

Land south of Swan Lane

LONG STRATTON

VISION DOCUMENT

February 2023

RAINIER
DEVELOPMENTS & STRATEGIC LAND

Contents

Introduction	6
Long Stratton	6
Site Proposals	8
Site & Context Analysis	14
Planning Policy Context	14
History & Character	18
Local Services & Facilities	20
Constraints & Opportunities	22
Emerging Proposals	28
The Concept	28
The Proposal	30
Placemaking Strategy	32
Green & Blue Infrastructure Strategy	34
Sustainability & Active Travel Strategy	36
Conclusion	40
Benefits of the proposal	40





Foreword

We are delighted to present this document setting out our Vision for the promotion of a development opportunity on land to the south of Swan Lane and its capacity for delivering new homes for Long Stratton.

This Site is being promoted by Rainier Developments Limited. Utilising their land, planning and development experience, Rainier work collaboratively with landowners, key stakeholders and the wider community on all aspects of the development process to bring forward planning consents and development proposals that benefit all involved.

The overarching vision for the proposal is to deliver a high-quality, green infrastructure led, distinguishable and sustainable addition to the town, where people will wish to live. The proposed development will provide an opportunity to deliver much needed new housing for the town, enhancing and complementing the existing settlement edge.

The landscape-led masterplan will respond to the opportunities and constraints of the Site, seeking to create a strong and positive addition for the town. The proposals will be ecologically sensitive, respecting and enhancing the existing green infrastructure.

The proposal will deliver up to 102 new homes, 33% of which will be affordable, as part of a low carbon development in a sustainable location. There will be opportunities for children's play, informal recreation and improved connections between the existing settlement and the countryside beyond.

Prepared by:



For:



In consultation with:



1

Introduction

An overall introduction to Long Stratton, the Site and development proposals, including overarching objectives and Vision.



2

Site & Context Analysis

A summary of all the Site assessment work carried to ensure an informed approach to the design development of the Site.



3

Emerging Proposals

Presentation of the emerging concept, illustrative masterplan and the design principles adopted to ensure a robust development proposal.



4

Conclusion

A summary of the key benefits of the proposal and its merit as the next logical location for new development in Long Stratton.

Introduction

Context Analysis

Emerging Proposals

Conclusion



1

Introduction

1

Introduction

Long Stratton

Long Stratton is a town in Norfolk, historically comprising of two villages - Stratton St Mary and Stratton St Michael. The town lies approximately 20km south of Norwich and 53km north of Ipswich. Long Stratton had a population of 4,424 at the 2011 Census.

Long Stratton has a good array of local facilities, all of which are within easy walking distance or a short cycle, bus journey or drive from the Site.

Norwich and Ipswich have a host of diverse services and employment opportunities, as well as being located on the trainline into London Liverpool Street, with a train from Norwich to London taking under 2 hours, via Ipswich which is a 1 hour 15 minute train journey to London.

The surrounding countryside and east coast provide an array of amenity and leisure. Many local amenities are situated within a short walk of the Site and would provide day-to-day services and facilities for a new local community.

Site Description

The proposed Site is located in the north of Long Stratton, south of Swan Lane. The parcel of land covers 5.27ha, as shown on the Location Plan opposite.

The Site is bound by Swan Lane, which abuts the north of the Site and wraps around its eastern edge as it travels southwards into the heart of the settlement with the majority of facilities located on The Street in the eastern part of the settlement. The edge of the site on this northern and eastern edge is delineated by a substantial existing hedge from the Public right of way (PRoW) eastwards.

The north west boundary backs onto existing properties accessed from Chequers Road. The area is characterised by fences and low hedges and a few trees.

The southern edge of the Site is bounded by a low fence and the private driveway connecting Swan Lane and the adjacent Mayfields care home.

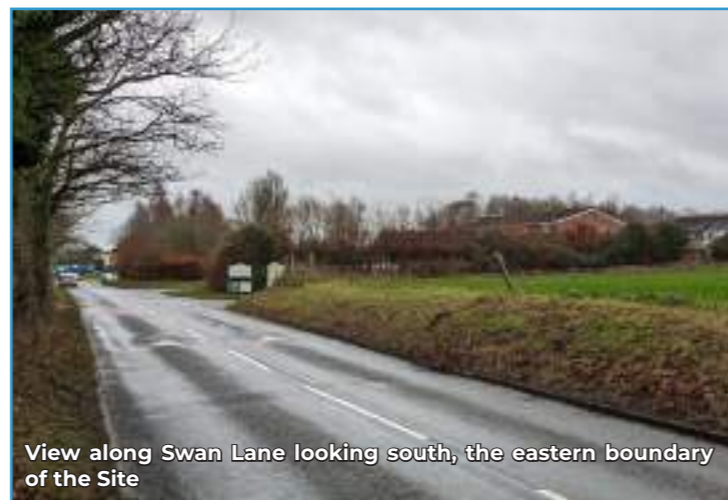
Parts of the recent development on Jermyn Way to the south and Saxifrage Close also back onto the Site, visible from Swan Lane.

From the Site the Care Home that sits south of the Site is clearly visible and a dominating feature of the landscape. The private drive for the Care Home abuts the boundary on the south with a small fence and minimal planting.

The neighbouring doctors surgery to the south of the Site is visible from the eastern areas of the Site, and has a view of the Site from a north-west facing window.

In the centre of the field is a small stream surrounded by vegetation, that runs across the side towards the north-east corner of the Site.

A PRoW runs from the north and continues across the Site, at the boundary of the Site, the PRoW crosses a small pedestrian bridge and links to the PRoW included in the Jermyn Way development.



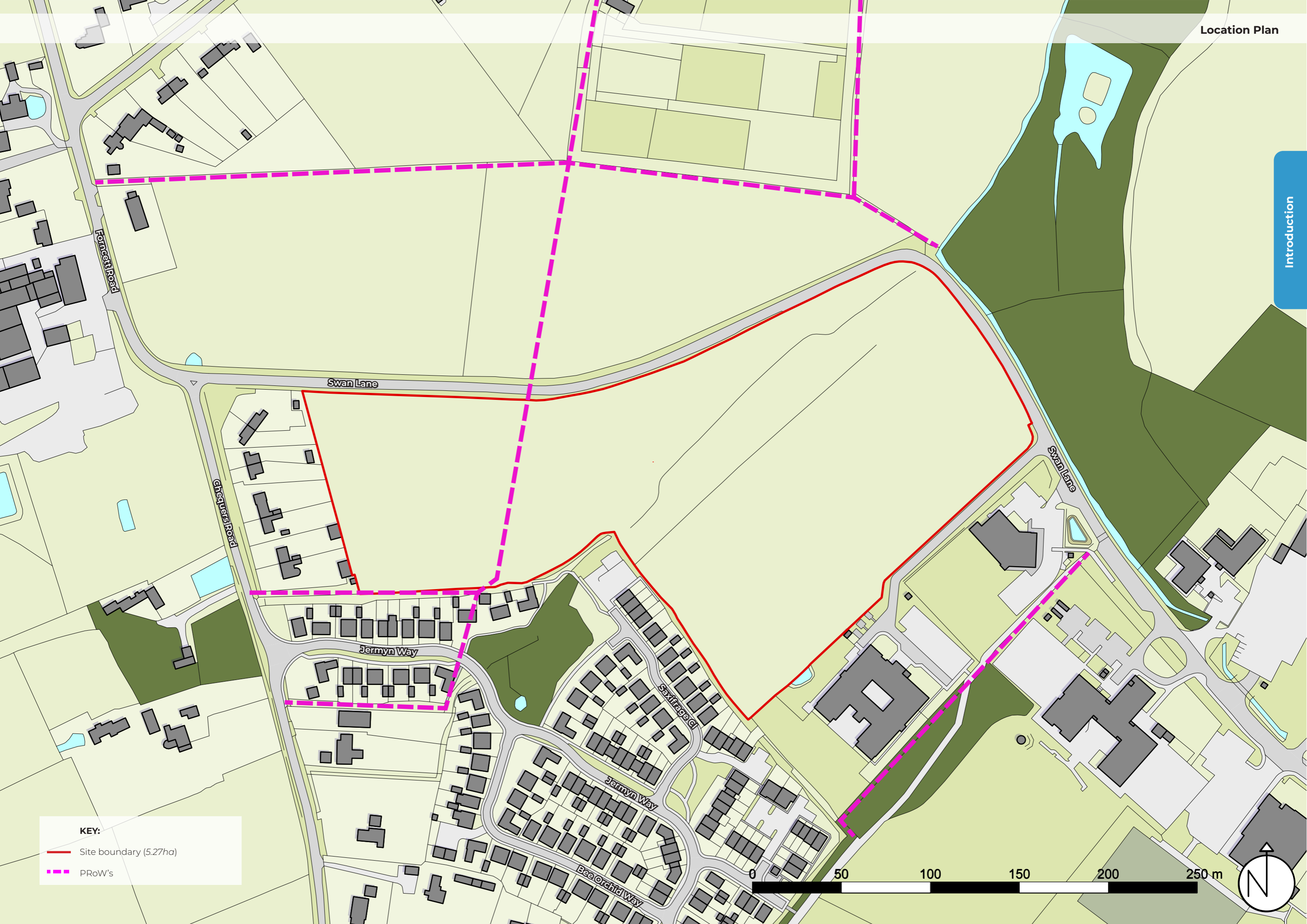
View along Swan Lane looking south, the eastern boundary of the Site



View of the Site looking north-west from care home access road

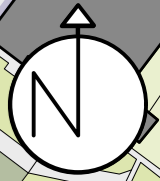


View from Swan Lane looking westwards



KEY:

- Site boundary (5.27ha)
- - - PRow's





Site Proposals

The Site to the north of Long Stratton presents a fantastic opportunity to deliver much needed new housing for the District.

The Site can deliver up to 102 dwellings, including a mix of house types, densities and tenure, with the provision of affordable housing, helping to meet the need for market and affordable housing in the local area and South Norfolk Council.

Homes set within high-quality landscaping and access to green spaces and play spaces will ensure a pleasant environment for people to live whilst improving health and wellbeing for new and existing residents. Promoting access to nature will encourage walking, jogging, cycling and other recreational activities.

Connections to the wider area Public Right of Way (PRoW) network will ensure integration with the existing settlement of Long Stratton and the surrounding settlements.

The Objectives

The main objective of this proposal is to create a distinguishable, high quality and landscape-led development providing new homes and employment space, sensitively integrated into the community in a highly sustainable location.

The proposals will demonstrate strong urban design and placemaking principles, delivering homes that people will want to live in as well as creating spaces for informal recreation with safe and liveable streets. It is important to create a development with a locally distinctive character to form a natural and befitting extension to the existing settlement of Long Stratton.

This will be achieved through integrating with existing uses, landscape character, existing connectivity and respecting and celebrating local vernacular features.

The proposed development will create an enhanced community for Long Stratton, supported by existing connectivity and transport routes as well as public amenities such as publicly accessible open space including a children's play area.



Up to 102 new high quality family homes in a dwellings in mix of sizes and tenures;



Providing new homes that are needed for the local community;



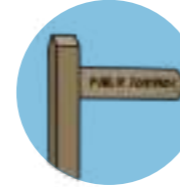
Development in sustainable location, close to local services facilities;



Amenities and services ready for the Zero-Carbon future, including provisions for electric vehicle charging points;



New children's play area and natural play trails promoting outdoor activity;



New footpaths and cycle routes plugging into the existing Public Rights of Way network;



New multi-functional open spaces including wildflower meadow planting and enhanced boundary planting to provide biodiversity net gain;

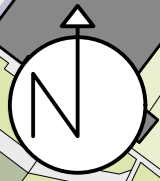


New green corridor and sustainable surface water management including attenuation basins with wildlife friendly features, delivering a net gain in biodiversity; and



Contributions to local infrastructure improvements.









View of the central stream, looking south-west



View from the PRoW looking south



View looking north from the point the PRoW enters the site to the rear of residential properties along Jermyn Way



View of the northern boundary of Swan Lane



View from the PRoW looking west towards the residential properties along Chequers Road



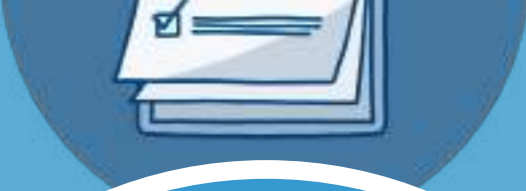
View looking north-east along central stream



View of the Site looking south from the point where the PRoW enters the Site from Swan Lane



View from the PRoW looking south towards the boundary



2

Context Analysis

2

Site & Context Analysis

Planning Policy Context

This section identifies the relevant planning policy context which the proposed development has been informed by and developed in accordance with. The Planning Statement submitted in support of the planning application provides more detail on the planning policy position and considers how the proposed development accords with the adopted and emerging local plan position.

National Planning Policy Framework (NPPF)

The NPPF is a material consideration, in particular where Local Plan policies may be considered 'out of date'.

Paragraph 68 of the NPPF is of particular relevance having regard to 'Identifying land for homes'. It states that Local Planning Authorities should seek to identify a sufficient supply and mix of sites for residential development.

The proposed development would also adhere to the principles of Sustainable Development detailed in Section 2 of the NPPF, helping to support local businesses through increased footfall, providing an appropriate mix of new homes for the locality and creating a suitable and attractive environment for increased biodiversity and flood risk management.

Core Strategy

The Joint Core Strategy was prepared by Broadland District Council, Norwich City Council and South Norfolk District Council, along with Norfolk County Council, to set out the overarching strategy for growth across the three districts until 2026. It identifies key locations for housing and employment growth and set out policies to ensure that future development in each district is sustainable.

The Strategy identified Long Stratton as a location for large-scale growth, partly in recognition of it being a Key Service Centre, and also given a district-wide desire to deliver a bypass around the town. It was intended therefore that significant growth would directly fund this infrastructure.

As a result of this, the Core Strategy allocated 1,800 new homes to Long Stratton, with the details of this allocation being set out in Policy 10 (Locations for major new or expanded communities in the Norwich Policy Area).

Within the Core Strategy it is recognised that "while Long Stratton is not well related to employment or high quality public transport, this is outweighed by the availability of a good range of local jobs, services and other community facilities and the significant local benefits of a development led bypass". It also states that "Long Stratton has by far the best range of local shops, services and employment opportunities of the area's Key Service Centres".

The housing trajectory forming part of the Core Strategy suggested that the development of the 1,800 new homes would commence in 2017/18 and be fully delivered by 2025/26.

Greater Norwich Local Plan

In addition to the above adopted policy documents, a Greater Norwich Local Plan has been prepared by the three authorities that produced the Joint Core Strategy. It is intended that this new Local Plan will supersede the Joint Core Strategy and Site Allocations Plans in each of the three districts.

It is at an advanced stage, having been submitted for Examination in July 2021 and with hearing sessions having taken place during February and March 2022. This emerging Plan does not make any further allocations to Long Stratton beyond the growth already allocated through the Long Stratton Area Action Plan.

Land south of Swan Lane was assessed within the Housing and Employment Land Availability Assessment (HELAA) (2020 Addendum) that formed part of the evidence base for this new Local Plan. The Site reference was GNLP3033 and the assessment concluded that "based on the suitability analysis it is considered that this Site is appropriate for the land availability assessment, subject to any caveats in the Suitability Conclusions".



Greater Norwich Local Plan Objectives

- 
Environment
 To protect, and enhance the built, natural and historic environments, make best use of natural resources, and to significantly reduce emissions to ensure that Greater Norwich is adapted to climate change and plays a full part in meeting national commitments to achieve net zero greenhouse gas emissions by 2050.
- 
Homes
 To enable delivery of high-quality homes of the right density, size, mix and tenure to meet people's needs throughout their lives and to make efficient use of land.
- 
Infrastructure
 To promote the timely delivery of infrastructure to support existing communities, growth and modal shift in transport use; and to improve connectivity to allow access to economic and social opportunities.
- 
Communities
 To grow vibrant, healthy communities giving people a high quality of life in well-designed developments with good access to jobs, services and facilities, helping to close the gap between life chances in disadvantaged and other communities.
- 
Delivery
 To promote the delivery of housing, jobs and infrastructure to meet identified needs, supported by intervention mechanisms where the market is unable to deliver.
- 
Economy
 To support and promote clean growth and progress towards a post-carbon economy through the expansion of internationally important knowledge-based industries in the Cambridge Norwich Tech Corridor as part of a wider entrepreneurial, enterprising, creative and broad-based economy with high productivity and a skilled workforce.

Land West Of Chequers Road Tharston Norfolk (app ref: 2022/1874)
 Outline permission for five new detached single storey dwellings, one to be a self-build.
Application pending determination

Land east of the A140 (app ref: 2018/0112)
LNGSI mixed use site allocation part of Long Stratton Area Action Plan (May 2016)
 Hybrid application seeking outline planning permission for 387 dwellings, 1.5ha of employment land, associated infrastructure and public open space. Together with application for full planning permission for a western relief road (including a roundabout access at the north to the A140 and a priority junction access to Swan Lane at the south) and with phase 1 housing consisting of 213 no. dwellings, associated infrastructure and public open space
Application pending determination

Land east of the A140 (app ref: 2018/0111)
LNGSI mixed use site allocation part of Long Stratton Area Action Plan (May 2016)
 Hybrid application seeking outline planning permission for 1,275 dwellings, 8ha of employment land, 2ha primary school site, community facilities, associated infrastructure and public open space together with full permission for a bypass including roundabouts and junction.
Application pending determination

KEY:

-  Site boundary
-  Settlement/development boundary
-  Conservation Area
-  Listed buildings

Landscape proposals as part of application 2018/0111:

-  General native specimen trees
-  Native woodland mix
-  Native hedgerow
-  Wildflower meadow
-  Wetland meadow and drainage basins
-  Existing trees and hedgerow
-  Formal grass areas
-  Sports pitches





The suitability conclusions for the Site were as follows: “This is a Site of 5.28 ha located to the south of Swan Lane and immediately to the north of a 120 dwelling site, which is under construction, off Chequers Road (Tharston Meadow).

It would form a northern extension to that scheme and is promoted for 80 dwellings and a care home. An existing care home and surgery adjoins its southeastern boundary. Initial highway advice has not raised concerns regarding access or impact on the local road network but advises that the Site should be viewed in the context of development already committed in Long Stratton.

The Site is accessible to a range of core services in Long Stratton and is on a bus route; the nearest school is around 150 metres away and whilst there is no footpath access at present, it could be provided.

There are no known constraints in relation to contamination/ground stability or utilities infrastructure. A low lying narrow tract of land running diagonally across the Site from its northeast corner is prone to surface water flooding and this would need to be addressed through design (e.g. open space provision, water features and SuDS), as has been implemented in the adjacent development.

There is a public footpath across the Site from north to south which should be retained; there are no known significant impacts on other ecological sites or important landscapes. There could be some limited impact on the setting of the listed Spreadingoaks Farm to the west. Subject to addressing identified constraints, the Site is considered suitable for the land availability assessment.”

The Site was rejected for the allocation at the next stage. However, “based on the Part 1 Strategy, no new allocations are being made in addition to the Long Stratton Area Action Plan. The Area Action Plan will be reviewed later, separately to the GNLP”.

In this instance, there is a clear strategy for further growth in Long Stratton, with this having been recently reviewed through the preparation of the emerging joint Local Plan which will hold considerable weight for decision making given its advanced status.

Nonetheless, the land to the south of Swan Lane can make a tangible contribution to the local housing stock including the provision of much-needed affordable housing. The illustrative layout responds appropriately to the potential constraints identified in the HELAA assessment and its wider context.

Other considerations

As an additional material consideration, it is worth noting that South Norfolk cannot currently demonstrate a five year housing land supply. Despite having previously been in a strong position, this has now been undermined by delivery issues relating to the ceasing of development whilst nutrient neutrality mitigation is explored.

This has been acknowledged by the Council, albeit it has not yet been calculated what the shortfall may be. This was confirmed in a recent appeal decision dated 24th August 2022 (APP/L2630/W/22/3296988).

Long Stratton Neighbourhood Plan

The Long Stratton Neighbourhood Plan was adopted in October 2021 and covers the period from 2019 to 2036.

It provides guidance on housing mix, the affordable housing needs for the town and other design and character policies.

Supplementary Planning Documents (SPDs)

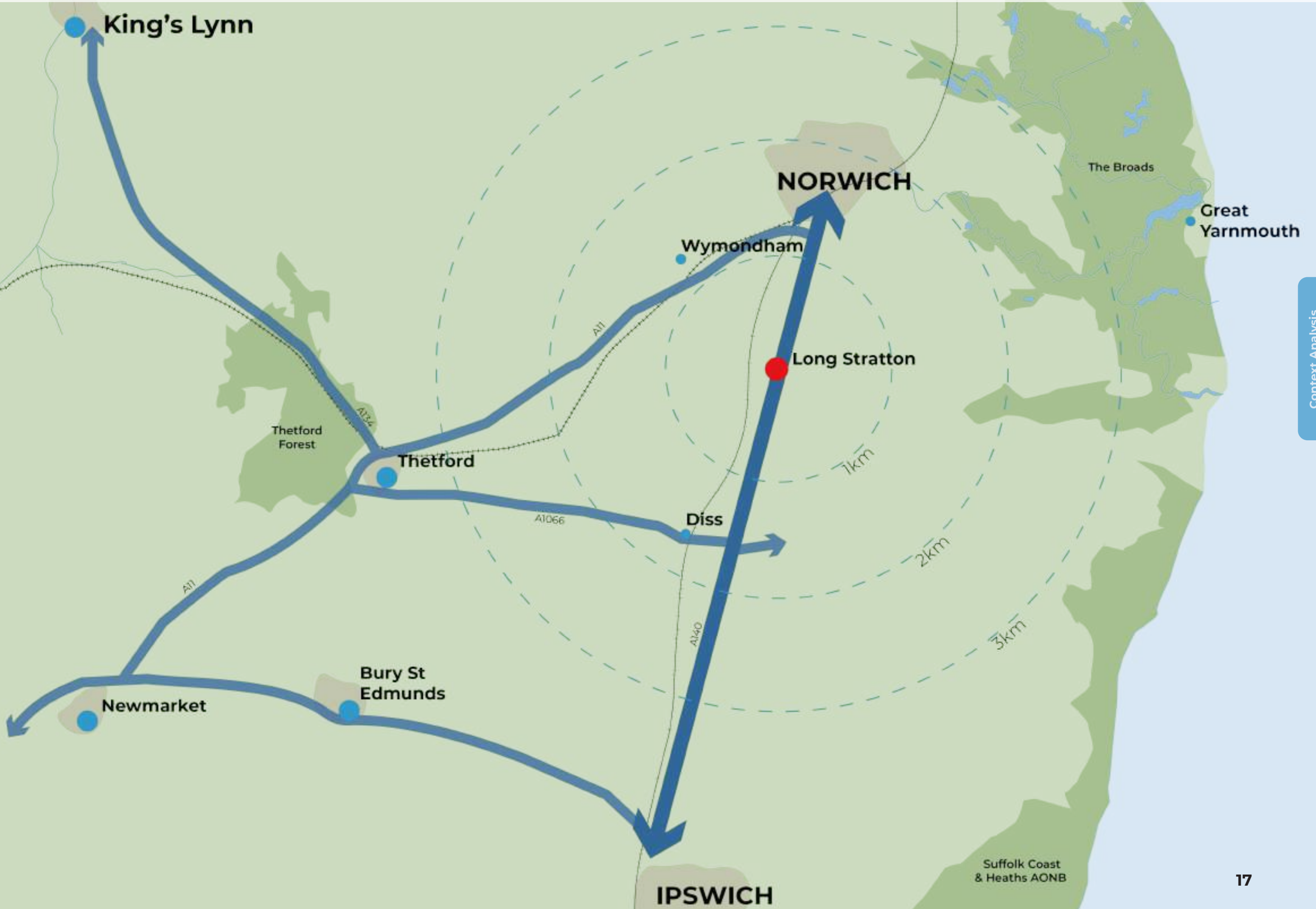
There are a number of SPDs which have been considered as part of this proposal.

The Recreation Provision in New Residential Developments SPD (September 2018) sets out the open space requirements for new developments including the type of space such as for children, older children, adults and informal recreational space. The SPD also clarifies off-site provisions and the resultant commuted sums due.

The South Norfolk Place-Making Guide SPD (September 2012) contains a detailed section on Long Stratton, looking at its history and growth. It provides key characteristics of the town and in particular highlights its architectural features, layout, design principles and existing constraints.

Finally, residential parking standards are provided within the adopted Broadland District Council Parking Standards SPD (June 2007) which has also been adopted by South Norfolk Council.





Context Analysis



History & Character

Long Stratton developed in a linear fashion along the old Roman Road. Moving east and west of the main road the street patterns vary and generally follow themes consistent with the design style of the various areas of development.

The defining characteristic of the town is the Roman Pye Road (now part of Ipswich Road) which forms the spine of the historic settlement of Long Stratton, and is easily recognisable as an historic feature in the landscape. The 16th/17th century surviving core of the settlement is strongly linear, houses opening straight on to the pavement for much of its length; and settlement usually only one plot wide either side of the road, extending from around Edge Lane to the north, down to St Mary's church.



St Marys church, Long Stratton

Materials

- Within the historic core, buildings have steeply pitched roofs and relatively narrow spans. Traditional window details, brick, flint or painted render wall finishes and pan tile roofs.
- Some unsympathetic modern infill development has diluted character of historic core.
- Late 20th century estates of generally standard pseudo-vernacular design but with some sympathetic use of open spaces in more recent development.



Built Form

- Clearly defined historic core with a linear pattern.
- The town is situated on main transport route.
- Market place the main focal point for the town.
- The majority of buildings in the town are small-scale two-storey dwellings of simple form.
- 14th century round towered church and cemetery dominate historic core to the south.



Housing fronting onto Ipswich Road

Frontages

- Property boundaries with roads are largely low brick walls, mature hedgerows (particularly upon entering the town) and some railings.

Urban Form

- Modern estates have created hard perimeters of the town. With poor permeability from modern estates to centre of the town.
- Town forms part of the dispersed settlement pattern with ancient countryside surviving east of the town. This is characterised by settlements consisting of isolated farmsteads, hall/church complexes, and common-edge or roadside strings of houses forming hamlets, all linked by tracks, which survive as footpaths, lanes and roads in the current landscape.



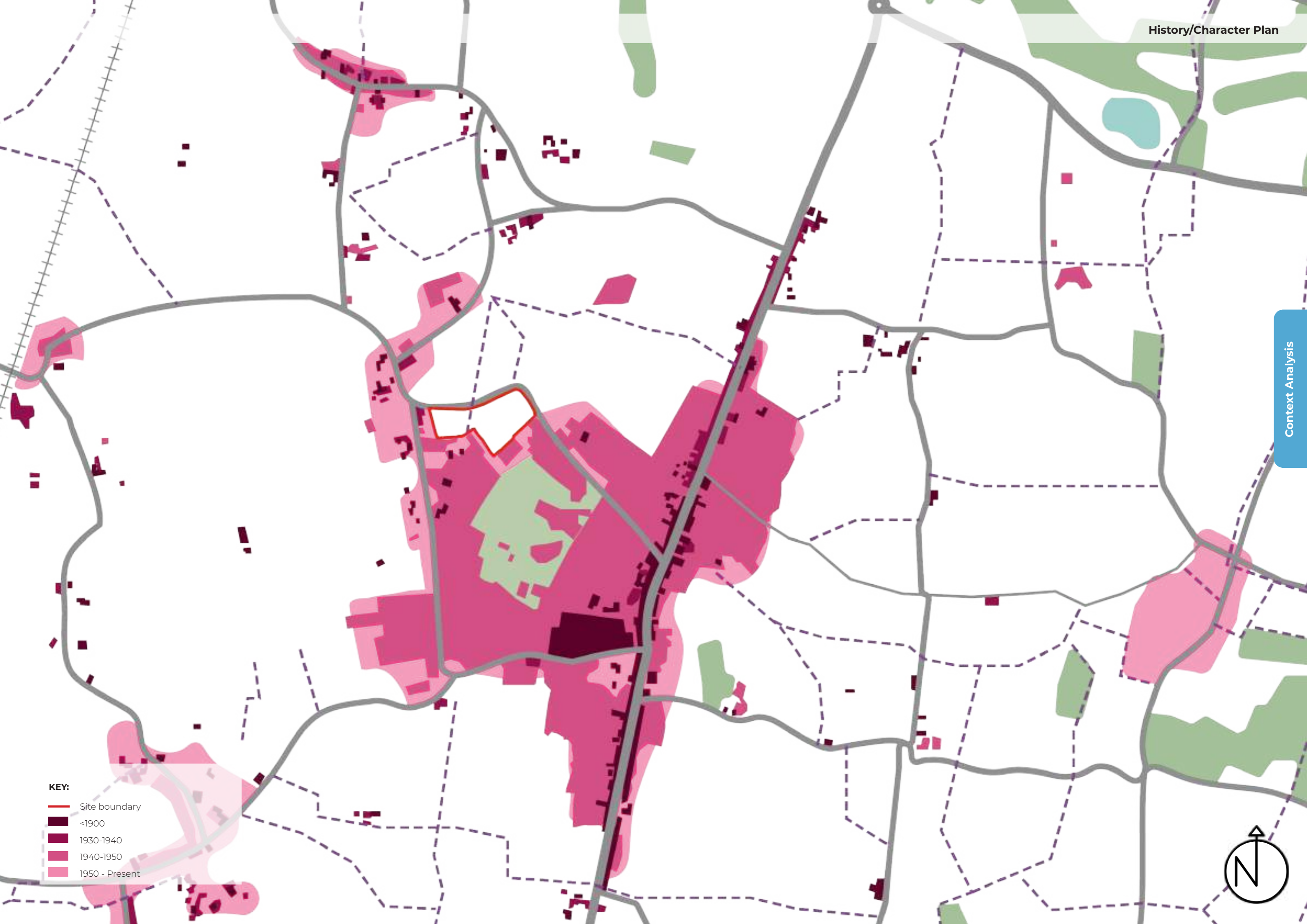
New development, Jermyn Way to the south of the Site



Recent development, Trumpeter Rise (south east of the Site along Swan Lane)



Recent development, Jermyn Way to the south of the Site



- KEY:**
- Site boundary
 - <1900
 - 1930-1940
 - 1940-1950
 - 1950 - Present





Local Services & Facilities

Facilities and Services

The nearest facilities are located adjacent to the Site, providing close access to local convenience shops, restaurants and other facilities.

The closest secondary school to the Site is Long Stratton High School, approximately 600m from the eastern access to the Site on Swan Lane, a 8 minute walk, and a 3 minute cycle. The Site benefits from close proximity to a range of facilities and amenities within Norwich, which is easily accessible by public transport.

The market town of Norwich has a range of shopping and recreational facilities, including a collection of specialist and independent stores and a choice of bars and restaurants.

The Long Stratton leisure centre provides access to a gym, an outdoor 5-a-side football pitch, childrens' soft play and fitness classes to the local community. It is within an easily accessible distance from the Site; a 4 minute walk, or a 2 minute cycle.

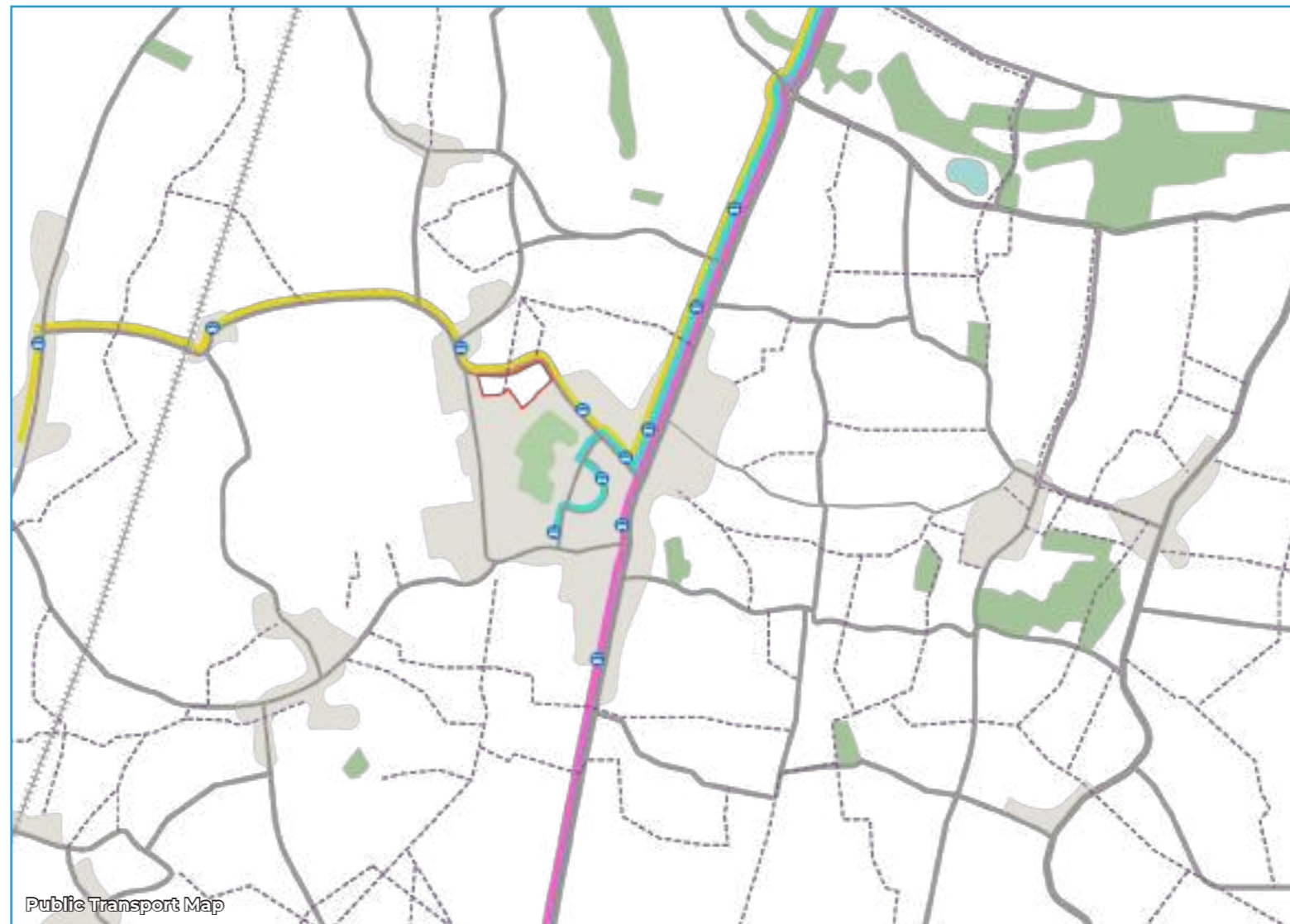
Nearby employment opportunities via Long Stratton and the wider context are an easy commute (including walking, cycling or with public transport as well as by car) of the Site and offer varied employment options.

Local Movement Networks















The Site is located in a sustainable location, on the edge of Long Stratton, and connected by both public transport and routes accessible for pedestrians and cyclists.

Swan Lane, which bounds both the east and north of the Site boasts the number 1 bus service connecting the Site and the centre of Norwich as well as small local villages. These connections provide links to the wider south east and the rest of the UK through the wide range of rail services that connect to London.

These connections to Norwich also means that from the Site it is possible to reach London or Birmingham in just over 2 hrs.



KEY:

-  Site boundary
-  Public Rights of Way
-  Local shop
-  Surgery/Pharmacy
-  Employment are
-  Place of worship
-  Community hall
-  Leisure centre
-  Schools/nursery
-  Football club
-  Cafe
-  Solar farms
-  Pubs/Bars
-  Restaurants





Constraints & Opportunities

The constraints and opportunities plan (see opposite) draws together all the baseline information and summarises what the main considerations are. These have to be considered when developing the masterplan layout and have shaped it going forward. Considering the analysis carried out for the Site, the following constraints have been considered when developing the masterplan layout:

Landscape

The Site lies within National Character Area 83 'South Norfolk and High Suffolk Claylands', dominated by 'a relatively flat topography, incised by stream and river valley corridors.' The NCA's Statement of Environmental Opportunity (SEO) 2 includes the need to '...ensure that the design and location of new developments add to the sense of place and history across the National Character Area (NCA)' for example by '... planning for well-designed new development inspired by local character, particularly within the market towns where new development is proposed, including ...Long Stratton...'.
At a local level, the South Norfolk Landscape Assessment (2001), updated by the South Norfolk Local Landscape Designations Review (2012), places Long Stratton within the Landscape Character Area 'B1 Tas Tributary Farmland' and within the 'Long Stratton West Historic Character Zone'. As per the 2012 Review, the Site shares key characteristics of B1 such as 'open, gently undulating to flat and sloping landscape incised by shallow tributary valleys, the tributary streams of which are not prominent landscape features...' and to the north and east of the Site '...open views across the countryside...'.
The Site consists of two fields connected by a band of grassland and mature vegetation running north-east to south-west at the interconnecting boundary of the two fields. The south-eastern field is open to the east and south and bordered to the north by the band of mature vegetation as described. The north-western field is bordered to the north by a low clipped hedgerow with just two mature trees within it; houses back onto the north-western field along its western and southern boundary, with some filtering of views provided for properties to the south by existing mature trees. The western section of the Site is crossed by a designated footpath, public right of way (PRoW) Tharston FP 28. The Site is not covered by any statutory or non-statutory landscape designations. The nearest designated features are Forncett Meadows, a Site of Special Scientific Interest circa 2km to the west at Forncett St Peters and a number of listed buildings in and around Long Stratton, the closest of which to the Site is Spreadingoak Farmhouse, a Grade II listed building circa 90m from the western site boundary, separated from the Site by existing residential properties along Chequers Road.

Overall, the flattish nature of the local landform and low level of intervening vegetation provides open views of the Site from the north and east, although views across the Site as a whole are filtered by the band of existing mature vegetation within the Site. Views to the west and south are contained by the adjacent built residential edge of Long Stratton. The visual envelope of the Site is therefore considered to be relatively limited.

Arboriculture

A survey and assessment of trees, carried out in accordance with guidance contained within British Standard 5837:2012 'Trees in Relation to Design, Demolition and Construction – Recommendations, identified tree cover on site as generally being of mature proportions and restricted to the Site peripheries and within an unmaintained strip of land separating the two managed field parcels.
A total of twenty-two individual trees, four tree groups and four hedgerows were recorded as part of the assessment. This tree cover included four individual trees considered of high arboricultural value (Category A), all English oak *Quercus robur* along with nine individual trees considered of moderate arboricultural value (Category B), which included a mixture of field maple *Acer campestre* and Ash.

Fraxinus excelsior and goat willow *Salix caprea*. The remaining tree cover which included both maintained and unmaintained hedgerows were considered of low arboricultural value (Category C).
None of the assessed trees were considered ancient or veteran in accordance with accepted methodologies and guidance. The online search facility on the website for the Local Planning Authority, South Norfolk District Council, identified no Tree Preservation Orders that would apply to any trees present on, or immediately adjacent to the assessment site.

Design Considerations

In response to the Landscape and Arboricultural analysis, a number of key design considerations have been identified as set out below:

- Existing boundary vegetation should be retained and enhanced as part of the proposals to provide a strong green framework for the Site and an attractive setting for the new built development. This will help boost wildlife habitats as well as softening and screening the new housing.
- A green buffer zone (circa 5m deep) should be created along the eastern boundary with Swan Lane, planted with native shrubs and trees to soften and screen views into the Site from the

open fields and nearby Public Rights of Way.

- Within the Site, the existing band of mature vegetation should be retained and enhanced with native scattered scrub mix, transitioning into flowering grassland to create a biodiverse wildlife habitat zone for the development.
- Provision should be made within the development for PRoW Tharston, FP 28 crossing the Site.
- Additional tree planting should be provided along the internal road network to help soften the roofscape and overall appearance of the new buildings, minimising the potential effects upon local landscape character and views.

KEY:

- Site boundary
- Existing agricultural site access (not retained)
- Proposed site access (for vehicles and pedestrian/cyclists)
- Existing vegetation (to be retained where possible)
- Existing watercourses
- Low surface water flood risk
- Medium surface water flood risk
- High surface water flood risk
- Existing Public Right of Way (to be retained)
- Rear/side boundaries to existing development
- Existing doctor's surgery
- Existing care home
- Existing primary school
- Indicative primary street
- Residential development area (3.4ha @ 30dph = 102 dwellings)
 - 1.44ha @ 30dph = 43 dwellings
 - 1.96ha @ 30dph = 59 dwellings
- Public open space
- Indicative recreational routes
- Play spaces (LEAP; 400sqm with 20m buffer)
- Indicative attenuation basins
- Indicative location of pumping station (with associated offset)



Context Analysis

0 50 100 150 200 250 m





Topography

The Site is relatively flat, sloping very gently inwards towards the central stream and downwards towards from the north western edge towards the east.

The Sites boundary on its eastern edge with Swan Road sits higher than the road level, and therefore the access design, the building height and orientation should be carefully considered.

Ecology

The Site comprises two arable field compartments of low ecological value and a central low-lying area with mixed scrub and ruderal vegetation along a drainage ditch of moderate, local level ecological value. The Site borders existing residential development to the east and south, with the shared boundaries comprising mixed species hedgerows and fencing. The eastern and northern boundary along Swan Lane was generally open with only hedgerow fragments present.

A Site survey and desktop study of the Site identified no protected species within the proposed development footprint. The Site is not covered by any statutory ecological designations and no direct impacts to local statutory and non-statutory designations are anticipated.

Design Considerations

A number of key design considerations have emerged following the baseline review, and should be incorporated into the evolving masterplan.

- The remnant hedgerow along the northern boundary, mature trees, and emergent tree stands within the central area should be retained where possible within the Site green infrastructure and enhanced with additional tree planting.
- Development proposals should include the provision of significant surface water and flood retention capacity and creation of public open space to contribute towards an overall net biodiversity gain across the Site.
- The creation of naturalised balancing facilities and retention and enhancement of the central area of low-lying scrub and ruderal vegetation should provide ecologically valuable wetland and species rich grassland habitats and contribute towards an overall net biodiversity gain across the Site.
- The provision of bird and bat boxes on suitable retained trees across the scheme should provide additional ecological enhancements.

Transport & Movement

Existing site access and accessibility

The Site is situated to the south of Swan Lane adjacent to the northern neighbourhood of Long Stratton. The Site lies in close proximity of the A140 enabling road access to the major road network across the region.

The Site benefits from its proximity to the existing employment, education and leisure facilities. Key trip attractors, including bus stops, a medical centre and pharmacy, supermarket, leisure centre and primary school, secondary school and a post office are within a short walking distance of the Site.

The Site is located in close proximity to nearby bus stops on Swan Lane to the south of the Site (i.e. 'Council Offices' bus stops). These bus stops are served by number 1 bus service which runs 5 times per day between Norwich and Diss via Long Stratton village centre.

The Site is therefore well located to benefit from sustainable transport modes, primarily walking, cycling and public transport, all of which offer a viable and realistic alternative to the private car.

Access and Parking

The potential residential development would be served via two points of vehicular access, both of which taken from Swan Lane in the form of priority 'give-way' junctions.

The vehicular accesses would be designed in line with the Manual for Streets guidance and pedestrian footways would be provided to either side of the carriageway. Pedestrian footways and pedestrian crossing points would be included where appropriate, and would allow the new footways to link with the existing footway network.

The internal road hierarchy would be designed to reflect the volume and type of trips likely on each link and the number of properties accessed and would be subject to a speed limit of 20mph.

Appropriate vehicle parking and suitable cycle storage would be provided to serve the residential development. A Residential Travel Plan would be produced in order to raise resident's awareness of sustainable travel; reduce dependency on car use; discourage unnecessary car journeys; and encourage a modal shift towards walking, cycling and public transport.

Traffic Impact

A preliminary assessment of the potential development has been undertaken based on an expected quantum of circa 100 dwellings. Although the absolute quantum of the potential scheme remains fluid to allow flexibility in its potential scale at this stage, based on the above quantum the potential development would see a predicted trip generation of 50 vehicles in both the AM and PM peak hours. This equates to less than 1 additional vehicle per minute and will not have a severe impact on the operation of the local highway network.

Design Considerations

A number of key design considerations have emerged following the baseline review, and should be incorporated into the evolving masterplan.

- The layout of the Site should be designed to promote access for pedestrians.
- The arrangement for on-site parking should be determined in line with Local Authority parking standards.
- The layout of the streets should respect the existing topography of the Site as well as promote a permeable and legible movement network to aid in wayfinding.

Flood Risk & Drainage

Flood Risk

The proposed Site is identified as lying outside of the fluvial and tidal flood risk zone, according to the Environment Agency's (EA) published flood map for planning. The EA information indicates that the level of flood risk to the Site corresponds to Flood Zone 1 – low probability of flooding. This flood zone has less than a 1 in 1000-year annual probability of flooding. The National Planning Policy Framework Planning Practice Guidance states that all types of development are suitable for this flood zone.

Within the Site, a corridor of low – high risk of surface water flooding has been identified on the EA risk of flooding from surface water map, which is associated with the watercourse which cuts across the Site. However, it is considered that the risk to the Site is low based on the nature of the Site and the surrounding area, with flow routes constrained to the watercourse channel and further mitigation measures to be considered as part of the development proposals.

No other sources of flooding have been identified which are considered to pose a significant risk to the development based on this initial assessment of currently available information, with further detailed assessment to be undertaken as the Site is taken forward.

Surface Water

Current legislation and guidance require developers to manage surface water run-off from new development, to mitigate flood risk to the Site and surrounding area and to provide a sustainable means of disposing of run-off from impermeable areas of the Site. Surface water run-off from the new development should be managed via the design of a sustainable drainage system (SuDS). The possible drainage options considered for the Site include the use of infiltration methods and discharging to a local watercourse or public sewer network.

The preferred method for the disposal of surface water flows is via the use of infiltration techniques. However, the use of infiltration methods may not be suitable due to the characteristics of the underlying strata. Consequently, an alternative strategy of discharging to the local watercourse has also been assessed. This option will include attenuating flows before being discharged to the watercourse at a restricted pre-development greenfield rate.

It is proposed to incorporate a variety of SuDS features throughout the development proposals, which will provide ecological and water quality benefits through the dilution, filtration and settlement of solid particles.

Foul Drainage

A new foul water drainage network will be constructed to accommodate the requirements of the proposed development. The new network will collect and convey foul water discharge from the development to the existing Anglian Water public sewer network.

Utilities

Existing utility infrastructure has been identified within the Site and the surrounding area. It is anticipated that this existing apparatus does not pose a significant constraint to the development, with apparatus diverted or accommodated as part of the development proposals. All utilities are available for the proposed development. It is anticipated that the development will make best use of the existing infrastructure located within close proximity of the Site, with new supplies and connections taken from the existing local

Design Considerations

In response to the analysis, a number of key design considerations have been identified as set out below:

- As part of the initial review of the existing constraints to the Site and the development proposals, existing and proposed drainage elements should be considered as part of the initial development masterplan layout.
- The location of the existing utility infrastructure have been considered and should be accounted for as part of the development masterplan proposals.
- Drainage basins should be incorporated into the overall masterplan proposals. The proposed basins should be sized and positioned to take account of the requirements of the new development and the existing constraints of the Site.

networks.

Heritage

The Site does not contain any designated heritage assets, as defined in Annex 2 of the NPPF. The closest such asset is the Grade II listed Spreadingoak Farmhouse (List ID: 1373409), which is located c. 120m to the south west of the Site. This comprises a 17th century timber framed house in an L-shaped plan and with pitched pantile roof and chimney. Given its description in the National Heritage List for England, it is expected that the significance of the asset is mostly derived from its historic and architectural interest, as a fine example of a post-medieval house in the local vernacular.

Given that it is well set-back from Chequers Road in a plot with mature and dense planted boundaries, and as it is separated from the Site by the intervening road and row of 20th century housing, there is no reason to believe that the Site forms more than a moderately distant and peripheral element in its setting, if it is part of its setting at all, and therefore also no reason to believe that Spreadingoak Farmhouse would form a constraint to the overall capacity or deliverability of the Site.

Further designated heritage assets are located in the wider area, including Long Stratton Conservation Area c. 650m to the east. However, given the greater distances from the Site and levels of separation from intervening vegetation and the built environment, it is also considered that they are unlikely to form constraints to the overall capacity or deliverability of the Site.

With regard to non-designated heritage assets, the Norfolk Historic Environment Record does not indicate any previously recorded archaeology within the Site itself. In the wider study area, there are records for possible prehistoric features, such as ring ditches, found during a geophysical survey c. 480m to the north east; and possible Roman cremations or kilns found in antiquity c. 230m to the east.

There are also scatters of pre-medieval artefact findspots, mostly comprising pottery, from the Neolithic, Bronze Age, Roman and Anglo-Saxon periods. Otherwise, many buildings from the medieval, post-medieval and modern periods are recorded, which are concentrated within Long Stratton and other surrounding villages.

A series of archaeological investigations were undertaken immediately to the south of the Site, comprising a geophysical survey and two phases of trial trench evaluation. This identified a localised concentration of archaeological remains c. 50m to the south of the Site and extending further southwards. These comprised of post holes or small pits of Neolithic and Bronze Age date, a large probable Roman ditch

and an area of medieval settlement.

The latter was concentrated in the south west of the investigated area, toward Chequers Road and away from the Site. None of these remains were identified as extending into the Site, but regardless it is evident that none of this archaeology was a constraint to development as it was mitigated by fieldwork investigation as a condition to planning application Ref: 2010/2225 and did not require retention.

Historic Editions of the Ordnance Survey maps simply show the Site as being a series of agricultural fields in the late 19th and early 20th centuries, which reinforces the conclusion that it was most likely farmland from the medieval period onwards.

In summary, there is no indication that the Site contains archaeology of sufficient significance that it would warrant preservation in situ and therefore influence the masterplan process. It is most likely that any archaeology, if present, would not form a constraint to the deliverability or capacity of the Site.

Design Considerations

In response to the analysis, a number of key design considerations have been identified as set out below:

- Where possible, the development should be set back from Swan Lane to create a soft edge to the road, in keeping with the existing roadside character.
- Dwellings located on the northern edges of the development should be lower density to create a soft edge and transition countryside beyond.
- The proposals should ensure robust boundary treatments to ensure assimilation with the broader landscape.



3

Emerging Proposals

3

Emerging Proposals

The Concept

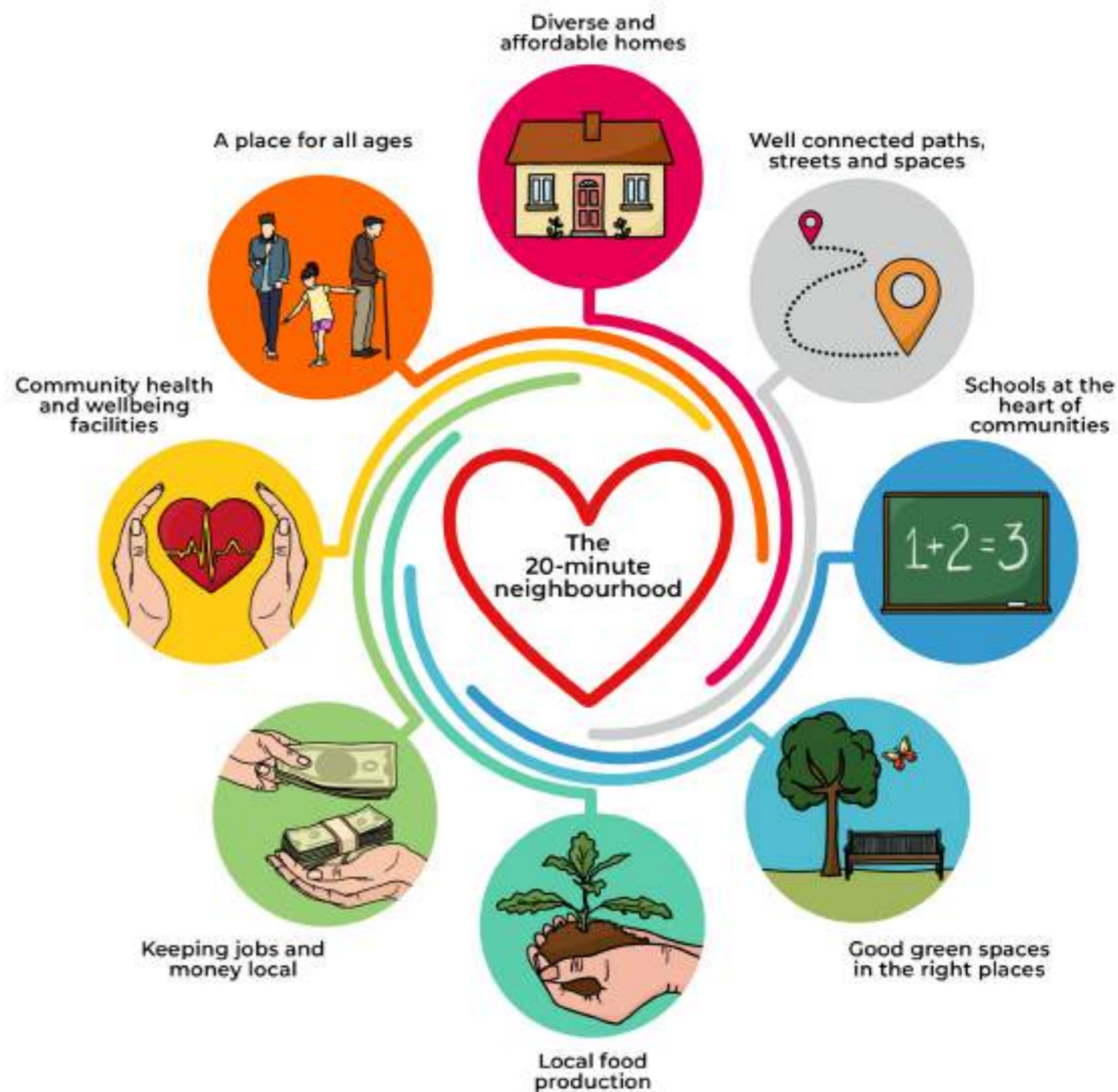
The Site south of Swan Lane has the opportunity to create a sustainable addition to Long Stratton. As a deliverable site, this proposal can aid in the creation of much needed new homes in the District, set within the urban extent of the wider settlement masterplan and bounded by areas of high quality landscaping.









This proposal is designed with existing and new residents in mind, providing a variety of new public open spaces for the community. The vision creates a landscape-led place that integrates with the existing and historic landscape, protecting and enhancing existing trees, hedgerows and habitats, and visual character, to create an attractive and vibrant place to live.

The existing green and blue infrastructure is retained and enhanced, structuring the masterplan and providing a comprehensive landscape network within the Site.

Sustainable transport is a key aspect of the proposals, prioritising active modes of transport with new walking and cycling routes connected into the existing PRoW network that runs through the Site. These routes provide onward connections towards the centre of Long Stratton, providing access to local facilities, commuting and recreational activities.

The opportunity to provide new homes here, within this context, with so many facilities and services available to existing and new residents, makes for an extremely attractive and sustainable future for Long Stratton. Additional residents will help to grow this community and support the services within the town to thrive and prosper.



- KEY:**
-  Site boundary
 -  PRoW
 -  Potential main vehicular access from Swan Lane.
 -  Recreational routes that connect the 2 areas of residential and the green space that sits between them.
 -  Potential area of play, LEAP for future residents and nearby locals.
 -  Attenuation basins; and ecological features.
 -  Existing and new areas of planting; to create attractive and ecologically valuable corridors.
 -  Key frontages; that will aid wayfinding through the development areas.





The Proposal

The Illustrative Masterplan demonstrates how a sustainable addition to the settlement can deliver up to 102 new homes, in a mix of housing sizes and tenures, including affordable housing.

Existing green and blue infrastructure on the Site has been protected and enhanced, to deliver a rich landscape comprising opportunities for new tree and hedgerow planting, wildflower meadows, recreation facilities and new areas of open space. New planted attenuation basins and swales create attractive landscape features whilst delivering ecological benefits.

Primary vehicular, pedestrian and cycle access are proposed from Swan Lane. New pedestrian access will connect to the existing PRoW running through the centre of the Site, connecting southwards to Jermyn Way and beyond.

The proposals can deliver:

- A distinctive and walkable place to live with easy pedestrian and cycle access to local facilities;
- An increase in local housing choice - providing a mix of dwelling types, tenures and sizes which cater for a variety of households;
- Extensive new green spaces and a choice of recreational routes connected to the existing PRoW network, encouraging physical activity, social interaction and well-being;
- New equipped play areas and the opportunity for incidental play and trim trails;
- Diverse and characterful new streets incorporating tree planting;
- Green corridors providing recreational amenity, biodiversity net gain and ecological benefits; and
- A place for wildlife to thrive with linked habitats and wildlife corridors.



Housing Strategy

The dwellings will be designed to a high quality, with the use of vernacular materials which will aid the integration of the development within the settlement.

The proposals identify the need for a mix of dwelling types, tenures and sizes which cater for a variety of households, including the elderly and those wishing to work from home, increasing local housing choice.

It is proposed that the dwellings located on the northern edges of the development should be lower density to create a soft edge and transition to the areas of public open space and the countryside beyond.

The internal layouts of houses will all be designed to meet the National Minimum Standards and will consider market preference and modern ways of living. Houses will be designed to allow for flexibility and adaptation in order to encourage residents to stay for longer depending on life circumstances, for example first time buyers, young families, growing families and downsizers. The scheme will ensure there is a wide range of choice.



Parking Strategy

It is proposed that the majority of parking spaces will be provided on plot - either in garages or driveway spaces. In some instances, it may be necessary to provide some on-street allocated parking spaces. This will be in close proximity to dwellings for ease of access.

Visitor spaces, predominantly unallocated along streets, will also be provided. These will be evenly distributed throughout the development. Parking provision will be in accordance with the Local Planning Authority guidance.

Provision for cycle storage will be made for all properties to encourage the use of alternative modes of transport to the car.

Homes will be equipped with EV charging for electric vehicles; to help facilitate the movement away from carbon emitting vehicles.



Refuse Strategy

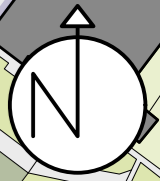
Adequate provision for refuse storage will be made either in garages or back gardens of all properties, with step free access. This will ensure that bins are not left on the street.

All roads will be designed with adequate widths and turning to accommodate refuse collection and emergency vehicles.

Homes will be designed with adequate storage space to encourage recycling and composting to minimise overall waste. Where required, waste collection points will be integrated into street scape in a positive way.



- KEY:**
- Site boundary
 - Access from Swan Lane - east
 - Access from Swan Lane - north
 - Attenuation basins
 - Area of play - LEAP
 - Recreational routes
 - PRow access
 - Green corridor



Placemaking Strategy

The illustrative masterplan demonstrates robust urban design and placemaking principles, delivering a place that people will want to live in as well as creating spaces for informal recreation, with safe and liveable streets.

The proposals provide a scale of development affording the opportunity for a scheme including housing and key areas of public open spaces. Whilst the design of the illustrative masterplan and the integration with the existing landscape fits with the context of the settlement, there is also an opportunity to provide enhanced placemaking and an architecture of varying character.

The existing PRoW network and connectivity is retained, with the addition of new recreational routes. This connectivity promotes good placemaking, health and well-being and encourages active travel.



Gateways

The access points to the Site will be designed to create landscape gateways into the development. These include the main vehicular access point to the Site and the pedestrian access from the wider PRoW network. The gateways should be locally inspired and sensitive to the surrounding landscape as well as designed to create interest and set a tone for the quality of the rest of the development.

Nodes

At key nodes throughout the development, there will be a transition of character to create interest and variety. Different characters will be achieved through the implementation of varying architectural styles, densities, street typologies or use of contrasting materials.

These nodal spaces are located throughout the development at key intersections and meeting points where activities come together, helping to create legibility and a strong sense of place, and aiding elderly and those with dementia to provide distinctive areas.

Landmarks

Landmark focal buildings provide opportunities for streets and spaces to be framed with key buildings and landmark architecture, helping to create identity and interest.

Landmark buildings can help to create exciting and interesting development, and aid in way-finding. They can be distinguished by being taller than surrounding buildings or through architectural materiality and design. As the design of the masterplan evolves, a number of landmark buildings should be located across the masterplan at key points.



Focal Spaces

Green focal points incorporating play areas will provide vibrant spaces for social interaction. Focal spaces will be integrated across the development, within the built character areas and the public open spaces, providing accessibility for both new and local existing residents.

Buildings should address the primary street as well as the green spaces and corridors, providing natural surveillance.

The focal points provide areas where residents can host communal activities and come together in safe, overlooked and generous outdoor spaces for gatherings, recreation and leisure activities.

Focal spaces can also contribute to the creation of legible and memorable places, aiding all members of society.


Play Space

Play space is strategically located on the Site to provide all houses with a play area within short walking distances.

The area of play will be designed to provide a stimulating and challenging play experience that may include equipment providing opportunities for balancing, rocking, climbing, overhead activity, sliding, swinging, jumping and other activities.

There are also opportunities to incorporate further incidental play spaces and trim trails along the recreational routes across the Site.



- KEY:**
-  Site boundary
 -  Existing public right of way (PRoW)
 -  Primary access road
 -  Focal landmark buildings
 -  Squares/focal spaces
 -  Nodes
 -  Primary gateway (vehicular)
 -  Pedestrian gateways
 -  Areas of play
 -  Landscaped visual buffer and key gateway into the green open space
 -  Proposed residential area



Emerging Proposals

Green & Blue Infrastructure Strategy

The vision for the proposal is to deliver a landscape-led addition to the northern edge of Long Stratton.

In order to achieve this, the proposed landscaping will be soft and native to reflect the context and location of the Site on the edge of Long Stratton, whilst enhancing the existing landscape character of the area.

The existing hedgerows provide a fantastic framework on which to create an enhanced network of green corridors through the development area into generous areas of public open space. These corridors link with key green spaces, play areas and landscape planting.



These corridors will serve both recreational and ecological purposes, providing naturalistic walking routes which build on the existing PRoW network, whilst offering linked habitats for wildlife. Attractive SuDS features including a network of swales and planted attenuation basins, will provide amenity benefits, manage surface water runoff, improve water quality, biodiversity and provide ecological resilience.



An overlooked play area benefiting from the natural surveillance of nearby dwellings, have been located in the central heart of the Site and are easily accessible by new and existing residents.

These facilities will take the form of both formal and informal natural play areas with further opportunities for incidental play elsewhere in the development.

Accessible green spaces provide the recreational opportunities. These parks and natural environments have the opportunity to provide seating for people to rest and socialise, or to enjoy public spaces and nature.



Street trees and green focal spaces are dispersed across the proposals, ensuring attractive streets and further green connectivity for residents.

New SuDS features including planted attenuation basins and swales, meadow habitats, tree planting and hedgerows will deliver net gains for biodiversity, contributing to the Sites' net gain and providing opportunities for a range of species and wildlife.

By creating a continuous linked landscape, the development creates a green gateway to the north of Long Stratton, emphasising the landscape character and legacy that is associated with the growth of the settlement and the proposed settlement wide masterplan. This also retains the landscape buffer that surrounds the settlement to the north.








This proposal creates a natural and defensible extent to the settlement which ensures development is located in the right locations for growth.

These features will create a significant opportunity to provide an extensive areas of public open space in the centre of the Site.

There are opportunities for significant habitat enhancement and creation, including creation of a network of interlinked semi-natural greenspace, providing a network of wildlife 'corridors' through the Site that will be of high wildlife and amenity value while also contributing to 10% biodiversity net gain.



KEY:

-  Site boundary
-  PRoW
-  Key green corridor
-  Existing established hedgerow
-  Proposed hedgerow
-  Landscaped pedestrian gateways
-  Local play area



Emerging Proposals



Sustainability & Active Travel Strategy

Active Travel Strategy

The Site layout makes efficient use of land whilst the framework incorporates an active travel strategy and encourages this with traffic-free walking and cycling routes providing connectivity and promoting well-being.

The Site benefits from an existing Public access from the Northern boundary towards the South. The masterplan builds on this existing route with an integrated network of additional recreational routes.

Sustainable Drainage

Development is situated outside of major flood risk areas. Sustainable urban drainage has been designed into the proposals from the outset, improving the current surface water runoff, managing the new surface water runoff, promoting biodiversity and providing amenity benefits through a series of attractive ponds and swales, including new rich planted habitats.

Green Infrastructure & Ecological Resilience

The green infrastructure strategy is at the heart of the proposals and fully integrated throughout the development. Existing trees, hedgerows, habitats and ecological corridors are to be retained and enhanced with additional native planting supporting biodiversity and ecological resilience. New tree planting provides increased canopy cover whilst street trees are proposed to aid climate resilience, providing shading during the summer months and acting as windbreaks. The wider green infrastructure will also help reduce the development's carbon footprint and flood risk.

Sustainable Communities

A mix of dwelling sizes will allow for a sustainable community, including family homes, provision for



home working and homes for the elderly. Homes will be supplied with a high specification broadband connection to minimise the need to travel to/from work.



Renewable Energy Resources & Efficiency

Buildings will be designed to be fully compliant with the Building Regulation requirements, with high sustainability standards of energy efficiency, including A+ rated white goods and high-performance building materials. Buildings will be thermally efficient with high insulation to reduce reliance on main heating systems. Streets, buildings and roof pitches will be orientated to maximise solar energy, passive heating and cooling and natural ventilation.

Building heights will be carefully considered to ensure appropriateness to the local context and avoid overshadowing. All homes will provide an electric vehicle (EV) charging point. Buildings should be fitted with efficient water fittings, water butts and additional water harvesting uses.

Recycling & Sustainable Construction

Waste should be reduced where possible during the construction of the development. Sustainable, intelligent, high-quality construction techniques should be adopted whilst applying the circular economy principle and waste management hierarchy (prevention, preparation for re-use, recycling, recovery and last option disposal). Where possible, construction labour and building materials will be sourced sustainably, promoting low carbon development by incorporating opportunities for reducing energy consumption and enabling more efficient use of energy.

Mitigating Effects of Pollution

During construction, developers will be encouraged to sign up for a considerate constructors scheme to minimise disturbance from construction, particularly noise. Low lighting levels should be adopted in areas with hedgerows, trees and ecological corridors. No land contamination is currently evident on site. Development proposals will be undertaken such that no land contamination occurs.

Landscape and sustainability design precedents







5

Conclusion

4

Conclusion

Benefits of the proposal

This document has set out our Vision for the development of up to 102 dwellings within land to the south of Swan Lane.

The proposal includes significant new areas of open space for play, recreation and habitat enhancement. This will be of benefit to both new and existing residents in the area.

The landscape-led scheme provides new green infrastructure to link into the wider green network, protecting and enhancing existing habitats and wildlife.

The scheme will bring forward new housing needed within Long Stratton and the local area.

The land is controlled by Rainer Developments who have a proven track record in delivering new developments by acting as master developer. There are no known technical reasons why the Site cannot come forward for new residential development. The land is both available and suitable for development which will support the growth of Long Stratton.



Up to 102 new high quality family homes in a dwellings in mix of sizes and tenures;



Providing new homes that are needed for the local community;



New multi-functional open spaces including wildflower meadow planting and enhanced boundary planting to provide biodiversity net gain;



New green corridor and sustainable surface water management including attenuation basins with wildlife friendly features, delivering a net gain in biodiversity; and



Contributions to local infrastructure improvements.



Amenities and services ready for the Zero-Carbon future, including provisions for electric vehicle charging points;



New children's play area and natural play trails promoting outdoor activity;



New footpaths and cycle routes plugging into the existing Public Rights of Way network;



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