

East Norwich pre- application advice note

This advice note has been prepared by Norwich City Council in association with the Broads Authority, South Norfolk District Council, and Norfolk County Council.

Purpose

1. This note provides officer level guidance for development proposals on the Deal Ground, Utilities, and May Gurney sites in the east Norwich area. While the majority of the sites fall within the Norwich City Council area, the attached plan (at Appendix 1) shows how the sites relate to local administrative boundaries and planning authorities. Although the main focus of this note is on the regeneration of the Deal and Utilities sites, the note includes the May Gurney site in Trowse as this is the most likely access point to the Deal Ground and, potentially, also to the Utilities site.
2. This guidance note is based on existing planning policy documents and other evidence including studies carried out to date. The guidance note has been prepared by officers from the relevant planning authorities for the sites, which are Norwich City Council, South Norfolk Council, and The Broads Authority, and by Norfolk County Council as highway authority.
3. The shared objective of the City Council and its partners is the delivery of sustainable and comprehensive regeneration of the Deal Ground and Utilities sites, to support employment and housing growth in the wider Norwich area. It is essential that incremental development proposals do not prejudice the wider benefits of comprehensive regeneration for the area.
4. For the purposes of this note the Deal Ground, Utilities, and May Gurney sites are referred to as 'the core area'. It is also important that development proposals that come forward outside but close to the core area have regard to this guidance note, to ensure that they do not prejudice the regeneration of these key sites and the wider east Norwich area.

Background

5. The Deal Ground and Utilities sites are of great strategic importance in terms of employment, housing, and sustainable regeneration, and represent a major brownfield development opportunity for Norwich. The comprehensive redevelopment of these sites and adjacent land is critical to the future regeneration of east Norwich and to the prosperity of the wider Norwich area.

6. Both the Deal Ground and the Utilities sites suffer from a number of development constraints and are closely linked in terms of access. In recent years around £0.5m of public funding has been invested by Norwich City Council and its partners (including the East of England Development Agency and the Greater Norwich Development Partnership), in studies to address barriers to development on these sites, in order to enable delivery of sustainable regeneration of the east Norwich area. Viability is therefore a key issue addressed by this guidance note.
7. To date, studies have been carried out into transport and access issues, flood risk, contamination, ecology, archaeology, ownership, and viability. A summary of the results of these studies is included at Appendix 2.
8. Development proposals for these sites will be expected to be accompanied by supporting information on a range of key issues including contamination and site investigations, transport and access, for example, as identified in the Validation Checklist (see reference at paragraph 38).

Guiding Principles

9. The planning guidance set out below is based on existing policy and other evidence where appropriate, and reflects the relevant key policy objectives of the City of Norwich Local Plan, the Broads Core Strategy, South Norfolk Local Plan, and the emerging Joint Core Strategy for Broadland, Norwich and South Norfolk. The relevant objectives are set out in full in Appendix 3 for information, and can be summarised as follows:
 - To minimise contributors to climate change and address its environmental impact, including reducing the need to travel;
 - To promote increased prosperity and employment growth, creating conditions for Norwich's sustainable long-term regeneration;
 - To protect and enhance the city's assets including the natural and built environment, landscape and water;
 - To provide infrastructure to meet development requirements;
 - To promote greater connectivity.
10. Tackling climate change is a key government priority for delivering sustainable development. New government guidance on this issue was produced in December 2007 in the supplement to Planning Policy Statement 1 ('Planning and Climate Change'). Key decision-making principles set out in this document include:

- the requirement for new development to be planned to make good use of opportunities for decentralised and renewable or low carbon energy;
 - the requirement for new development to be planned to minimise future vulnerability in a changing climate; and
 - the importance of encouraging sustainable buildings through new development.
11. Also relevant to this guidance is the Natural Environment and Rural Communities Act (2006) which requires all public bodies to have regard to biodiversity conservation when carrying out their functions (the 'biodiversity duty'). This aims to ensure that development proposals take account of the role and value of biodiversity in supporting economic diversification and contributing to a high quality environment. Planning decisions should aim to prevent harm to biodiversity and geological conservation interests. The duty also applies to utilities companies and other energy suppliers.

Planning guidance

12. This pre-application advice note is based on existing policy set out in the City of Norwich Local Plan, the Broads Core Strategy, Broads Local Plan, and South Norfolk Local Plan, and reflects the Submission Version of the Joint Core Strategy for Broadland, Norwich and South Norfolk. The guidance is also based on other evidence where appropriate, including studies carried out into barriers to development on the Deal and Utilities.
13. Development proposals coming forward for any site in the core area must accord with the key principles / requirements set out below. Proposals coming forward outside but close to the core area must also have regard to this guidance to ensure that they do not prejudice the sustainable regeneration of the core sites or the wider East Norwich area.
14. Where relevant, policy references are provided within the main part of this document. These are mainly site-specific policy references, and do not contain the whole of range of policies that might apply, as these will depend on the actual content of development proposals. Appendix 4 contains the relevant policies and Supplementary Planning Documents (SPDs) for each authority.
15. It may also be relevant to refer to the Greater Norwich Development Partnership's (GNDP's) protocol on an interim strategic development management process ([Statement-on-Interim-Planning-Process.pdf](#)). This applies to major planning applications made in advance of

adoption of the Joint Core Strategy (JCS) which might have strategic planning policy implications that could prejudice the JCS. A co-ordinated GNDP response will be provided where major applications are submitted that are contrary to a relevant district's adopted development plan. This does not replace the formal decision making procedures of local planning authorities.

a. Viability and deliverability of development

16. Viability and deliverability are key principles for any development proposals coming forward in the core area, given the constraints and barriers to development on these sites and the strategic importance of delivering regeneration in this area. Sustainable development is the guiding principle of the planning system, and therefore a key consideration in dealing with planning applications; however viability considerations are discussed before sustainability in this guidance note, because of their implications for the requirements set out in section b (Sustainable Development), particularly in relation to the need to ensure comprehensive development and sustainable access.
17. When considering development proposals, the relevant local authorities will take the approach set out in sections (i) and (ii) below. Please note that Norwich City Council has adopted a Planning Obligations Prioritisation Framework (see report to the Council's Executive Committee on 27 May 2009) which will apply where the normal package of developer contributions sought through the planning process would make a scheme unviable.

(i) Viability of individual schemes

18. This guidance note does not specify a viable mix of uses on individual sites. Although the evidence base for the regeneration of these sites has been developed through a number of studies over the past couple of years, some of the key evidence contributing to overall viability are not complete, for example public transport requirements and ground conditions . Therefore the proposed mix of uses on any site or part of a site in this area must reflect existing local plan allocations (principally policies EMP 9 and EMP 14 in the City of Norwich Local Plan) unless a viability assessment is provided to show that this not feasible/viable, and demonstrates the viability of what is proposed. This issue of viability is particularly relevant to the Deal Ground site, as evidence from recent studies suggests that the mix of uses in the existing local plan allocation EMP9 is not financially viable and therefore not deliverable.
19. In accordance with Norwich City Council's Planning Obligations

Prioritisation Framework referred to in paragraph 18 above, a viability assessment will also be required for proposals where the normal package of developer contributions would make the scheme unviable.

20. In cases where proposals do not accord with the development plan, a viability assessment is required as follows:
- The viability assessment will include an open book appraisal of costs of the proposed development, including the cost of Section 106 requirements (for example see section c below).
 - It will be subject to independent scrutiny by a suitably qualified and experienced valuer against the uses proposed in the relevant local plan documents.
 - The viability assessment should explain the timescales over which development would take place
 - Arrangements will be agreed for the assessment to be reviewed if the scheme is delayed, and/or if market conditions materially change between the first assessment and implementation.

(ii) Impact of individual schemes on achieving viable regeneration in the whole core area

21. Viability must also be considered in terms of the impact of any one proposal in the core area on achieving a successful and viable comprehensive form of development in the remainder of the core area. This is an important factor in delivering the key principle of sustainable development of the sites, and will apply to any proposal in the core area, not just those that depart from the development plan.
22. Applicants for individual proposals on sites within the core area must demonstrate that they have had regard to current or emerging proposals on the other sites within the core area, and show how their proposals contribute to achieving comprehensive sustainable development. Appendix 5 sets out the information requirements expected of applicants to ensure that individual proposals do not prejudice comprehensive sustainable regeneration of the whole core area.

b. Sustainable development

23. Exemplar sustainable development schemes will be strongly encouraged for any sites within the defined east Norwich area, to encourage energy efficiency and sustainable buildings, deliver a high quality local environment, and help facilitate a significant modal shift away from car to non-car modes of transport including public transport, walking and cycling. The latter will help not only address climate change but will also help to reduce on- and off-site transportation

requirements and thereby increase viability of development.

(i) Energy efficiency

24. Energy efficiency measures will be a key requirement of development proposals.
- Developments must be planned so as to minimise carbon dioxide emissions and support opportunities for decentralised and renewable or low carbon energy supply (in accordance where relevant with Norwich City Council's 'Energy efficiency and renewable energy' SPD referred to in appendix 4).
 - Proposals should where appropriate take advantage of the potential to develop a district-wide heating network in accordance with City of Norwich Local Plan policies EP18 and EP19 and the guidance in Norwich City Council's 'Energy efficiency and renewable energy' SPD (see appendix 4).

(ii) Delivering a high quality local environment

25. Applicants will have to demonstrate the following:
- Development proposals must demonstrate a high quality of design, landscaping, and open space, consistent with the sensitive location of the sites, in particular their 'gateway' location, on the edge of the urban area where high density development would normally be encouraged, and their proximity to the Broads National Park.
 - Development proposals should support sustainability by including a mix of uses, which can promote a high density and vibrant community area with low private car travel demand, and by making provision for day-to-day services in the local area.
26. Given the sensitivities of the sites' gateway location, it is likely that the relevant local planning authorities will use design panels to review proposals as appropriate, dependent on the scale of the proposal (ranging from Norwich City Council's Quality Panel, to Inspire East's design panel at a regional level, and CABI at a national level).

(iii) Sustainable access

27. Norwich faces significant challenges in managing travel demand arising from development within and around the city. The scale of the challenge requires a coordinated approach to the improvement of the transport networks that cannot be achieved on a site by site basis. The Norwich Area Transportation Strategy (NATS) sets out the policy context and high-level strategy for transport, whilst the NATS implementation plan sets out a framework of transport interventions

including public transport enhancements that individual site developers will need to contribute to achieve a sustainable transport package. In addition, local physical mitigation will be required.

28. It is essential that proposed development within the core area does not prejudice the overall objective of comprehensive and sustainable regeneration for the area as a whole, particularly in terms of access. In particular:

- The design and capacity of the access through the May Gurney site must be capable of serving all likely traffic generation to/from the regenerated Deal and Utilities sites (City of Norwich Local Plan policies EMP9 and EMP14)
- Proposals on the May Gurney site in Trowse (in South Norfolk District) must reserve land for a road access bridge crossing over the River Yare into the Deal Ground. This may not be required if an alternative route is shown to be available and viable/ deliverable.
- Development must provide for links into and across the site, and in particular, the need for public transport services to access and pass through the area. Any proposal should include details of public transport provision, including proposals to ensure that access by public transport is sustained. Proposals should also demonstrate any arrangements for temporary public transport measures prior to a comprehensive access solution being delivered.
- It will be expected that the roads and access points for residential development will be developed out in general accordance with the Norfolk Residential Design Guide, and that any proposed departures from the guidance will be properly justified.
- An emergency access / public transport link to the Utilities site, either over or under the Norwich to London railway line, is likely to be essential. Development of the Utilities site should demonstrate how such a link will be achieved, and provide adequate guarantees of its availability and viability. (City of Norwich Local Plan policy EMP15 reserves land within Laurence Scott site for access from Hardy Road to Utilities site)
- Proposals for the Deal and Utilities sites must include the reservation of land for a potential bridge link over the river Wensum between the 2 sites, with potential for vehicular traffic as well as a cycle / pedestrian / servicing link which is likely to be necessary to achieve emergency access requirements (City of Norwich Local Plan policies EMP9 and EMP14).
- Proposals must protect / deliver key pedestrian and cycle links through the sites to facilitate future provision of pedestrian/cycle network (in accordance with City of Norwich Local Plan policies

EMP9, SR11, and SR12), and be fully integrated with the Connect2 project.

- Proposals must ensure that access is maintained to the Carrow Yacht Club across the Deal Site.

29. Development proposals should also encourage modal shift away from the car to non-car modes of transport including public transport, walking and cycling. This is a key requirement in the East of England Plan (adopted in May 2008). Policy NR1 proposes a major shift in emphasis across the Norwich Policy Area towards public transport and cycling; Policy T4 specifies that plans and strategies should identify ways in which this shift can be achieved, and that local authorities should capitalise on opportunities provided by new development to achieve area wide improvements in public transport services footpaths and cycle networks.

30. Development within the core area will therefore include:

- Low parking provision levels, ideally in line with the City Council's city centre standards (City of Norwich Local Plan policy TRA6);
- Provision of cycle parking in developments to agreed standards (City of Norwich Local Plan policy TRA7)
- Maximum public transport penetration through the sites. All parts of the development should be within 400m of a bus stop (Norwich City Council Transport contributions SPD and NATS), with frequent (at least 15 minutes) direct and convenient service
- Maximum permeability of the sites by foot and bike, to link with adjacent neighbourhoods, employment areas and service centres where relevant. This would be in addition to any 'on-road' provision available as part of the general vehicular /public transport provision. (City of Norwich Local Plan policies TRA14/15)
- Development proposals must minimise traffic generation and mitigate against traffic impacts on the wider road network (City of Norwich Local Plan policy TRA3).

c. Protection / enhancement of natural assets

31. Applicants will be expected to demonstrate the following:

- Protection or enhancement of the County Wildlife Site adjacent to the Deal Ground in accordance with City of Norwich Local Plan policy NE7, subject to the outcome of an ecology survey currently underway. Any variation from this would need to be justified by the developer. Independent verification of

information provided by a developer would be undertaken by Norfolk County Council.

- Development proposals must take account of Broads Authority requirements including protection / enhancement of the natural assets of the Broads landscape (policy CS1 of the Broads Core Strategy), and protection of navigable water space (policy CS3)
- Conservation / enhancement of biodiversity in accordance with the Natural Environment and Rural Communities Act 2006. The Local Planning Authority will expect development proposals to enhance biodiversity through a range of measures, where appropriate. Measures could include improvements to biodiversity features, more sustainable design, and protection of habitats for example. Proposals which could have negative impacts on biodiversity, such as habitat fragmentation or disturbance, or pollution impacts from transportation and / or construction, are unlikely to be acceptable.
- Proposals should have regard to the adjacent Whitlingham Country Park, and should ensure that there is no detrimental impact on the park in accordance with the Broads Core Strategy (strategic objective SO1).

d. Flood protection

32. Development proposals must be consistent with relevant planning policies on flood risk and PPS 25 (see appendix 4), and must demonstrate in particular:
- That they take account of climate change and do not increase the risk of flooding or worsen its impact elsewhere
 - That the proposed form of development avoids the functional floodplain (unless compatible uses) and the mix of uses is in accordance with the guidance in PPS25
 - That safe emergency access to/from the sites can be maintained in the event of a major flood incident
 - That drainage is sufficient to reduce the risk of surface flooding, and makes use of sustainable urban drainage systems (SUDS).

Procedural / regulatory issues

33. Given the complexity of the sites, applicants will be expected to enter into substantive pre-application discussions with the relevant planning authority (please refer to Appendix 1, as in certain cases there may be more than one relevant planning authority). In doing so the Council/s will propose a programmed timetable for the application to be worked up, in consultation with the local community and interest groups, and determined, with the intention of expediting the planning approval process.

34. Issues affecting rivers, bridges, and navigation rights will need approval from the appropriate authority – please refer to the Broads Authority for advice.
35. Applicants should request Environmental Impact Assessment screening and scoping opinions at an early stage to determine the likely significant effects of the proposals.
36. Although it is difficult to be specific about prematurity in advance of actual development proposals, individual proposals may be considered premature if they do not provide the information specified in Appendix 5 for the whole core area demonstrating how the application contributes to, and will not prejudice, comprehensive development of the core area as a whole.
37. Applicants will be encouraged to submit an outline application for individual sites, accompanied by the documentation set out below.

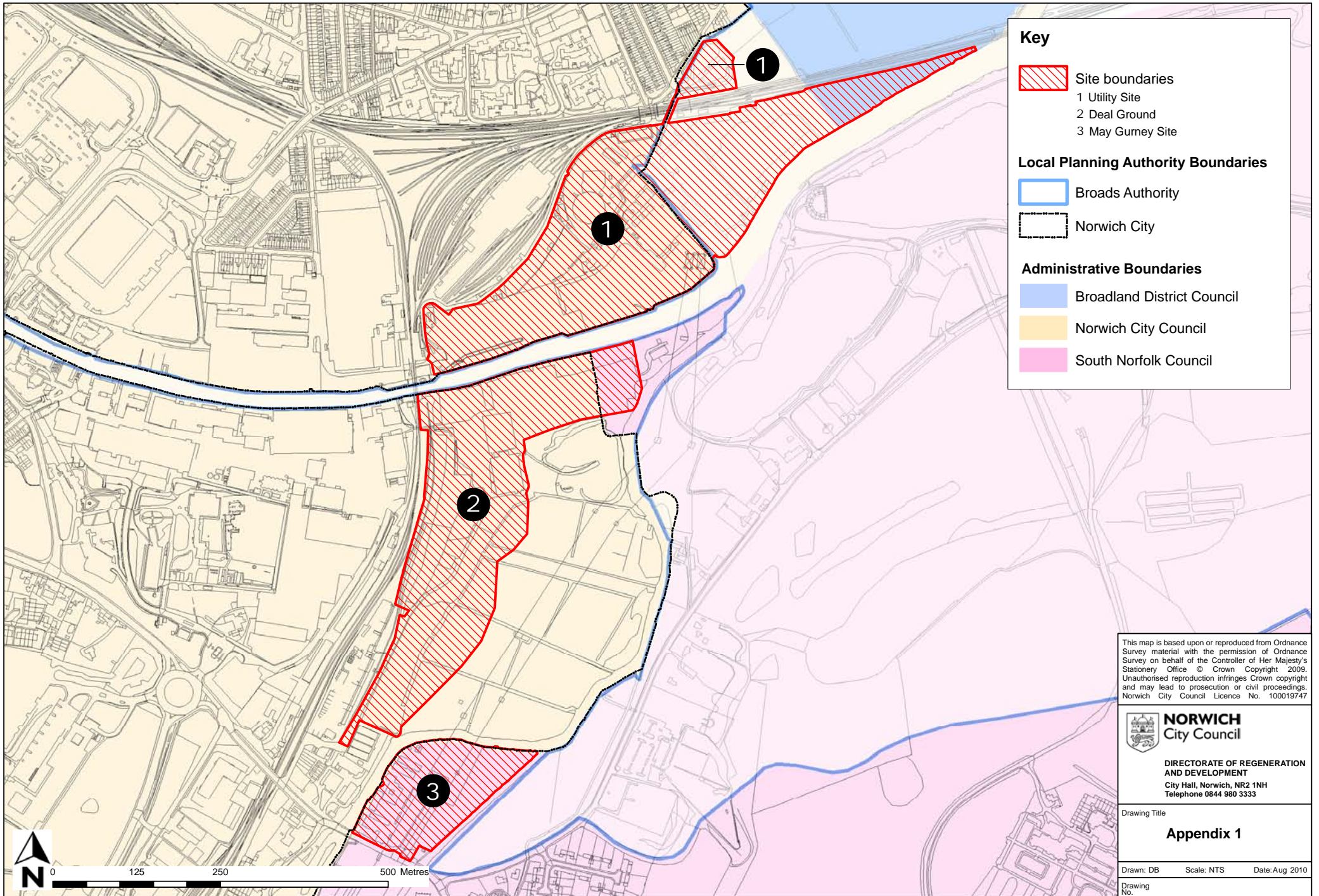
Documentation to accompany planning applications

38. Please refer to the relevant local authorities' validation checklists for the standard list of documentation to accompany planning applications. Norwich City Council's Validation Checklist can be found on the Council's website www.norwich.gov.uk under the A to Z of services (Planning – Validation Checklist).
40. Undertaking or draft agreement for S106 (see validation checklist). If unable to meet the standard package of S106 requirements, please ensure that viability assessments as required in paragraphs 19 and 20 above are submitted at the time as the planning application.
41. Provision of information required by Appendix 5 to demonstrate how the application will contribute to the comprehensive regeneration of the core area as a whole.

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Appendix 1: Plan showing administrative and planning authority boundaries in the east Norwich area



Key

-  Site boundaries
- 1 Utility Site
- 2 Deal Ground
- 3 May Gurney Site

Local Planning Authority Boundaries

-  Broadland Authority
-  Norwich City

Administrative Boundaries

-  Broadland District Council
-  Norwich City Council
-  South Norfolk Council

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Drawing Title
Appendix 1

Drawn: DB Scale: NTS Date: Aug 2010
Drawing No.

**Appendix 2: Summary of report on studies funded by
Department of Communities and Local Government (CLG) and
the way forward.**



Deal & Utilities Sites Norwich

Summary of report on studies funded by
Department of Communities and Local
Government (CLG) and the way forward

Deal & Utilities Sites, Norwich

Summary of report on studies funded by Department of Communities and Local Government (CLG) and the way forward



Deal & Utilities Sites, Norwich

Summary of report on studies funded by Department of Communities and Local Government (CLG) and the way forward

Background

The Deal and Utilities sites are 15 hectares of strategically located brownfield land on the eastern edge of Norwich. They have the potential to provide major mixed use, sustainable development that will help deliver the Greater Norwich Development Partnership's (GNDP's) growth agenda in terms of new housing and jobs, and help regenerate East Norwich. The sites are allocated in the City of Norwich Local Plan (2004) for a mix of uses including energy generation on the Utilities, and employment development with some housing on the Deal Ground. However both sites suffer from a range of potential constraints, including contamination, access, and flood risk, and are in fragmented ownership.

Given their development potential, the regeneration of these sites is a priority for the City Council. The City has shown its commitment to their regeneration by working with its partners (including the East of England Development Agency - EEDA) to commission studies to address the barriers to development on the sites and inform the production of a viable and deliverable planning framework for mixed use development. (To-date almost £500,000 of public funding has been invested into unlocking the development potential of the sites.) The Initial Options Appraisal 2007, produced by Buro Happold – proposed 2 main development options for the sites (mixed use development with or without a biomass power plant on the Utilities site) but identified a series of further studies required to reduce uncertainty in certain key areas and to complete the evidence base for the planning framework. The funding from Communities and Local Government (CLG) was committed to undertake key areas of work and to help to complete the picture of the sites' viability.

Progress to date

CLG funding enabled the appointment of a full-time East Norwich Project Manager from September 2007 to March 2008 to develop a programme of work and to drive forward the individual studies.

Achievements to date:

- Setting up of a multi-disciplinary, cross-agency project working group to manage progress, including the Council's local authority partners,
- Development by the Project Manager of productive relationships with key players including the landowners, and liaison with Powerhouse consortium, developing proposals for the Utilities site.
- Development of a comprehensive workplan, based initially on the Buro Happold report's recommendations but including additional work to refine viability;
- Completion of studies – see following pages.

Summary of report on studies funded by Department of Communities and Local Government (CLG) and the way forward

Key Study Findings

1. Flood risk

- The study concluded that flood risk does not threaten the viability of the sites, subject to suitable flood risk management measures. Vulnerable land uses, e.g. emergency services, would however not be suitable on the sites.
- The proposed development layout in the Buro Happold report avoids the functional floodplain.
- There are several feasible ways in which flood risk to the development can be reduced and none is likely to impact on flood risk elsewhere.

2. Sustainability Appraisal (Stage1)

- A Supplementary Planning Document (SPD) or Development Plan Document (DPD) requires formal sustainability appraisal in accordance with government guidance. The Stage 1 study has defined a series of sustainability objectives – environmental, social and economic - as the basis for development of a robust appraisal framework for a planning brief.

3. Contamination (Stage 1 Desktop study)

- The consultants were asked to refine Buro Happold's remediation costs for the sites (£19m). Although the consultants considered that this estimate is at the high end of the spectrum of likely remediation costs, they felt they were unable to further refine this without additional work, and that in any case the range of certainty would be +/- 25%.
- Given that other consultants in the field consider that it is possible to significantly reduce the range of uncertainty, the recommended way forward would be to put this additional piece of work out to tender, aiming to achieve a range of +/- 5%.
- Recent advice has been obtained which suggests that more reliable investigations could be undertaken at a cost of around £175,000.

4. Transport study

- The consultants critically appraised Buro Happold's transportation assumptions and concluded that the modal split in the latter's work is too optimistic in terms of car trip generation. A revised modal split based on comparable sites is far more car dependent reflecting the existing public transport, walking and cycling links to the city.
- The study identifies a range of on and off-site transportation improvements required to support development of the Deal and Utilities sites, including sums for bridges. Significant off-site works are required for all development options including improvements to widen the railway bridge in Trowse, and improvements to roundabouts.

Deal & Utilities Sites, Norwich

Summary of report on studies funded by Department of Communities and Local Government (CLG) and the way forward

- All options are technically feasible but in practice may be difficult and would require third party land.
- Specific mitigation measures will be dependant on specific development proposals and further detailed work will be required.
- This study has experienced delays and is not yet finalised and the findings are subject to confirmation by the consultants.

5. Ecological study

- The study identifies a range of key habitats and the potential for a range of protected species.
- The study demonstrates potential for multiple use of the site including industrial and conservation needs.
- Further studies need to be undertaken to confirm the presence and population of protected species likely to be present, to cover a period from May to October

6. Archaeology

- A high level archaeological review concludes that there is no need for major upfront archaeological work for the sites.
- Site investigations into contamination should be monitored by an archaeological contractor.

7. Report on Title

- This study aimed to identify legal restrictions that might effect future development of the sites. However the study has not produced a thorough assessment of title matters and further work is required to provide a commercially robust assessment.

8. Viability

- The remaining uncertainty around a number of the key variables was shown to be far more significant than any notional appraisal value at the time
- A refined viability assessment was not possible as the outcome of the studies to address the costs associated with remediation, highways, flood mitigation and servicing, was not known.
- A sensitivity analysis showed that the site could potentially become a development opportunity, subject to the right mix of uses etc.
- It highlighted the importance of taking a longer term view, when balancing viability/deliverability with maximisation of economic benefits rather a view which is over influenced by short-term market fluctuations.

Deal & Utilities Sites, Norwich

Summary of report on studies funded by Department of Communities and Local Government (CLG) and the way forward

Conclusions

The studies undertaken with CLG funding have taken the Council and its partners significantly further than the Buro Happold Initial Options Appraisal in understanding the sites' development potential. During the course of the work, the complexity of the issues affecting these sites has become more apparent. Further work has been identified to complete the evidence base, develop a planning framework to guide the development, and investigate delivery mechanisms. Further funding is needed to complete this work.

Funding

Norwich City Council has already made a further initial commitment of £20,000 for further work in 2008/9. In addition, the Council is in discussion with all GNDP partners and other agencies e.g. English Partnerships to secure the resources needed to complete the remaining studies, who also expect landowners to make a contribution.

Next Steps

- The crucial next step required to progress the regeneration of these sites is to commission intrusive site investigations into contamination on the sites to refine remediation costs. This is estimated to cost around £175,000, and will provide estimated remediation costs within a range of +/- 5%.
- In addition some further investigations may be needed to complete the ecological investigations etc.
- Following this it will be possible to:
 - undertake refined viability work
 - investigate and develop delivery options
 - produce a comprehensive masterplan or planning framework for the sites
- Consolidating project governance- in moving the project forward it is important that landowners play a central role in unlocking the potential of the sites.

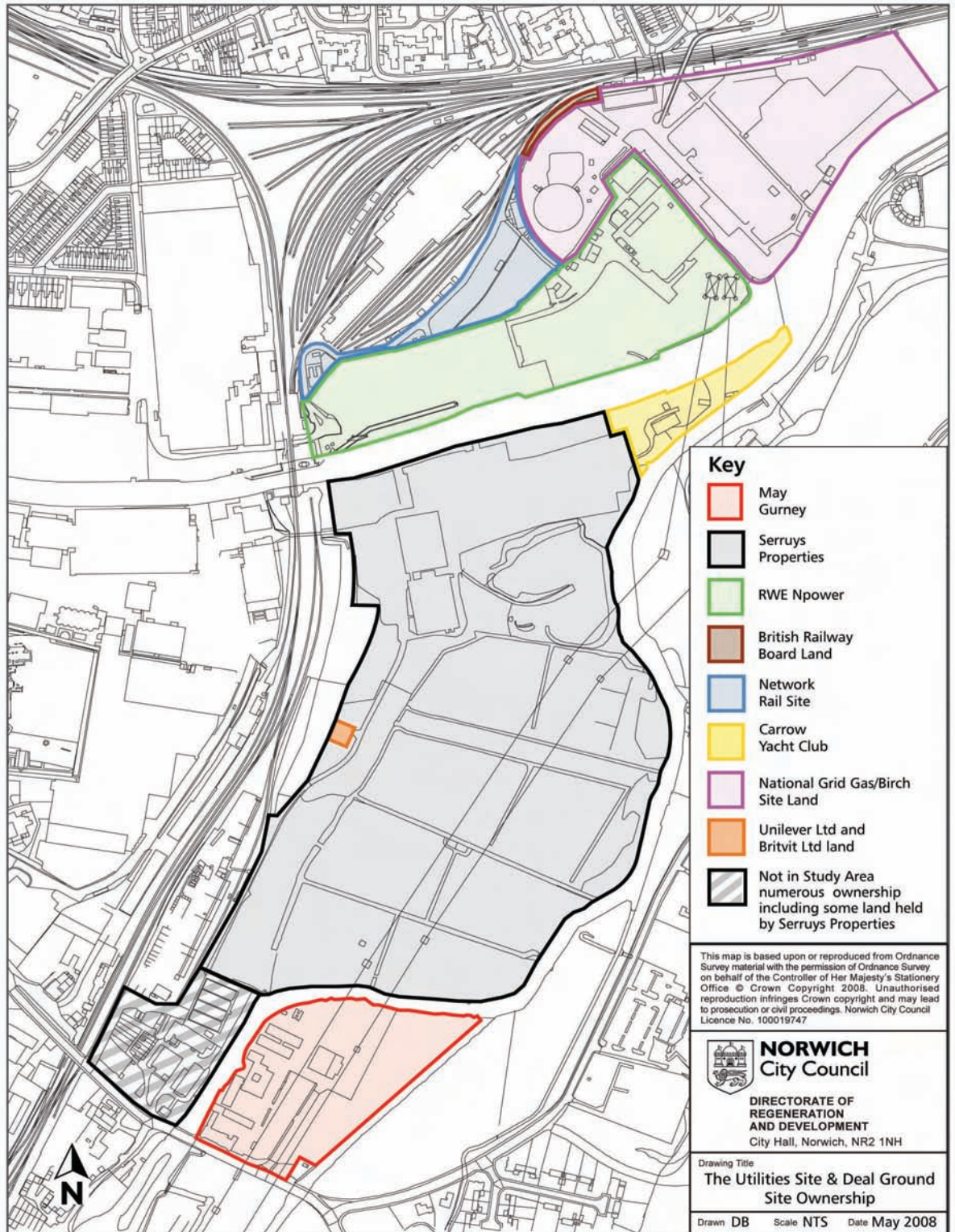
Contact:

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Task		Sept 2008	Oct	Nov	Dec	Jan 2009	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Site investigations	SECURE FUNDING	█															
	BRIEF & PROCUREMENT PROCESS	█															
	SITE INVESTIGATIONS CONTRACT				█												
	VIABILITY ASSESSMENT									█							
	MASTERPLANNING									█							
	IMPLEMENTATION Landowners able to take sites forward																█

Deal & Utilities Sites, Norwich

Summary of report on studies funded by Department of Communities and Local Government (CLG) and the way forward





Appendix 3: Key guiding principles

A. City of Norwich Replacement Local Plan, 2004: relevant strategic objectives

SOBJ1	Establishment of Norwich as a dynamic regional centre with strong local economy
SOBJ2	Create conditions for sustainable long-term regeneration of city
SOBJ3	Protection and enhancement of city's assets including natural environment, heritage, character and economic vitality
SOBJ6	Promotion of well-connected city
SOBJ8	Involvement of people in changes affecting the City

B. Broads Authority Core Strategy, 2007-2021: relevant strategic objectives

Respecting the Environment and Cultural Assets	
SO1	Protect, maintain, restore and enhance the Broads' unique physical, natural and culturally distinctive landscape from intensive or inappropriate land use and development, while also allowing for its continuing evolution within levels that can be sustained by the environment, appropriate to a nationally and internationally protected area.
SO2	Ensure appropriate development in terms of its impacts, location, scale, design and form.
SO4	Protect historic and cultural environments from development or activities which would be detrimental to character, appearance or integrity and to promote enhancement of them as necessary or appropriate
The Use and Enjoyment of Water and Land	
SO7	Provide a safe, secure and accessible transport system that encourages a modal shift from the private car, towards public transport, cycling and walking and minimises the adverse impacts of transport and climate change on the Broads' unique environment.
Fostering Communities	
SO8	Further the economic and social well being of communities within the Broads by promoting sustainable forms of economic and community development.
SO9	Achieve social and economic regeneration through the protection, maintenance and development of the local economy, support for opportunities for investment in innovation and diversification, and promotion of high quality, accessible and sustainable development to meet future needs, taking into account risk increases due to climate change and coastal submergence and appropriate types and levels of development within the flood plain.
SO10	Ensure that housing is provided within the wider Broads' area to support and sustain local communities and economies and to

	contribute to the provision of affordable housing for acknowledged local need. Any housing development located within or adjacent to the Broads will be at a level and of a scale and design which will protect and enhance the character and appearance of the Broads, without detriment to natural resources.
SO12	Ensure development will not impede materially the flow or storage of floodwater, increase the risk of flooding elsewhere or increase the number of people or properties at risk of flooding.

C. South Norfolk Local Plan, 2003: relevant strategic objectives

Strategic Principle 1: Sustainable development	In making due provision for development, the principal aim is to protect the essential character of the District, its biodiversity and the wealth of its main environmental assets. These include the historic character and setting of the built and unbuilt environment of towns and villages, environmentally sensitive areas such as historic parkland and river valleys, and areas of nature conservation value. Wherever possible, the optimum use of existing infrastructure, including redundant and under-utilised sites, will be sought.
Strategic Principle 2: High standard of design	A high standard of design will be sought in all new development, to maintain the quality of the District's environmental heritage and improve the quality of life of residents, and to maximise energy conservation.
Strategic Principle 3: Location of growth	A major element of growth in the Norwich Policy Area to 2006 is to be accommodated in the Norwich Area of South Norfolk, in locations selected because they will minimise the need for travel, and which have good access by public transport, cycling and walking
Strategic Principle 4: Impact on infrastructure	Development likely to place strains on existing public and social infrastructure or community facilities will be expected to incorporate suitable measures to meet the additional service needs generated.
Strategic Principle 6: Main objectives for employment	The main objectives of the Local Plan for employment are: Provide alternatives to commuting into Norwich and other large towns outside the District in the interests of convenience and sustainability. Identify sites likely to attract modern growth industries, to redress the high proportion of employment in declining industries
Strategic Principle 10: Main objective for transport and movement	The main objective of the Local Plan for transport and movement is to ensure the safe and free movement of traffic and promote the principles of sustainable development.

D. Submission Joint Core Strategy for Broadland, Norwich and South Norfolk (Regulation 27): Relevant spatial planning objectives

Objective 1	Minimise contributors to climate change and address its impact.
Objective 2	Allocate enough land for housing and affordable housing, in the most sustainable locations.
Objective 3	Promote economic growth and diversity and provide a wide range of jobs.
Objective 4	Promote regeneration and reduce deprivation.
Objective 7	Enhance transport provision to meet needs of existing and future populations whilst reducing travel need and impact.
Objective 9	Protect, manage and enhance the natural built and historic environment, including key landscapes, natural resources and areas of natural habitat or nature conservation value.
Objective 12	Involve as many people as possible in new planning policy

Appendix 4: Relevant policy references in current policy documents, and Supplementary Planning Documents

This appendix sets out key relevant policies. Please note: This is **not an exhaustive list** of all relevant policies as these will depend on the content of specific development proposals.

This appendix also includes relevant supplementary planning documents, to provide further guidance for developers.

(i) Norfolk Structure Plan- Saved Policies

EC.10	Economy- Tourism
T.2	Transport- New Development

(ii) City of Norwich Local Plan, 2004

EMP 9	Deal Ground: allocated primarily for employment development, with a small element of housing. Includes provision for new access from south and reservation of land for bridge to north of River Wensum
EMP 14	Utilities site: allocation for mix of uses including power generation and employment. Includes provision of land for bridge connection to south of River Wensum.
EMP 15	Laurence Scott Electromotors: primarily allocated for employment with an element of housing and leisure uses. Includes reservation of land to enable all purpose vehicular access from Hardy Road across the railway line to the Utilities site (EMP14).
HOU 4	Affordable housing as part of new development
NE7	Protection of locally designated sites of nature conservation interest
HBE 14	High standard of design for development close to gateways to the City
EP16	Water conservation and sustainable drainage systems
EP18	High standard of energy efficiency for new development
EP19	Renewable energy development (Utilities site)
TVA 3	Waterborne tourism and river moorings
SR4	Open space to serve new development
SR7	Provision of children's play space
SR11	Footpath and cycling network
SR12	Green links
TRA3	Modal shift as part of new development proposals
TRA6	Parking provision in new development
TRA7	Cycle parking standard

TRA9	Car free housing developments
TRA10	Developer contributions for transport improvements primarily as a result of development
TRA11	Contributions to city wide transport infrastructure
TRA12	Travel plans
TRA13	Integrated transport
TRA14	Quality of pedestrian environment
TRA15	Quality of cycling environment
TRA16	Public transport

(iii) Norwich Key Supplementary Planning Documents (not an exhaustive list)

- Flood Risk and Development (June 2006)
- Open space and Play Provision (June 2006)
- Green Links and Riverside Walks (Dec 2006)
- Transport Contributions from Development (draft)
- Energy Efficiency and Renewable Energy (Dec 2006)
- Affordable Housing (Oct 2009)

(iv) Broads Core Strategy (key policies)

CS3	Protection and enhancement of navigable water space
CS4	Creation of new landscape, built environment and environmental resources
CS7	Environmental protection
CS8	Climate change mitigation
CS10	Gateways and entrances
CS17	Water access
CS18	Development location for sustainability
CS20	Flood risk and development

(v) Broads Local Plan (key policies)

C3	Other areas of nature conservation
C7	Waterside development
C11	Trees and landscape in new developments
C21	Land raising
EMP1	Employment uses within development boundaries
H1	New dwellings within the development boundaries
H2	New development outside the development boundaries
B11	Design
TR1	Temporary moorings for visitors
TR2	Development impinging on the waterways
TR3	Development leading to hazardous boat movements
TR4	New bridges
TR5	Design of new bridges

TR6	Development for water recreation
TR7	New slipways
TR8	Extending the waterspace
TR27	Public rights of way and public access
INF1	Development and flood risk
INF3	Measures to mitigate increased flood risk resulting from new development
INF6	Services
INF7	Sewerage
INF8	Aquifer protection
INF9	Water resources
INF12	Community facilities
INF14	Telecommunications
TC1	Road schemes
TC6	Local highway network
TC7	Traffic management
TC8	Parking, servicing and other highway requirements
TC9	Transportation consequences of new development
TSA1	Cary's Meadow and adjoin land

(vi) Broads Supplementary Planning Document

- Development and Flood Risk (September 2008)

(vii) South Norfolk Local Plan key policies

ENV1 - Protection of Landscape

ENV3 - River Valleys

ENV4 - Broads Area

ENV7 - Strategy for Distribution of Development

ENV8 - Development in the Open Countryside

ENV13 - Sites of Regional and Local Nature Conservation Interest and Geological/Geomorphological Value

ENV14- Habitat Protection

ENV15 - Species Protection

IMP1 - Design

IMP2 - Landscaping

IMP7 - Infrastructure

IMP8 - Safe and Free Flow of Traffic

IMP9 - Residential Amenity

IMP10 - Noise

IMP18 - Development in Conservation Areas

EMP2 - Distribution, Nature and Scale of Employment Development on Unidentified Sites

HOU4 - Residential Development Within the Defined Development Limits of the Norwich Policy Area Settlements, and at Selected Locations along Strategic Routes

HOU12 - Affordable Housing

UTL8 - Contributions to Schools

UTL10 - Contribution to Recreation and Community Facilities

UTL14 - Waste Collection and Recycling

UTL15 - Contaminated Land

TRA1 - Provision of Pedestrian Links

TRA2 - Safeguarding of the Cycle Network

TRA3 - Provision of Cycling Facilities

TRA4 - Provision for Public Transport

TRA17 - Off Site Road Improvements

TRA19 - Parking Standards

(viii) Submission Joint Core Strategy (Regulation 27 document)

Policy 1: Climate change and protection of environmental assets

Policy 2: Promotion of good design

Policy 3: Energy and Water

Policy 4: Housing delivery

Policy 5: The economy

Policy 6: Access and transportation

Policy 7: Supporting communities

Policy 8: Culture leisure and entertainment

Policy 9: Strategy for growth in the Norwich policy area

Policy 12: Remainder of Norwich urban area. This identifies East Norwich (city centre to Deal Ground / Utilities) for major physical regeneration opportunities for mixed use development, and enhanced green linkages from city centre to Broads.

Policy 18: The Broads. This ensures that particular regard will be applied to maintaining and enhancing the economy, environment, tranquillity, setting, visual amenity, recreational value and navigational use of the Broads.

(ix) Key Norfolk County Council documents:

- Norwich Area Transportation Strategy 2004
- Norfolk Local Transport Plan, 2006
- The NATS Implementation Plan, 2010
- Norfolk Residential Design Guide

Appendix 5: Key comprehensive development requirements

The main body of the pre-application guidance note identifies a number of key development principles and requirements for the redevelopment of the Deal Ground and Utilities sites (the 'core area'), which must be addressed in a planning application for any part of the sites.

Given the absence of a masterplan to guide the comprehensive development of the core area, further guidance for applicants / developers is set out here to:

- Ensure that individual proposals coming forward on sites within the core area will not prejudice the comprehensive sustainable development of the core area as a whole;
- Provide consultees and the public with an understanding of how an individual application will contribute to the regeneration of the overall core area; and to
- Assist in assessing overall viability of development.

Applicants / developers will be expected to provide the key information identified below as part of their individual planning applications, to demonstrate how their proposals contribute to achieving comprehensive sustainable development of the core area. In order to avoid delay this information should be discussed with all relevant parties, including the highways authority in terms of transport infrastructure requirements, prior to submitting an application.

Key requirements

Applicants or developers must set their proposals in the context of proposals for the whole core area. In particular they must provide the following information **for the whole core area**:

1. Access arrangements for the whole core area, to include information on:
 - access to the highway network
 - accessibility by public transport, walking and cycling
 - provision of key transport infrastructure (as set out in section b of this pre-application guidance note), demonstrating how an individual application contributes to this provision in a proportionate way.
 - how both sites' servicing requirements will be met. Given the landlocked nature of the Utilities site, it is critical that as part of this process its developer shares sufficient information with the Deal Ground developer about its proposals for servicing the site and the impact on traffic movements.
2. The broad mix of uses across the core area, with maximum floorspace figures for blocks of development.

3. Key landuses at the river frontage on both sides of the Wensum, to ensure that neither scheme prejudices the other, and to illustrate how each scheme will complement the other.
4. Broad phasing of development for both sites. This must address the critical phasing requirement that delivery of strategic transport infrastructure (as set out in the main body of this guidance note) will be expected to be in place prior to substantial development on either site.
5. Details of bridge types and locations, and air draft.
6. Impacts on navigation of the rivers Wensum and/or Yare.

Level of detail required:

The information requirements are not intended to be at a very detailed level. They can be presented either in plan form if possible, and/or in written form. NB. the level of detail required for individual applications will be much greater and is specified in the main body of this document.

Timing:

Both applicants / developers should agree the key comprehensive development information by the time any application is made, and ideally this should be available in time for the pre-application consultation so that stakeholders / consultees are able to understand how individual site proposals fit into the wider context for the core area. Failure to provide the required information to this timescale may therefore impact in a negative way on the outcome of the planning process.