Land off Bungay Road, Poringland

Submission of representations relating to
Regulation 16 Consultation, Poringland Neighbourhood Plan

on behalf of ESCO Developments Limited
Ref: 18/044
Prepared by: Amber Slater BSc (Hons) MA

Checked by: Paul Clarke DipEp, MRTPI

For and on behalf of Brown & Co.

Brown & Co is a leading provider of agency, professional and consultancy services across the whole range of rural, commercial, residential, and agricultural markets.

Date: September 2019
1. **INTRODUCTION**

1.1 The following representations have been prepared on behalf of ESCO Developments Ltd, in response to the Regulation 16 Consultation on the Poringland Neighbourhood Plan. The purpose of the representations is to discuss the benefits of the site on land off Bungay Road, in relation to the Neighbourhood Plan.

1.2 The site has previously been the subject of representations submitted to the Local Plan Regulation 18 Consultation and we have undertaken initial work to identify how development could potentially occur on this site. We have taken a landscape and ecology-led approach and reviewed the constraints of the site. A copy of the potential layout is attached.

2. **THE PROPOSAL**

2.1 The land for development, measuring approximately 4.92ha, is located south-east of the village, adjacent to the existing development.

2.2 The layout has been designed with a residential element of 54 dwellings, of which 37 would be open market houses and 17 affordable units. The site would include open space, landscaping and SUDS.

2.3 It is intended that vehicular access will be provided from Bungay Road via a simple T junction, within an extended 30mph zone and enhanced gateway treatment into Poringland. Good visibility would be available from the proposed access onto Bungay Road in both directions.

2.4 There is an existing footway on the opposite side of Bungay Road which continues through to the village centre. There is an ability to provide a footway along the development frontage to join the existing footway on the eastern side of Bungay Road.

2.5 There is an opportunity for the track, that runs south of the site, to be improved by either diverting it to the new access or formalising in its current position. Any future application would include access details and a transport statement.
3. SITE BENEFITS

3.1 The land proposed for development comprises of an open field located on the southern edge of the village. An initial landscape appraisal has been carried out which has informed the layout for the site. The site presents an opportunity for enhanced landscaping to this part of the village, providing an attractive gateway on the approach into the village. Vegetation would be enhanced and maintained on the western edge, with the introduction of trees to continue the tree line into the village.

3.2 The proposed development would be well related to the village, within walking distance of local facilities. The development would not extend the built up area any further to the south than existing development on the opposite side of Bungay Road and to the north west of the proposal site. Siting housing in this location would also redress the balance of housing following the focus of development further north in the village.

3.3 Furthermore, there is an opportunity to move the 30mph zone southwards as an introduction to Poringland. This would reduce traffic speed on the approach to the village as well as further to the north into the village at the junction with the church.

3.4 Policy 2 of the neighbourhood plan suggests that developments of 20 or fewer will be acceptable. Whilst the proposal is over 20 dwellings, we would still consider this a smaller scale development in comparison to the larger allocated sites and is therefore in the spirit of the neighbourhood plan, which also brings forward improvements in terms of the traffic speed reduction, a clear benefit to the village both in terms of the approach and the traffic going through the village.

3.5 The scheme would maintain an area of open space to the southern edge which will soften the approach to the village along Bungay Road. The area of land to the east of the site is at a lower level than the land near the road and is frequently wet with silted up ditches. The layout has been designed to retain all this area as open space with a green link to the area in the middle of the site. These areas will be improved and encouraged as an area of biodiverse open space with open water features. As such, the site offers an opportunity to provide an accessible area of public open space for both existing and future residents, which would also encourage biodiversity.
4. CONCLUSIONS

4.1 We believe that the site, has no significant constraints or impacts which would preclude its delivery. The site is in a single ownership and no further land is needed to enable land to be put forward for development. The land is available now for development and so, subject to approval being given to any future application, can deliver housing in the short term.

4.2 We believe, the proposed development would make a positive contribution to the village, in terms of supply of high quality housing in a variety of tenures and add to a range of housing sites available in the area and represents an opportunity to provide enhanced landscaping as well as an accessible area of landscaped public open space.

4.3 The proposal would also provide opportunities for highway safety improvements in terms of the approach to the village, thereby improving the traffic situation in the village.