Welcome

Welcome to David Wilson Homes’ public exhibition about its proposals for the Heath Farm site.

With this land having been identified by South Norfolk Council (SNC) as a suitable location for new homes and given current housing needs, David Wilson Homes is now developing draft proposals for the site’s development.

As part of its work in advancing its proposals for this site, David Wilson Homes is keen to understand the views of the community, as it values local feedback in the preparation of all its proposed developments. Today’s public exhibition will provide you with the opportunity to understand what is planned for the Heath Farm site whilst also allowing you to provide the project team with your own thoughts.

Please do take the time either here or at home to complete one of the feedback forms that is available. The team is keen to receive your views and is more than happy to answer any questions that you may hold.

Thank you for your interest.

About David Wilson Homes

David Wilson Homes is part of the Barratt Group who started building quality new homes in 1958 and since then has grown to become one of the nation’s largest housebuilders, directly employing over 4000 people.

We build new homes throughout the country, helping to meet the housing demand in towns, cities and rural areas. We aim to provide the highest standard of design, construction and customer service in the business, which has resulted in a host of major award wins in recent years.

Our vision is to be recognised as the industry leader, that creates communities where people aspire to live. We work closely with and listen to the views and interests of local people and engage with stakeholders to ensure we make positive contributions to the communities in which we are building.

Site location plan
Proposals for land at Heath Farm, Stoke Road and Caistor Lane, Poringland

Site background

SNC is currently in the final stages of completing its planning blueprint for the district. As part of this and following the completion of its overarching vision for future development in the district – known as the Core Strategy – SNC has considered all available land and has identified those sites that are appropriate for new homes, employment generating uses and other facilities.

Poringland has been identified as one of the locations in which new homes should be built and the land at Heath Farm, in particular, has been considered as a suitable site. SNC has, therefore, outlined in its draft Site Specific Allocations & Policies Development Plan Document, that land at Heath Farm could be developed with up to 200 new homes.

After securing an interest in the land and given that it has been identified as a suitable site for housing, David Wilson Homes is now preparing draft proposals. These proposals follow the permission that was granted for the new medical centre at the southern end of the site adjacent to Stoke Road.

South Norfolk Local Plan
Site Specific Allocations & Policies Development Plan Document
3 September - 26 October 2012

- 3rd Public Consultation (Regulation 18)
- Preferred Sites for allocation
- Preferred Development boundaries

Norwich Road – Caistor Lane

The site – from Stoke Road
What’s proposed for Heath Farm?

David Wilson Homes is currently preparing proposals for the northern part of the site, while at the same time considering how the whole of the Heath Farm land could be developed with new homes in future.

The plans for the northern part of the site propose a scheme featuring an indicative mix of:

- 74 new open market homes and including
  - 6 x 2 bedroom bungalows
  - 6 x 2 bedroom houses
  - 21 x 3 bedroom houses
  - 33 x 4 bedroom houses
  - 8 x 5 bedroom houses

- 36 new affordable homes and including
  - 4 x 2 bedroom apartments
  - 25 x 2 bedroom houses
  - 7 x 3 bedroom houses

- Public open space including allotments

The access to the northern part of the site would be via Caistor Lane.

Aside from the plans that have been developed to date and which, when finalised, will be submitted as a formal planning application, David Wilson Homes has also prepared a wider masterplan covering the southern element of the site. This vision indicates how this remaining part of the site could be developed with around 160 new homes in future.

Overall, the development of land at Heath Farm would deliver a range of important local benefits from additional low cost and family housing through to further accessible public open space and allotments. The proposals would also generate a series of significant financial contributions for Poringland towards areas such as education and highways.
Proposals for land at Heath Farm, Stoke Road and Caistor Lane, Poringland

Design and appearance

The site is relatively flat and it is proposed that the development will be split in two with up to 110 units to the north (Phase 1) and 160 units to the south (Phase 2). These will be linked by a generous public open space which will have a “park land” feel. This “park land” will be used by existing and new residents for recreational purposes with a dedicated play area and allotments being provided.

Appearance

The houses will be two storey with a limited number of bungalows being provided. Both private open market and affordable housing (33%) will be catered for in accordance with SNC’s Planning Policy.

The houses will be constructed from good quality traditional materials and a vernacular architectural style will be adopted, providing variety in both mass and form.

Layout

The housing will be laid out to create a “sense of peace” which integrates with, and responds to, its context both within the site and more widely within the village.

Design will be imaginative with well-considered architectural solutions to terminate views where appropriate and offer views over the surrounding countryside and open space.

The routes through the site will be clearly laid out and distinctive character zones created through variations of house types and density, allowing visitors and residents to orientate themselves within the development.

Sustainability

The new houses will be built to reduce their energy demand and carbon footprint by improving wall, floor and roof insulation. 10% of the energy used within the dwellings will be provided on site from a renewable source such as solar water heating or photovoltaic panels.
Proposals for land at Heath Farm, Stoke Road and Caistor Lane, Poringland

Highways and access

David Wilson Homes has paid careful attention to highway matters as part of its work to date. In light of the studies completed by the team’s highways consultant, it is proposed that:

- Access to the proposed 110 new homes in the northern part of the site would be via Caistor Lane.
- In future and when the further 160 homes planned are built on the southern part of the site, a link road would be constructed leading through and connecting to Stoke Road.

This approach results from initial discussions held with the highways authority, Norfolk County Council (NCC), and a study of key junctions on the B1332 Norwich Road/The Street. Recent traffic surveys show that congestion can occur at the roundabout junction with Stoke Road and Long Road, particularly in the weekday morning peak hour, with this predicted to increase in future years due to general traffic growth.

Most traffic from the proposed development is expected to travel on the Norwich Road to/from the direction of Norwich. If access to the scheme was, therefore, via Stoke Road only, this would mean that traffic would pass through the roundabout causing additional congestion. However, given the proposed Caistor Lane access, it is anticipated that most of the development’s traffic would avoid this roundabout altogether, accessing Norwich Road via Caistor Lane. A footway would be provided along Caistor Lane and measures would be taken to improve highway access onto Norwich Road.

Initial assessment work has found that up to 270 new homes can be accommodated on the local highway network under this approach.

Direct pedestrian and cycle access will be available to Norwich Road.
Drainage proposals

Surface Water Drainage

David Wilson Homes has appointed a dedicated engineer to review and consider all drainage aspects connected to the site’s development. Having considered matters, it is proposed that:

- Surface water on site will continue to run into the existing ditches but in a controlled manner.
- Water run-off will be controlled to discharge at the current rate and will not be increased by the potential effects of any future climate change over the next 100 years.
- The management of any additional surface water resulting from climate change will be contained on-site, minimising the risk of any flooding downstream.
- Surface water from the access roads will discharge into gullies and swales before being conveyed to the attenuation ponds.

With regard to surface water from individual homes, it is proposed that this will be managed through a Sustainable Urban Drainage system, including porous surface materials and swales which will be linked to the attenuation ponds.

The existing ditches on-site will be cleared and reinstated. Continued maintenance of ditches for perpetuity and other drainage features will be undertaken to prevent future blockages.

Foul Water Drainage

David Wilson Homes understands that the local sewage treatment works has sufficient capacity to accommodate future foul water from the proposed development. It is planned that the foul water sewer for the development’s first phase would be connected to the existing sewer in Caistor Lane, which will be enhanced as determined by Anglian Water.

Subsequent phases of development may also flow to the north or to alternative connection points on the existing sewer network as determined by the forthcoming Anglian Water assessment of the network.

Anglian Water will be consulted by SNC on receipt of a planning application.

Mains Water Supply

The Anglian Water Pre-Planning Assessment Report has identified that the main water supply network will require upgrading to supply the whole development.
What’s next?

Following today’s public exhibition, David Wilson Homes will consider all of the feedback received and will take this into account, where possible, as it continues to advance and finalise its proposals. Aside from taking the views of the community into account, feedback received from other consultees such as SNC Planning Officers and NCC Highways Officers will also help to shape the final plans for the site.

As the detailed plans for the northern part of the site are moved forward, you will be kept up to date on progress. You will have a further opportunity to comment on the final proposals once they are submitted as SNC will carry out its own statutory public consultation ahead of a decision being reached.

Thank you for your interest and the team looks forward to receiving your comments.

Project timescales

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<th>January</th>
<th>February</th>
<th>March</th>
<th>April – May</th>
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<tr>
<td>Review of consultation feedback</td>
<td>Submission of formal planning application</td>
<td>Ongoing liaison with SNC and NCC officers</td>
<td>Likely decision to be made on application</td>
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<tr>
<td>Progression of proposals and completion of all supporting technical work</td>
<td>Statutory public consultation period</td>
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Get in touch

If you have any questions or would like to get in touch with the team at any point, you can reach us on freephone: 0800 298 7040
You can also get in touch with the team via the project’s website – www.consultation-online.co.uk/poringland

David Wilson Homes