Hall, and the vegetated Run Dike corridor along the northern boundary;
- Being currently composed of agricultural fields and surrounded by hedgerows and intermittent trees;
- A footpath that crosses the southern edge, linking between Brigham Close and Highfield Avenue;
- Links Avenue provides the main vehicular access to Brundall Memorial Hall to the south east corner.
- The site provides long distance views to historic Blofield.
3.2 Facilities

Overview

The contextual analysis has informed the design proposal. The Illustrative Masterplan on page 42 demonstrates how the scheme can be designed to respond positively to its context and create a place that is visually and culturally appropriate to its surroundings.

The site is in a sustainable location within the village, as demonstrated on the following page, and has good access to:

- A Primary School
- Employment within the City of Norwich
- Food Store
- Leisure and Sports Facilities
- GP/ Medical Centre
- Local Retail Facilities including a Post Office
- Public House
- Community Centre
- Library
- Restaurant / Bar
- Green Open Space

Legend

- Site Boundary
- Memorial Hall
- Residential
- Primary school site
- Children’s play area
- Run Dike valley
- Golf course
- Church
- Sports pitches
  / Play areas
- Community centre
  / Sports club

- Library
- Post office
- Food store
- Restaurant/Bar
- Medical centre
- Nursing home
- Primary school
- Golf club
- Dentist

Brundall Memorial Hall

Children’s Play Area adjacent to Brundall Memorial Hall

Children’s Play Area

Local Health Provision
Local Facilities Plan

Local High Street

Local takeaway

Dentist

Church adjacent to south east corner of the site
3.3 Movement

Local

The site is in close proximity to Brundall village centre to the south of the site, with Brundall medical centre, library, primary school, shops and services and all located within a short walking distance of the site.

The application site will encourage sustainable forms of transport whilst accommodating car use. The site is within 400m of a bus stop with The Street being the closest public transport route with bus stops serving Norwich, Wymondham & Hethersett.

The village of Brundall is also serviced by two train stations, Brundall Station and Brundall Gardens Station. The closest is Brundall Station which is only 1.5km from the site allowing regular and quick access to Norwich.
Local bus service

Links Avenue

Public Right of Way to west of the Site

The High Street

Brundall Road

Public Right of Way within the southern boundary of the Site
4.0 Character Analysis
Introduction

Any region’s local vernacular derives from its geology, climate and cultural history. Local geology and soil types determine which building materials were historically readily available and which therefore persist in the built environment today. Building forms are generated by the properties of the materials used to construct them and the need to mitigate climate such as steeply pitched roofs to manage heavy rainfall or narrow depth floor plans to enable timber spans. Cultural issues also come into play; Norfolk, for example, was a wealthy merchant county and buildings were often used to convey their owners’ wealth. Ornate decorative features such as Dutch gables and ornate flint panelling and brickwork are common. Thresholds and entrances are often elaborate and buildings are often grandly proportioned.

The following section looks at the built form and landscape character of the site and its surroundings to identify the key aspects of local distinctiveness that can be used to inform the design of the scheme at outline and at detailed design stages.

Placemaking & Local Character

Designing successfully for the future requires us to look to the past to appreciate the successes and failures of human settlement. Appreciating the lessons of history will create informed design proposals capable of reflecting and maintaining the unique character of Broadland District. Understanding what makes existing places special will help to ensure that new places we create are attractive and appropriate to their setting.

Protecting and enhancing the character of the district, to maintain a high quality environment in which to live and work, is one of Broadland District Council’s key concerns. This chapter identifies the key characteristics of landscape and built form in the site’s immediate area and its broader context to give an indication of character appropriate to a residential development in this location.

Scope of the analysis

The contextual analysis concentrates on locally significant materials, townscape elements and boundary treatments.

Geology & local building materials

The maps opposite indicate the underlying geology of the County and the relative dispersal of dominant building materials. In the vicinity of the site, traditional building materials include dark red brick, some flint, render and timber. While there are thatch roof buildings, the predominant roofing material is buff coloured clay pantiles. Other lesser used materials include clay lump, carrestone, chalk, and rubble mix found in boundary walls.
Norfolk County Geology Map

Norfolk County Building Material Map
4.2 Built Character

Local Character

Brundall has varied and rich history which is reflected in its varied built form and character. This diverse character is best demonstrated by The Street where there is no unifying style. In its place there is a general rural vernacular and a common palette of materials as illustrated in the following pages.

Building stock variety extends to:
- architectural styles
- wide versus narrow frontage
- examples of detached, semi detached and terraced homes
- roof types, such as dutch gables
- windows
- materials
- heights
- colours
Wedge Dormers

Slate Roof

Brick Banding

White Render

Variety of Building Heights

Black Weatherboarding

Building Features

Flint Walls Materials

Roof Detailing

Roof Detailing

Dormer Windows

Prominent Chimney
5.0 Considerations
5.1 Site considerations

The site is well screened by existing hedgerows and tree buffers and although development will alter the character of the site, sensitive design and consideration of the landscape and important views will allow development to sit well within its setting. In terms of its landscape value, the site offers a number of opportunities that could significantly enhance the development and help to create a unique sense of place. Existing features such as trees, reed beds and watercourses are to be maintained and can all be integrated in a way that adds value to the development.

The plan below summarises the key considerations.

Legend
- Site Boundary
- Contours (0.5m)
- Existing Tree
- Species-rich hedgerow
- Species-poor hedgerow
- Scrub Planting
- Grassland
- Swamp
- Flood Zone
- Water Course
- Pond
- Existing Building
- Existing PRoW

Area where potential emergency access point will be located
Important view towards Blofield

Area where potential emergency access point will be located

Sign for public right of way adjacent to western edge

Public footpath along southern edge of the site

Area where main access point will be located

Important view towards Blofield

Area to the south of Run Dike
5.2 Landscape & Visual Audit

The Site is located on the northern edge of Brundall, adjacent to the defined Settlement Limit, within a landscape consisting of gently undulating landform and localised ridge lines. The majority of the Site is enclosed by residential properties to the east, south and west, including for Brundall Memorial Hall. The River Yare, Broads National Park, Broadland SPA, Broadland Ramsar and Broads SAC are located approximately 500-700m south of the Site, beyond Brundall’s settlement pattern. Blofield is located within 1km to the north-east of the Site and Norfolk Premier Golf Club borders the northern edge of the Site. PRoW Brundall FP1 crosses the southern edge of the Site, linking between Brigham Close and Highfield Avenue, via Brundall Memorial Hall. The Site is not covered by any national or local landscape designations and does not contain any ancient woodland.

The land use across the southern part of the Site is agricultural, with fields bordered by hedgerows and intermittent trees, while the northern part of the Site consists of the vegetated Run Dike corridor. The landform across the Site rises from the Run Dike corridor, at approximately 6m AOD, to the southern edge of the Site at approximately 18m AOD. There is localised intervisibility between the Site and the southern edge of Blofield, including the Church of St Andrew and St Peter. However, these views are generally filtered by the mature vegetation across the Site. The Site is also screened in longer distance views as a result of the intervening landform and vegetation and proximity to existing residential properties. The rural character of the Site is considered to be reduced by the proximity to the existing residential edge, Norfolk Premier Golf Club and audible vehicle noise. Overall, the Site is considered to be visually well contained in relation to the surrounding landscape, and where visible from close range views is seen in the existing context of residential properties and the northern edge of Brundall.

With regards to published landscape character studies, at a national level, the Site is covered by NCA: 80 The Broads, however the Site does not exhibit the key characteristics of this area due to its very small extent. At the district level, the Site is covered by Landscape Character Area D4 -Blofield Tributary Farmland, which is noted for its distinctive topography with a strong mosaic of rolling arable fields, intact hedgerows, mature woodland and characteristic views to church towers.
surrounded by woodland. The district character areas notes there is often an abrupt transition between the housing developments and the surrounding agricultural land. The stated planning policy guidance includes guidance for conserving the recognisable sense of place and distinctive topography and ensuring that new development does not reduce the vertical significance of important historical architectural features within the landscape.

With regards to policy, The Joint Core Strategy for Broadland, Norwich and Norfolk states that development in areas that are not protected by international or national designations will contribute to providing a multifunctional green infrastructure network, including provision of areas of open space, wildlife resources and links between them. The western part of the Site is covered by Policy BRU3 of the Local Plan, which allocates a playing field in response to the deficiencies of open space provision within Brundall. The Brundall Neighbourhood Plan outlines policies for providing Brundall with an improved and joined up network of footpaths and cycleway, and protecting and enhancing the view from Memorial Hall, north-east towards Blofield and the Church of St Andrew and St Peter.

The Site is considered to provide the opportunity for development as it is not covered by any national, regional or local landscape designations and is adjacent to the existing residential edge of Brundall. Overall, the Site is well screened from within the surrounding landscape by the existing vegetation and landform and where visible, the Site is seen in the context of the existing residential settlement pattern. The northern part of the Site, consisting of the Run Dike, provides the opportunity for recreation and new green infrastructure linkages and no development should be located within this area. The western part of the Site provides the opportunity for new recreational use and retaining the viewing corridor to the Church of St Andrew and St Peter. The central and eastern parts of the Site are considered suitable for residential development set within a robust landscape framework, and with the density of development reducing towards the northern edge of the Site to reflect the underlying topography and to establish a soft transition between new development and the surrounding landscape.
6.0
Public Engagement
6.1 Public Engagement

Consultation Aims

The objectives throughout the process of consultation with the local community have been to:

- Research and identify all relevant interest groups and parties;
- Encourage input from the local community;
- Provide the community with genuine well publicised opportunities to provide feedback to the proposed scheme;
- Identify and address, where possible, any issues or concerns highlighted by the community and stakeholders;
- Be clear about what can or cannot be changed, and explain why;
- Be inclusive, accessible, transparent and engaging and
- Clearly communicate all feedback from the local community to the Project Team.

Consultation process

A number of consultation tools are used throughout the consultation process depending on the site and the context surrounding the proposed development. The process of public consultation for the Land to the East of Memorial Hall was designed to coincide with, and inform the key stages of design development. It was also an opportunity to present the proposed design in a clear and informative manner. The following tools were used for this consultation process.

Stakeholder meetings

Several meetings were held with Local Authority groups to explore the response to development on the site. Meetings were held in March and April 2016. Dialogue has continued since that time, both with the Local Authority and with other interest groups.

Public exhibition

A public exhibition was held at the Brundall Memorial Hall and staffed by the Project Team on Friday 17th and Saturday 18th June 2016.

Exhibition boards were used to describe the proposals and the primary consultation tool at the public exhibition was a feedback form. This form was used to seek feedback on specific aspects of the proposals that the design team would like input on, and offered open questions for people to express their views.

Analysis of feedback

An important part of the consultation process is to analyse and report back on the findings from all consultation exhibitions and meetings in order for the findings to feed into the design process and keep the development team updated on any topics or issues which arise. Feedback collected through consultation events, as documented in this report, was analysed by the Community Engagement Team and reported back to the project development team. A Statement of Community Involvement will be submitted in support of this application.
Public Consultation Exhibition, Brundall Memorial Hall, 17th - 18th June 2016

Public Consultation Exhibition - local residents discussing proposals with the project team

Public Consultation Exhibition 17th & 18th June 2016 - local residents discussing proposals with the project team

Public Consultation Exhibition - collecting feedback on comment forms
7.0
Illustrative Masterplan
7.1 The Framework

Land East of Memorial Hall, a new neighbourhood for Brundall, creates a community of beautifully and imaginatively designed homes set in a generous Country Park landscape with views over parkland and countryside towards historic Blofield. Residents of Blofield will also have access to the Country Park.

Land East of Memorial Hall, is comprehensively designed to enable the delivery of a new Country Park for Brundall and Blofield with formal playing pitches and a new neighbourhood spine road.

The proposal respects and enhances the existing landform and topography of Brundall and provides a sensitive transition between the existing settlement and countryside.

This framework is illustrative only. The scheme is an Outline, with only Phase 1 detail provided. With the exception of Phase 1, the Framework represents one (but not the only) way that development could come forward. However, all development must be in accordance with the Development Parameter Plans.
7.2 Site Character
Introduction
This chapter sets out the technical aspects of the design rationale and development principles. It contains a set of strategies and data that demonstrate how the amount of development has been derived and how the scale parameters for the proposed building typologies have been set. It also addresses the urban design rationale and character and illustrates how the development could be designed to benefit the wider community.

Legend
- Site Boundary
- Residential
- Formal Open Play
- Informal Open Space
- Main Road
- Emergency Road

Land Use
The plan shows indicative land use disposition and is based on the illustrative masterplan. It illustrates the type and location of land uses within the site. The vision for development is to create a visually contained scheme that benefits the wider community through provision of formal outdoor play, informal open space and a Country Park.
Building Heights

The illustrative masterplan consists of predominantly two storey housing, with maximum building heights of 11m above finished ground level.

The maximum height of structures and buildings are defined on Development Parameter Plan 2 and are measured from finished ground level, which itself is controlled by Development Parameter Plan 1.

Building Typologies

The building typologies are the individual components of urban form - the building blocks that make up a street, block or character area.

The Application Site will contain a variety of different building types and sizes, consisting of detached, semi-detached, and terraced housing. In addition, the development of the site will include the provision of mixture of affordable and higher value ‘Later Life’ purpose-built retirement housing. This could incorporate both apartments and bungalows into the scheme, helping to address Policy 5 of the Brundall Neighbourhood Plan by providing an additional stock of homes for older people within the village.

A range of building typologies will enable the development of diverse and attractive character areas which respond to topography, site features and density requirements. Buildings can be grouped to create hard or soft edges, strong or weak enclosure, continuous or fragmented façades, steady or syncopated rhythms, and everything in between so that visual richness in the street scene and a strong individual identity for the new neighbourhoods can be created.

At appropriate stages in the design and planning process post permission (i.e. at reserved matters stage), the use of different architectural approaches to each typology will add a further layer of visual richness (as seen at 4.0 Character Analysis).
7.3 Design Principles

Density

An average density of 20 - 40 d/ha can be applied to development areas of the site. The main road through the site forms a loop and could have a higher concentration of terraced houses. The lower density band of 15 - 30 d/ha including semi detached and detached properties could be used to front open space or create softer edges to the countryside.

Within these density bands there will be scope to vary the density within individual plots to achieve variety of built form across the overall site. It is not expected that all of the site will be built to a single density as that would create a monotonous built form. There will be a minimum average density of 20 dph across the Application Site, with a likely average density of 35 dwellings per hectare.
Landscape

A substantial landscape buffer along the northern boundary of the Application Site will protect the landscape and biodiversity value of the Run Dike corridor and will provide a belt of green infrastructure with additional native tree planting and new or enhanced habitats as a transition between the northern edge of Brundall and open landscapes to the further north. Uses will include a country park for public recreation and ecological area for conservation and education.

Formal recreation space, including new sports pitches, features new structural planting and is located within a well-contained area of the Site to avoid impact on the amenity of the wider landscape setting. New sports pitches will complement existing play and sports facilities associated with the Memorial Hall and will be easily accessible and passively surveilled from adjacent residential areas.

Green links extending into and through the residential area help integrate the development with its surroundings and will include streets, local parks and incidental open spaces with tree and shrub planting. Soft landscaping provides an attractive setting for areas of built form and for pedestrian or cycle access, while new planting will create wildlife movement corridors with connections to habitats within the neighbouring landscape.
Movement and Access

The Application Site is accessed from Brundall Road to the east.

The Site’s street hierarchy is composed of:

- Spine Road (Type 2 - Norfolk Design Guide);
- Shared surface access roads; and
- Paths (Pedestrian & Cycle routes).

The strategy for movement and access across the Application Site will encourage sustainable forms of transport whilst accommodating car use. All homes are within 400m of a bus stop.

The Street is the closest public transport route with bus stops serving Norwich, Wymondham & Hethersett.
The overarching phasing strategy is to allow development areas to come forward in a logical sequence for a natural growth pattern where one neighbourhood naturally extends into the next. The principle for phasing should be one of completing streets and neighbourhoods so that new residents will have the benefit of moving into a completed part of the development and do not feel they live within a construction site. The various areas of the development will be completed with access solutions, surrounding landscape, technical infrastructure, flood alleviation and open space requirements to ensure minimal disruption to the previously completed neighbourhoods.

Construction access will be taken from the south of the Application Site via Meadow. A temporary construction route would then be created through the Application Site to allow the movement of construction vehicles to the required phase of development.
8.0
Landscape Strategy
8.1 Landscape Strategy

Overview

The landscape strategy aims to create an attractive setting for the Proposed Development to assist in absorbing and assimilating the built form into the surrounding context through the retention of existing landscape features, where possible, and the creation of new landscape features where these assist with improving the character and visual amenity of the locality.

The proposed planting seeks to introduce new features that are characteristic of the wider landscape as identified in the Landscape Character Assessments at national, regional and district levels. In addition, the proposed planting also seeks to protect and enhance the visual amenity of local visual receptors where possible.

Objectives

Key objectives included within the landscape strategy can be summarised as follows:

- Maintain existing characteristic landscape features, as far as possible, and reinforce with planting and spaces which complement the distinctive patterns and materials of local landscapes and built form;
- Develop an enhanced network of green infrastructure to connect with adjacent wider landscape features, and to provide an appropriate landscape framework to accommodate built form;
- Design tree planting and ornamental shrub planting to soften and assimilate built form, to deliver distinctive and legible spaces, and to create an attractive public realm;
- Conserve and enhance the biodiversity of existing habitats through appropriate positive management, and provide new habitats and planting of high ecological value to extend and connect opportunities for wildlife;
- Provide open green spaces for public recreation, with inclusive access to via convenient walking and cycling routes, to promote healthy lifestyles and to mitigate against the effects of climate change; and
- Integrate Sustainable Drainage Systems (SuDS) into the Application Site to mitigate the effects of flooding and to maximise their potential as biodiverse and attractive landscape features.

Sitewide Proposals

A multifunctional framework of connected natural and semi-natural spaces will incorporate retained landscape features and include additional planting, open green spaces and sustainable drainage systems throughout the site for a variety of social, economic and ecological benefits as part of a network of green infrastructure within the wider landscape.
Habitats of highest nature conservation value within the Site associated with the Run Dike corridor in the north will be retained and enhanced through management and provision of complementary habitats such as new wetland in association with the site-wide surface water drainage strategy. The proposed development area is currently dominated by intensively farmed arable fields which are of limited ecological value in their own right. Opportunities for wildlife will however be maintained through retention of hedgerows, with limited removal for access, and provision of new habitat of high ecological value such as species-rich native tree, shrub and hedgerow planting, meadow grassland and wetland features.

High quality design will reflect locally characteristic landscape features, and reflect or complement traditional materials within the locality, to reinforce a distinctive sense of place. Opportunities will be provided for the design and placement of public art which is proportionate and sympathetic to the local setting to enhance the individual identity of the new neighbourhood.

Ground water and natural water bodies will be protected from pollution through minimising use of pesticides, and through the use of soft landscape to limit surface water run-off which, where appropriate, will also cleanse grey water as part of a sustainable drainage system.

Active forms of transport, including cycling and walking, will be promoted through the provision of safe, accessible and attractive routes within the site, including connections to surrounding destinations and public transport infrastructure.

Secure-by-design principles have been applied to landscape proposals, including careful consideration of the location of pathways, seating, lighting, trees and play spaces, and the selection of appropriate boundary treatments. Opportunities for passive surveillance of sensitive/vulnerable public areas have been maximised to ensure an environment that is secure and feels safe.

Sustainable construction technologies will minimise waste and favour the use of reclaimed and/or recyclable materials which will be sourced locally as far as possible. Specification of durable, weather and vandal-resistant materials with low-level maintenance requirements will extend the construction life-cycle.

Landscape proposals will minimise water use through the use of low water demand planting selected to suit local environmental conditions, including species resilient to the long-term effects of climate change.

It is proposed that a Landscape and Biodiversity Management Strategy be prepared to demonstrate that the longer term management and maintenance of the existing and proposed planting and open spaces will be considered as part of the scheme proposals. The Management Strategy will summarise the key principles of the landscape and ecology proposals, which are to be incorporated into later detailed proposals, and set out a broad management framework.
8.2 Landscape Character Areas

1. Ecology Zone

Existing trees, scrub, fen meadow and watercourses are to be retained, managed and sensitively enhanced to increase biodiversity and to maintain the function of this area as a foraging and commuting corridor for wildlife, with links to surrounding habitats. The fen meadow will provide an attractive setting for adjacent recreational and residential landscapes, although public access will be restricted in order to limit disturbance of wildlife and associated impacts on nature conservation.

2. Country Park

A semi-natural linear park, potentially incorporating SuDS attenuation basins, will create a transitional character and biodiverse habitat between the wetland ecology to the north and the residential areas to the south. Existing wet pasture/grassland will be managed as meadow to encourage a floriastically diverse sward. Existing hedgerows will be gapped up and positively managed to retain this characteristic and punctuated by intermittent groups of native trees and shrubs to filter views between the development and the existing
residential and recreational uses to the north of the Application Site. Public recreational access will be provided via informal paths or boardwalks according to local ground conditions, and interpretive signs installed to explain the purposes of the park and prohibit antisocial uses.

3. Woodland Gateway

Denser tree planting within the main entrance area to the north-east of the Application Site will provide increased visual screening and structural containment, to reinforce the separate identities of Brundall and Blofield, and extend and link with the existing character of tree belts to the further east. Woodland trees planted within meadow grassland will create a distinctive gateway feature, and containment for the eastern end of the Country Park, whilst allowing glimpsed views through beneath the canopy.

4. Games Park

Meadow and amenity grassland with intermittent clusters of native canopy trees will provide a setting for informal recreation and the community sports facilities and pitch. Planting around the sports pitch within the western area of the Application Site is to be selected and placed to maintain and enhance important views from this location towards the north east, encompassing Blofield and the Church of St Andrew and St Peter, through careful framing with grassland and trees.

Formal play and sports facilities will be sympathetically integrated into the wider open space through sensitive placement, landforming and planting. Robust, attractive equipment and surfaces will complement and extend the existing sports and play amenities provided by the Memorial Hall.

5. Residential

Private frontages and rear gardens are provided for all residences, featuring a high standard of hard and soft landscaping including tree, hedge and shrub planting, to create an appropriate setting for built form and to integrate the new development within its local surroundings.

Pedestrian/cycle access routes will permeate the Application Site and serve as attractive, sustainable transport corridors incorporating connections with existing Public Rights of Way and other public thoroughfares. Integration of access with hedgerow and tree planting and Sustainable Drainage Systems (SuDS) will create biodiverse green/blue links with connections across the Application Site to surrounding green infrastructure.

6. Central Green

Clustered specimen trees set within mown amenity grassland will create a focal public space for the new residential area. Opportunities will be provided for informal recreation, including a children’s play area, and a landmark feature will signal a distinctive identity for this local neighbourhood.
### 8.3 Landscape Character Materials

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<tr>
<td><strong>Landscape materials:</strong></td>
<td><strong>Landscape materials:</strong></td>
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<td>Wet and dry meadow grassland</td>
<td>Wildflower meadow</td>
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<td>Native mixed hedgerow</td>
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<td>Native tree groups</td>
<td>Native tree groups</td>
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<td>Scrub</td>
<td>Post and rail fence</td>
<td>Bollards</td>
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<tr>
<td>Wetland features in association with SuDS</td>
<td>Bound hoggin footpaths/Boardwalks</td>
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<td><strong>Landscape materials:</strong></td>
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<tr>
<td>Amenity/meadow grassland</td>
<td>Brick walls</td>
<td>Specimen trees</td>
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<td>Canopy trees</td>
<td>Hedges</td>
<td>Amenity grassland</td>
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<td>Picket fences</td>
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<td>Sports turf</td>
<td>Knee-rails</td>
<td>Bollards</td>
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<tr>
<td></td>
<td>Resin-bonded gravel</td>
<td>Feature/Sign</td>
</tr>
<tr>
<td></td>
<td>Cobbles/setts</td>
<td>Seating</td>
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<tr>
<td></td>
<td>Street trees</td>
<td>Resin-bonded gravel</td>
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<tr>
<td></td>
<td>Ornamental Shrubs</td>
<td>Play equipment</td>
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<tr>
<td></td>
<td>Amenity grassland</td>
<td>Safety surfacing</td>
</tr>
<tr>
<td></td>
<td>Wet meadow/marginals (SuDS)</td>
<td></td>
</tr>
</tbody>
</table>
8.3 Landscape Character Materials

- Picket fence
- Bitmac footpath/cycleway
- Timber boardwalk
- Ornamental hedge
- Timber wayfinding signage
- Resin bonded gravel footpath
- Timber bench
- Brick and flint wall
- Retained hedgerow
- Feature Block Paving
- Feature sign
- Boardwalk with guard rails
8.4 Drainage

An examination of site levels and reference to Environment Agency flood zone mapping, has indicated that the development site is situated in Flood Zone 1. Flood Zone 1 is a low probability flood zone with a less than 1 in 1000 annual probability of flooding. The site is at low risk of flooding from rivers. The ‘redline’ site boundary includes the Witton Run floodplain that is in Flood Zone 3, however no development is proposed in this area.

All flood risk sources have been considered and the risk of flooding from all sources is generally ‘very low’ or ‘low’.

The ground conditions are suitable for infiltration drainage. A sustainable approach is proposed for surface water management incorporating rainwater butts for source control with roof water discharge to domestic soakaways via filter drains. Private access roads will be constructed using permeable paving with natural infiltration into the subsoil or by lateral drainage to a roadside filter strip and drainage swale. Highway drainage will be directed to soakaways for adoption by Norfolk County Council.

This strategy complies with the requirements of the Building Regulations, the NPPF and Planning Policy, and provides a sustainable approach to surface water management and includes treatment processes that provide water quality protection to receiving waters.

Foul drainage from the dwellings should connect to the public sewer system, subject to approval via a Section 106 application to Anglian Water.
9.0
Access & Movement
9.1 Access and Movement

Access

Access to the site is proposed via a new simple priority 'T-junction' taken from the western side of Brundall Road. The proposed junction and its visibility splays can all be provided within the Applicant’s control. Therefore, the visibility splay provided is regarded as both adequate and suitable for the proposed development.

Consultation has been undertaken with NCC’s ‘Major and Estate Developments Team’ to ensure the site access junction is designed in accordance with their requirements. Confirmation was received during a meeting held on 13 October 2016 that the proposed access strategy is considered to be acceptable ‘in principle’.

It is proposed that a further access would be provided to the south of the site to connect with Meadow and Westfield Road, suitable for emergency vehicles, pedestrians and cyclists only. Lockable bollards would be provided to ensure no other vehicles could utilise this route.

Parking

The development proposals would provide a level of parking in accordance with BDC’s car parking standards. The development will contain all its associated parking and servicing requirements within the curtilage of the development site.

Sustainable Travel

Pedestrians and cyclists will be able to use the same routes of access as vehicles, with 1.5-1.8m wide pedestrian footpaths provided on all new highway routes (where appropriate).

A dedicated footpath / cycleway will be provided from the western fringe of the development through the site to Westfield Road to the south.

This footway / cycleway will provide the most direct route from the site to The Street, and hence the services and facilities within Brundall village centre.

In addition the existing public footpath running along the southern boundary of the site will be maintained and enhanced, thus ensuring a link is also provided from the Memorial Hall to Golf Links Road to the east.

Measures to improve safety for pedestrians and cyclists through the site, such as a 20mph speed limit and speed attenuation through design, will also be investigated as part of the development proposals.

With the addition of the proposed new footpaths, safe routes for pedestrians will be provided to Brundall Primary School and all other facilities and services within Brundall. The proposed development would therefore integrate extremely well within the surrounding area.

The provision of convenient secure cycle parking facilities is fundamental to attracting a modal shift to cycling. Cycle parking will therefore be provided (where applicable) that is safe, secure and convenient to use.

Conclusion

The proposed development site is located within an existing residential area that is both accessible and sustainable in accordance with national and local planning policy and guidance. The location of the site minimises the need to travel, widens travel choices by maximising non-car access (walking, cycling and public transport), and accommodates the needs of those less able.

The assessment undertaken demonstrates that the vehicular demands arising from the proposed development would have a minimal impact upon the surrounding transport network, both in terms of safety or capacity, and that the Government’s adopted policy objective to promote travel by more sustainable forms of transport is fully supported.

It can therefore be concluded that there should be no highways or transportation reasons why the development proposals should not be approved.
10.0 Secure by Design
Secure by Design

The design for Land East of Memorial Hall has incorporated the key elements of safe and sustainable design to create a successful community where people will enjoy living and visiting. Reference has been made to the government planning document ‘Safer Places’, the principles of Crime Prevention through Environmental Design (CPTED) and security measures recommended in Secure by Design Homes 2016 Guidance.

The attributes of safer places

The adopted principles and approaches below set out how to achieve community safety and reduce opportunities for crime:

Access and Movement
The development has been designed to provide a clear hierarchy of permeable routes. The local street network provides direct links along desire lines, connecting residents to both existing and new areas. Pedestrian, cycle and vehicular movement will be integrated. All routes will be overlooked and well lit to ensure safety. Landmark features will help people to navigate within the new neighbourhood. The movement network will connect to the existing urban fabric to provide an integrated community.

Structure
The urban fabric is made up of perimeter blocks that provide ‘active frontages’ of overlooked streets. The development has been arranged to provide activity and natural surveillance and avoid dark unlit spaces that provide areas to loiter.

Surveillance
Whilst respecting and responding to the existing landscape setting of the site, the development has been designed to create usable spaces with good surveillance. Public spaces and SUDS will be overlooked to ensure safety and create a vibrant setting for homes.

Ownership
There will be a clear definition between public and private space in a variety of treatments such as planting or fencing. Rear gardens will provide high quality intimate environments. Front gardens will have a clear definition of what is public and private. Shared amenity spaces are designed to foster local ownership.

Physical Protection
Features and fittings across the scheme will be designed in accordance with the advice given by Secured By Design, and in consultation with the Norfolk Constabulary, as well as Broadland District Council.

Activity
Communal spaces create focus points for the development and therefore concentrate activity to these specific areas and create a community focus.

Management and Maintenance
A detailed design and management plan for the open space will be agreed with Broadland District Council.

As part of the pre-application process comments were received from Norfolk Constabulary on the Phase 1 Planning Layout in relation to the layout, environmental design and the physical security of buildings. The comments received were taken on board and incorporated into the design.
11.0 Phase One
Phase 1 - Layout

The Layout opposite has derived from the identified constraints and opportunities for the Site and is based on the following principles:

- Strong frontage along the main spine road;
- Larger properties overlooking the Run Dike and countrypark;
- Creation of a mews area with generous landscaping at the heart of Phase 1;
- Wide openings into the mews area to allow for landscaping and view from the countrypark to the open space to the south;
- Strong frontage around the mews to create a sense of place;
- Open space at the south of Phase 1 to create a buffer to existing dwellings and accommodate existing services;
- Retention of existing trees wherever possible and viable to create an attractive landscape setting to the proposals;
- Retention and management of the existing hedge at the west of Phase 1.

The Layout accommodates 23 units at the following overall mix:

<table>
<thead>
<tr>
<th>Number</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>1b flat</td>
<td>9%</td>
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<td>2b house</td>
<td>22%</td>
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<tr>
<td>3b house</td>
<td>43%</td>
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<td>4b house</td>
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<td>TOTAL</td>
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</table>

This overall mix is split as follows into 67% private and 33% affordable housing*:

<table>
<thead>
<tr>
<th>Private Housing</th>
<th>Number</th>
<th>Percentage</th>
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<tr>
<td>2b house</td>
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<tr>
<td>3b house</td>
<td>7</td>
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<td>4b house</td>
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<table>
<thead>
<tr>
<th>Affordable Housing</th>
<th>Number</th>
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</thead>
<tbody>
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<td>1b flat</td>
<td>2</td>
<td>25%</td>
</tr>
<tr>
<td>2b house</td>
<td>3</td>
<td>37.5%</td>
</tr>
<tr>
<td>3b house</td>
<td>3</td>
<td>37.5%</td>
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<tr>
<td>Subtotal</td>
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<tr>
<td>TOTAL</td>
<td>23</td>
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</table>

*See planning drawings for further details on distribution of dwellings.
Housetypes
The proposed unit types are set out in the schedule of accommodation below and opposite:

<table>
<thead>
<tr>
<th>Typical Ground Floor Plan*</th>
<th>Typical Front Elevation*</th>
<th>House type</th>
<th>Bedrooms</th>
<th>Number</th>
<th>NET Area (sqm)</th>
</tr>
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<tbody>
<tr>
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<td></td>
<td>Terrace</td>
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<tr>
<td></td>
<td></td>
<td>Wide Fronted</td>
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<td></td>
<td></td>
<td>Wide Fronted (integral garage)</td>
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<tr>
<td></td>
<td></td>
<td>Compact</td>
<td>4b</td>
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<td>129</td>
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<tr>
<td></td>
<td></td>
<td>L-shape</td>
<td>4b</td>
<td>3</td>
<td>131-137</td>
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Subtotal 15 1638.8 sqm
## Affordable Housing

<table>
<thead>
<tr>
<th>Typical Ground Floor Plan*</th>
<th>Typical Front Elevation*</th>
<th>House type</th>
<th>Bedrooms</th>
<th>Number</th>
<th>NET Area (sqm)</th>
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<tr>
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<td>Terrace</td>
<td>3b</td>
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<td>99</td>
</tr>
</tbody>
</table>

### Subtotal:
- **Total Bedrooms:** 8
- **Total NET Area:** 728.6 sqm

*Materials and detailing may vary due to specific building locations, please see house type drawings for full details on dwelling types.*
Street Elevations

Elevation A-A'

Elevation B-B'

Elevation C-C'

Elevation D-D'

Elevation E-E'
Building Materials

Building materials are selected to match and complement the vernacular in Brundall and its surroundings, creating a development which is in keeping with the local character.

The range of materials across the scheme include brick, render, black timber boarding and various roof tiles as shown below. Phase 1 demonstrates how these materials can be used to create an attractive and distinctive development.
Entrance to the Scheme

ARCHITECTURE

This view shows larger properties overlooking the Run Dike and Country Park. The building materials include brick and dark timber cladding in keeping with the agricultural buildings in the surrounding area. The detailing, window and door positions are varied to create an attractive and diverse edge to phase 1. Parapets create interesting roofscapes, and have been inspired by architecture found in Brundall and its surroundings.

LANDSCAPE

Frequent avenue tree planting within the verge along the principal carriageway provides a sense of progression and formality to the scene. Hedged frontages and native tree planting softens the appearance of built form and, combined with wildflower planting, provides an appropriate transition to the wider landscape to the north.
The Mews

ARCHITECTURE
The image opposite shows the view from the main road into the mews. The entrances to the mews are well planted and allow views from the Countrypark, via the mews square, to the open space at the south of Phase 1. Dwellings are positioned to create a strong frontage around the mews square.

Materials predominantly include a mix of brick and dark timber cladding, with dwellings in render marking the southern entrance to the mews square. Architectural detailing is kept simple with some projecting dormers creating accents, in keeping with the character of Brundall and its surroundings.

LANDSCAPE
A green framework of wide, informal verges featuring tree, shrub and bulb planting will soften and screen the vehicular access and parking areas within this shared surface mews. Private frontages are to be simply planted with a palette of evergreen ornamental shrubs, reflecting the intimate quality of this space.
Main Route

ARCHITECTURE
This view illustrates the main road through the site. Cottage-type dwellings front the road behind the existing, clipped hedge.

At the heart of the development the materials palette includes a mix of predominantly brick with render, and occasional dark timber cladding. The roof parapets form a reference to the architecture found in Brundall and its surroundings.

LANDSCAPE
Avenue tree planting continues along the principal carriageway with greater regularity and formality, signalling the approach to the core residential area. Retained native hedgerow is restored to provide an appropriately rural boundary between private frontages with ornamental fruit trees and the wide wildflower grassland verge.
Conclusion

This DAS demonstrates how an attractive and sustainable neighbourhood can be created on the Site, within the context of this well-established village.

Extensive areas of both formal and informal open space, together with the retention of mature landscape features create an attractive landscape setting to the development, and offer a variety of recreational opportunities to both the new and to the existing residents of Brundall, in perpetuity.

This document illustrates how the proposed development will integrate with the surrounding development and positively contribute to its character and appearance whilst also creating its own distinctive neighbourhood.

The addition of new landscaping will enhance the existing landscape features, whilst maintaining the important views from the site.

Whilst the planning application is being submitted in outline form, the framework plan shows one way in which the development can be delivered within the scope of the development parameters which accompany the application. A more detailed scheme, referred to as Phase 1, is also being submitted for part of the site. This enables the speedy delivery of the first phase of development on the site, which we understand is a priority across the Broadland area. The proposal includes the delivery of retirement accommodation, something that we understand is a priority in Brundall, as identified within the neighbourhood plan.

A wide range of social, economic and environmental benefits will be delivered to the local community. The proposed development fully complies with national and local design guidance, and provides new housing for Brundall and the wider district in a sustainable manner.